



**UNIVERSITI TEKNOLOGI MARA
PULAU PINANG**

**A STUDY ON THE RELATIONSHIP OF CUSTOMER SATISFACTION, TRUST
AND AFFECTIVE COMMITMENT ON CUSTOMER LOYALTY TOWARDS
MODENAS PRODUCTS**

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1. This work is not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or and other degrees.
2. This project paper is the result of my independent work and investigation, except where otherwise stated.
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TABLE OF CONTENTS

Table of Contents	Page
TITLE	ii
LETTER OF SUBMISSION	iii
DECLARATION OF ORIGINAL WORK	iv
ACKNOWLEDGMENT	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the Study	3
1.2 Background of Company	4
1.3 Problem Statement	5
1.4 Research Question	7
1.5 Research Objectives	7
1.6 Significant of Study	8
1.7 Definition of Key Terms	9
1.8 Chapter Summary	10
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	11
2.1 Customer Loyalty	11

2.2 Customer Satisfaction	13
2.3 Trust	14
2.4 Affective Commitment	15
2.5 Theoretical Framework	18
2.6 Hypothesis	19
2.7 Chapter Summary	20

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction	21
3.1 Research Approach	21
3.2 Sources of Data	22
3.2.1 Primary Data	22
3.2.2 Secondary Data	23
3.3 Population and Samples Size	23
3.3.1 The Sampling Technique	24
3.4 Research Instrument	26
3.5 Response Format	28
3.5.1 Structured Format	28
3.5.2 Likert Scale	28
3.6 Pilot Study	29
3.7 Data Analysis	30
3.7.1 Frequency Analysis	30
3.7.2 Descriptive Analysis	31
3.7.3 Reliability Analysis (Cronbach Alpha)	31
3.7.4 The Person's Correlation Coefficient	31

ABSTRACT

Customer loyalty is very important for an organization. This is because it can facilitate the selling and cross-selling to loyal customers. Loyal customers are already familiar with their favorite brands and more willing to try and explore suggestions and new products. In addition, a loyal customer is the free agents, 'ambassador' brand to help build any brand. This is because loyal customers are more likely to share their positive experience and make business recommendations to their friends. Loyal customers will also be honest reaction or opinion to ensure product quality. This research is conducted to study on the customer loyalty towards Motosikal dan Enjin Nasional Sdn. Bhd (MODENAS)'s products. The researcher want to identify whether there are any significant relationship on customer loyalty with customer satisfaction, trust and affective commitment. In this research, 128 respondents who used *Modenas* products were selected for this study. The sample sizes were conducted at Perda, Kepala Batas, Sungai Petani and Alor Setar. The respondents were asked to rate their evaluations of trust, satisfaction and affective commitment on *Modenas* products towards customer loyalty in form of questionnaires which were written in English language and Bahasa Melayu. Various data-analysis tools have been used to analyze the data such as frequency analysis, reliability analysis, Pearson's Correlation and Multiple regression analysis. The result shown trust, satisfaction and affective commitment were found to be significantly relationship with customer loyalty besides also determine which variables give the strongest effect on the customer loyalty