



**A STUDY ON CUSTOMER RETENTION (REPEAT PURCHASE) AT
PELADANG MART SDN. BHD.**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UITM PERMATANG PAUH**

JULY 2012



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ

PELADANG MART SDN. BHD.

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PELADANG MART SDN. BHD.**

**AMIRAH SALWANI BINTI SHABANI
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**Submitted In Partial Fulfillment
Of The Requirement For The
Bachelor Of Bussiness Administration
(Hons.) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM PERATANG PAUH**

JULAI 2012

LETTER OF SUBMISSION

JULAI 2012

**Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
University Teknologi MARA
Permatang Pauh**

Dear sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON CUSTOMER RETENTION (REPEAT PURCHASE) AT PELADANG MART SDN. BHD.”** to fulfill the requirement as needed by the Faculty of Business Management University Teknologi MARA.

Thank you.

Your sincerely

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(AMIRAH SALWANI BINTI SHABANI)

2008249806
Bachelor of Business Administration (Hons) Marketing

ACKNOWLEDGEMENT

First, I must thank to the Al-Mighty Allah (SWT) for giving me the strength to complete this thesis. With his grace and mercifulness, all things are possible. This thesis would not have been completed without the support and assistance of many people. I wish to express my sincere appreciation and thanks to my thesis supervisor also PLK Coordinator of Universiti Teknologi MARA Kampus Permatang Pauh , Pulau Pinang Tn. Hj. Razak bin Hj. Sharif was always an encouragement throughout my graduate program and ready to help me in any way towards making this study my best. His leadership role and style in this process have provided me with clear focus on the task involved and enabled me to gain the maximum benefit from this experience.

This thesis would not have been possible without an incredible support network of family and friends. I am honored to acknowledge my mother and father , Mariah Binti Husin and Shabani Bin Ahmad, for always providing me with encouragement, understanding, and always standing by me no matter what.

Gratitude also goes to Tn Hj Md. Noor Bin Ahmad, the manager of Peladang Mart Sdn. Bhd., Puan Rosnizawati binti Ahmad, and Cik Farah Wahida for giving me countless support, opportunities and encouragement to escalate my career development by pursuing degree in the UiTM .

Lastly, I would also like to thank my friends in the UiTM Degree room for a beautiful friendship during the past three and half years; Farah, Rajaei, Zarina, Zahani, and many others for their heart of gold, help, sincerity, support, kind friendship, and encouragement.

To all UiTM lecturers and staff, family, and friends who have been with me through thick and thin, I pray that Allah SWT will bless your live always.

ABSTRACT

The purpose of this research is to examine the relationship between the price, trust and satisfaction for the change of customer retention. The study was conducted on customers Peladang Mart Sdn. Bhd. the different cultural background. The sample size ranged from 125 customers at Alor Star, Kedah Darul Aman. Respondents are asked to evaluate the price, trust and satisfaction for change through questionnaires printed in English and Malay. Various data analysis methods used to analyze data such as frequency analysis, reliability analysis, Pearson correlation analysis and multiple regression analysis. Overall, price, trust and satisfaction showed an intermediate effect on customer retention.