



**TELECOMMUNICATION INDUSTRY: FACTORS INFLUENCING CUSTOMER  
LOYALTY OF TELEKOM MALAYSIA IN KOTA KINABALU SABAH**

**AWANG SUFRI BIN ABU KASSIM**

**2013387647**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU SABAH**

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## **ABSTRACT**

In the aggressively competitive commerce situation like the telecommunication industry, there stood a fair realism that the capability of companies to fascinate and sustain clienteles eventually regulates their development and persistence. This research, thus, explores foremost influences or factors on customer loyalty which looks into the research framework where customer loyalty is the dependent variable and service quality, customer satisfaction, as well as corporate image are the independent variables. This study also assesses the hypothesis that there occurs a significant association between each of the independent variables to the dependent variable. This research implements numerous statistical procedures, including cross tabulation, reliability, correlation, univariate analysis and multiple regression analysis. This study was principally a quantitative research and involved 341 subscribers of Telekom Malaysia Kota Kinabalu Sabah contributed to the primary data for survey. The results of the research findings founds a significant association between three of the tested independent variables mainly service quality, customer satisfaction and corporate image to the dependent variable which is customer loyalty. Based on the results, the research recommends that Telekom Malaysia should review what influence their customer loyalty in order for them to sustain and preserve their customer base.