



**CUSTOMER SATISFACTION TOWARDS CONVENIENCE
STORES RETAILING IN KOTA KINABALU, SABAH**

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ABSTRACT

There are a lot of retail format that can be found almost everywhere in Malaysia. Convenience store retailing is a retail format that exist long time ago with different traditional format unlike todays modern format. With all of the competitions that emerge from other retail format and with own format, can convenience stores maintain its reputation to be as a convenience place to shop for customer? Despite the fact that higher competitions in retailing industry, these convenience stores such as 7-Eleven and Orange Convenience Stores has managed to keep up with their customers by using different attributes to attract their customers. Therefore, this research attempt to identify the factors influencing the satisfafction of customers towards convenience store retailing in Kota Kinabalu, Sabah. Thus, the method that was used in this studies is sample random sampling where online questionnaire were distributed to 201 respondents. The result of this research has concluded that this research can be accepted as all variables are reliable with Cronbach's Alpha value of higher than 0.7. Moreover, among all attributes, the significant factors that influence the satisfaction the most are Pricing and Services (Employee Service and Loyalty-Building Service).