

**THE ANALYSIS ON HOW
CORPORATE IMAGE, SERVICE QUALITY, CUSTOMER SATISFACTION
ENHANCE CUSTOMER LOYALTY TOWARDS KOPCEL SHOPPE
AMONG MEMBERS OF KCB's.
CASE STUDY AT
MENARA CELCOM, JALAN SEMARAK, KUALA LUMPUR**

**NUR NAZIHAH BINTI RAMAN
(2008311643)**

Supervisor's Approval

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Madam Nor Hazreeni binti Hamzah

Faculty of Computer and Mathematical Sciences

Universiti Teknologi Mara

18500 Machang

Kelantan

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ABSTRACT

The main objectives of this study were to identify attributes that influence Customer Loyalty and determine their relationships with Customer Loyalty. The variables includes in this research are Corporate Image, Service quality and Customer Satisfaction as independent variables and Customer Loyalty as the dependent variables. A survey questionnaire which consisted of three parts to measure demographic profiles, three independent variables and one dependent variables was constructed based on items determined by past researcher. The questionnaire distributed by email. 408 respondents from member's of KCB that working in Menara Celcom were selected as a sampling frame, only 192 of them respont the questionnaire given. All the findings in this research were analyzed by using SPSS 17.0. The result showed that all of the correlation between variables were significant and has positive relationship to each other. The highest correlation is customer satisfaction towards customer loyalty followed by corporate image towards customer loyalty . Since this research can be implemented to the new Kopcel Shoppe, so that the organization need to do something to upgrade the Corporate Image of new Kopcel Shoppe at Wisma Celcom.

Keywords : Corporate Image, Customer Satisfaction, Service Quality and Customer Loyalty.

TABLE OF CONTENTS

CONTENT

ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii

CHAPTER 1: INTRODUCTION TO ORGANIZATION

1.1	INDUSTRIAL TRAINING OBJECTIVES	1
1.2	OBJECTIVE OF INDUSTRIAL TRAINING	2
1.3	INDUSTRIAL TRAINING ATTACHMENT	3
1.3.1	Background of the Company	3
1.3.2	Objective Of The Company	5
1.3.3	Logo	6
1.3.4	Vision and Mission of the Company	7
1.3.5	KCB's corporate principles	8
1.3.6	Board Members	9
1.3.7	Management Team	10
1.3.8	Regional Representatives	11
1.4	BACKGROUND OF THE DEPARTMENT ATTACHED	15
1.5	INDUSTRIAL TRAINING TASKS	16

CHAPTER 2: INTRODUCTION TO THE STUDY

2.1	BACKGROUND OF THE STUDY	17
2.2	BACKGROUND OF THE PROBLEM	19
2.3	OBJECTIVES OF THE STUDY	20
2.4	RESEARCH QUESTION	21
2.5	RESEARCH HYPOTHESIS	22
2.6	THE SIGNIFICANCE OF THE STUDY	24
2.7	THE LIMITATION OF THE STUDY	25

CHAPTER 3 : LITERATURE REVIEW

3.1	OVERVIEW OF THE PREVIOUS STUDY	26
3.1.1	Corporate Image	26
3.1.2	Service Quality	28
3.1.3	Customer Satisfaction	30
3.1.4	Customer Loyalty	32
3.2	VARIABLES INVOLVED IN THIS STUDY	34