



A study on customer retention towards food shop no. 6

at kolej nilam, UNIVERSITI TEKNOLOGI MARA PULAU PINANG.

THIS PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE Bachelor Of

Business Administration (Hons) Marketing TO BE AWARDED BY

UNIVERSITI TEKNOLOGI MARA

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A handwritten signature in black ink, appearing to read 'Azli Bin Mat Dris', written over a dotted line.

Date: .....

21/1/2014

## **ACKNOWLEDGEMENT**

In the name of Allah, the most Gracious, the most Compassionate. First and foremost, all praise to Allah, who give me an opportunity and blessing to complete this research successfully. By the will of Allah, I hope that this research had successfully achieved its objectives. I would like to thank the following people for giving me guidance and support in completing this research.

My sincere appreciation goes to my advisor, En. Mohd. Noor Fawzi bin Baharum for his valuable and precious effort and time in providing proper guidance, assistance, and countless support throughout the entire process of completing this research. His vast knowledge and ideas have helped me a lot and allow me to gain the utmost experiences and benefits in doing this research. My appreciation also goes to the Coordinator for Pengajian Luar Kampus (PLK) Programme, Universiti Teknologi MARA Pulau Pinang, Tuan Haji Abd. Razak Bin Haji Shariff for his encouragement, help, and support.

This research could have not been completed without the help and support from my family. I am honored to acknowledge my wife, Faridahtul Akma binti Ismail who is always by my side and giving me supports. My honest gratitude also goes to my parents and my colleagues.

Last but not least, I would like to express my appreciation to all my lecturers, friends, all staff at Faculty Business Management UiTM, Penang, and all parties involved for giving generous cooperation and assisting me in completing this research. Thank you to all.

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## **ABSTRACT**

The purpose of this study is to identify the relationship of the price, trust and Customer satisfaction towards a customer retention at food shop no. 6 Kolej Nilam, Universiti Teknologi MARA Pulau Pinang. This study was conducted in order to identify the perception of the student as a main customer to the service given by food shop no.6 at Kolej Nilam, UiTM Penang. 150 students from UiTM Penang were selected as a respondent in this study. A set of questionnaire was distributed to respondents. The data gathered were analyzed using Statistical Package for Social Science (SPSS) 2.0 for windows. The findings showed that the price, trust and customer satisfaction must be practiced handling on customer retention.