



**“FACTOR INFLUENCING WOMEN BRAND LOYALTY TOWARDS SNE
PRODUCT IN KOTA KINABALU”**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

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Abstract

Cosmetic product is one of the first things that women would bring in their daily life. They have special relationship with cosmetic product. The role of cosmetic product has an essential for beautifying, and wellness among consumer especially for women. The purpose of this study is to examine and discuss the factor influencing women brand loyalty towards Super Nutrient Essence Product in Kota Kinabalu where its determinants are brand image, price, and perceived quality. The words of brand loyalty are very important among marketers to ensure they have powerful strategy to influence consumer behaviour and to make them loyal to their product. The focus in this study is specifically only on women who live in Kota Kinabalu and using this SNE product. This study also only takes respondent who are in 18 years old and above. Researcher use online questionnaire and need 200 respondents to fill out the questionnaire where it can distribute by using Facebook, What Sapp, Email and We Chat to get more respondents. However, only 187 of questionnaire being collected and can be used because of the time constraint to collect the data and the researcher must to find the suitable respondent since this study only focus on women who are actually using SNE product. For data analysis in these studies, the scale measurement where it consists of reliability analysis and correlation are used to test the variables. Descriptive analysis and hypothesis also used in this study to test the variables.

Key words: Brand Loyalty, Brand Image, Price, Perceived Quality