

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Eldiana', written over a horizontal line.

Date: _____

9/7/2014

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ABSTRACT

This is a descriptive research design of A Study of Customer Loyalty Towards Online Shopping (Apparel) In Higher Learning Institution. These studies had conducted to identify important elements of customer online shopping experience and to understanding the relationship of COSE towards customer loyalty at higher learning institution, which is Multimedia College Sabah that located in Alam Mesra, Sabah. 150 of student respondent have selected to collect the data required. As the customer online shopping apparel was experience personally and different from one to another, therefore it's needed to identify what customer experience dimension and what is the relationship of customer experience and loyalty. The data collected through structured questionnaires and have been interpreted by statistical analysis software of SPSS. This study will beneficial to future research and online vendor that interested entering the online business. Moreover, it will help to develop better understanding on the relationship of the customer online shopping experience towards customer loyalty.