



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA KEDAH**

**“FACTORS AFFECTING CUSTOMER LOYALTY ON MOBILE INTERNET  
SUBSCRIPTION AMONG NON-RESIDENT STUDENTS IN UITM KEDAH”**

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I have reviewed the final and complete research proposal and approve the submission of  
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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter provides an overview of this study, which consists of eight main sections. Beginning with the background of study, this chapter identifies the issues ascertain the research problem, research problem and the objective of this research endeavour. It also highlights the significance, scope of the study, provides the definition of terms and concludes with a discussion on the remaining chapters.

### 1.2 Background of study

The mobile Internet is generally defined as the use of the Internet via sophisticated mobile devices in example smartphones (Chuah, Marimuthu, & Ramayah, 2014) . The versatile (remote) benefit showcase has been quickly developing with the expanding number of portable Internet and the advancement of an assortment of remote applications and administrations. Many people employ tiny screens as gateways to the Internet. They use their phones or personal digital devices (PDAs) for everything from checking movie times, playing games, checking e-mails and instant messages to downloading the latest bell-tones, and even online stock trading. Customer service satisfaction is the most important factor when a consumer decides to retain mobile Internet service (D. Kim, Steinfield, & Kim, 2004). Thus, customers or client's retention and relationship building are important. While, the initial usage of wireless Internet service is an important step in creating a relationship with service providers with the long-term relationship depends on post-adoption process.