THE RELATIONSHIP BETWEEN FACTORS THAT

CONTRIBUTE TO CUSTOMER'S MALL LOYALTY:

A STUDY ON PLAZA PELANGI JOHOR BAHRU MALL

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2015165089

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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DECEMBER 2018
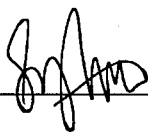
# DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**"DECLARATION OF ORIGINAL WORK"**

I, Noor Syafiqah Binti Samsudin, (I/C Number: 940607-01-6624)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, 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: _____     Date: 26/12/2018

i

# LETTER OF TRANSMITTAL

December 2018

Muharratul Sharifah Binti Shaik Alaudeen

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA (UiTM)

Cawangan Segamat Kampus Segamat

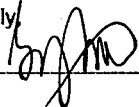KM 12 Jalan Muar,

85000 Segamat, Johor.


Dear Madam,


SUBMISSION OF PROJECT PAPER

Attached is the project paper titles "the relationship between factors that contribute to customer's mall loyalty: A study on Plaza Pelangi Johor Bahru mall" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you.


Sincerely

(Noor Syafiqah Binti Samsudin)

2015165089

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# ABSTRACT

This study was carried out to identify mall image factors, analyse and discuss how customer's mall loyalty is influenced by mall image criteria. Moreover, the research objective of this study is to study the relationship between mall image criteria and customer's mall loyalty and to identify the most significant factor that influence customer's mall loyalty at Plaza Pelangi Johor Bahru. However, quantitative method is using for this study. The primary data for this study is questionnaire. Data were obtained from shoppers at Plaza Pelangi Johor Bahru. 120 questionnaires were distributed at Plaza Pelangi Mall but only 100 returned and can be recorded. However, the purpose of this research is to choose and introduce the best and the most significant factors of those variables. Therefore, the results show that customer's mall loyalty has relationship with independent variables. All independent variables which are access, atmosphere, price/promotion and cross category assortment has positive relationship and strength correlation with customer's mall loyalty.

**Keyword: Mall Loyalty, Access, Atmosphere, Price/promotion, Cross Category Assortment**