



A STUDY ON CUSTOMER SATISFACTION,
CUSTOMER TRUST AND SWITCHING BARRIERS
ON CUSTOMER RETENTION IN KOTA KINABALU,
SABAH HYPERMARKET

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ABSTRACT

Purpose – The main purpose of this study is to study on the customer satisfaction, customer trust, and switching barriers on customer retention towards the hypermarket in Kota Kinabalu. This study was conducted at the Kota Kinabalu the capital city of Sabah. This present study was replicate from previous study or journal from (Seiedeh Nasrin Danesh, 2012).

Design/ Methodology/ Approach – The researcher distributed the questionnaire with sampling size 150 of the respondents randomly to take part in this survey. The completion of data helps the researcher to key in the data and analyzes the data through SPSS version 20.0 to find out the finding on this study.

Findings – By using the multiple regressions, all of the variables are provide a significant which is all the independents variable such as customer satisfaction, customer trust and switching barriers is have a significant relationship with the dependent variable with the significant value is less than 0.05. The hypothesis of this study also have been accepted which is H1, H2, and H3.

Research Limitations/ Implication – The findings helps further study to evaluate the other factor that can influence the customer to retain with the hypermarket.

Practical Implication – The findings of this study is expected to help the entrepreneur or other retail business owner to understand the factors that can influences the customer retention on the hypermarket.

Keywords – Kota Kinabalu, Sabah Hypermarket.