

THE DETERMINANTS OF CUSTOMER LOYALTY
AT AEON SUPERMARKET TAMAN UNIVERSITI
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AUTHOR'S DECLARATION



BACHELOR OF BUSINESS ADMINISTRATION
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"DECLARATION OF ORIGINAL WORK"

I, Nurulazua binti Amran, (I/C Number: 930513XXXXXX)

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: 20jAlMufiRu) 20H-

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ABSTRACT

This paper presents the degree project that the researcher is currently carrying out. The purpose of this research is to better understand the determinants of customer loyalty at Aeon Supermarket Taman Universiti, Johor Bahru. Both secondary (questionnaire) and primary (literature) data are used for the study. The questionnaire of 100 was distributed randomly to 100 customers that come at the Aeon Supermarket Taman Universiti, Johor Bahru.

This study was mainly to investigate the determinants of customer loyalty at Aeon Supermarket Taman Universiti, Johor Bahru. There are many journals used as the reference of this study. The selected variables will determine whether there is a relationship between those variables with the customer loyalty or not.

Besides, it is very vital to maintain the relationship with customer to build second time purchase. But there is a problem that arises in this study. Most of customers nowadays have a major consideration on price regarding the products and services that they purchase. According to Malaysia Retailers Association, Aeon Supermarket will offer different amount of price. It might be different in cents or more than cents. MRA added, there is increase in price due to Goods and Service Tax (GST).

To begin the study, all the information collected from the respondents was coded in the SPSS version 2.0 systems to know further about the results of the findings. The results were further shown in the Chapter 4 of this study.