THE EFFECT OF SERVICE QUALITY AND CORPORATE IMAGE ON STAFFS'
LOYALTY IN UiTM KELANTAN BRANCH

BY

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(2009448794)

REPORT

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UNIVERSITY TEKNOLOGI MARA

KELANTAN BRANCH

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FOR

BACHELOR OF SCIENCE (HONS) (STATISTICS)

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SUPERVISOR'S APPROVAL:

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LETTER OF TRANSMITTAL

Faculty of Computer and Mathematical Sciences

University Technology MARA

Kelantan Branch

Dear Sir,

SUBMISSION OF QMT 599 CASE STUDY REPORT

Attached is the titled **"The Effect of Service Quality and Corporate Image on Staffs' Loyalty in UiTM Kelantan Branch"**. This research has been conducted as a way to ascertain the role of service quality, corporate image and staff satisfaction in influencing the staff loyalty towards UiTM Kelantan Branch. I hope this report will fulfill the requirements needed by the faculty of Computer and Mathematical Sciences, University Technology MARA and meet the objectives of the research besides giving valuable benefits to parties in the university especially the Academic Affair Division (HEA). We are grateful for all your guidance, kindness and support during the completion of this written report.

Thank You.

Yours sincerely,

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ABSTRACT

This study investigated the staff loyalty among academic and non-academic staffs of University Technology MARA (UiTM) Kelantan Branch. Using quota sampling procedures, the 50 questionnaires were distributed to academic staff and then 50 questionnaires to non-academic staff in UiTM Kelantan Branch. All the questionnaires were returned back to us. Four variables, Corporate Image, Service Quality, Staff Satisfaction and Staff Loyalty were adopted for the study. The data was analyzed using SPSS 17.0 for descriptive analysis while Amos 17.0 was used for Structural Equation Modeling (SEM). The result showed that staff satisfaction has significant impact on staff loyalty. This is consistent with the findings of (Dick and Basu,1994).

ACKNOWLEDGEMENT