



## ACKNOWLEDGEMENT

First and foremost, thanks to Allah S.W.T the Almighty God for His blessing and consent. Without His help, I definitely won't be able to conduct and complete this study. Besides that, I want to thank for all persons involved in this study directly or indirectly.

I would like to extend my heartfelt gratitude to my advisor Madam Dayang Haryani Diana. I truly appreciate all your guidance and advice during conducting this research. Without your expertise and direction, this dissertation would not have been possible. I'm also eternally grateful for the professional development that she has offered to me. Without her guidance, I will not be able to complete this research. She had gives full support, guidance, opinion, and advice to enable me to do my research. She has also sacrificed her valuable times to consult me until I can complete this research.

Besides that, I would like to extend my deep appreciation to my second advisor Mr. Cyril Supain for his support and guidance. Upon completion of my dissertation, he has given me full support and offered me his professional development throughout the studies I conducted.

Furthermore, I would like to give my thanks to all respondents for giving me their kind cooperation in giving the information that I need. The information that they gave is the most important thing in order to complete this research.

Lastly, I would like to extend my gratefulness to all my friends and lecturers who are directly or indirectly contribute to the completion of my project paper.

Thank You.

---

## TABLE OF CONTENTS

---

<b>CONTENTS</b>	<b>PAGE NUMBERS</b>
Title Page.....	
Declaration Of Original Work.....	
Letter Of Submission.....	
Acknowledgement.....	iv
List Of Tables.....	v
List Of Figures.....	vi
List Of Abbreviations.....	vii
Abstract.....	viii
 <b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background of Study.....	1
1.2 Scope of Study .....	4
1.3 Problems Statement.....	5
1.4 Research Objectives.....	7
1.5 Research Questions .....	7
1.6 Importance of Study.....	8
1.7 Limitations of Study.....	9
1.8 Definition Of Terms.....	11
 <b>CHAPTER 2: LITERATURE REVIEW AND THEORETICAL FRAMEWORK</b>	
	12

## ABSTRACT

The issue of customers' loyalty is very crucial in today's businesses. They are believed to be the heart for every success of generating businesses nowadays. Thus, researcher has conducted a study by taking the sample population from the industrial customers of Sime Darby Industrial Sdn. Bhd. which is formally known as Tractors Malaysia Berhad the sole dealer for Caterpillars industrial equipment.

The study is conducted to fulfill the purpose of the study which is to identify the factors that influences the customer's repurchase intentions towards Caterpillar's product, to discover the customer's perception towards the Caterpillar's product attribute, and to study customer's purchasing attitude for heavy industrial equipment.

Hence, from the study, researchers can indicate that 72.5% of respondents use Caterpillar product, while the remaining 27.5% is not using the product for their heavy industrial activities. Researchers can identify that the factors influencing customers' repurchase intention is highly being influence by the brand and quality of the product with the highest percentage of 48.33% of the respondent. This is supported by the finding that indicate that 52.5% respondents is strongly agree with the statement of Caterpillar's brand name is perceived as high quality and reliable product, while 52.5% respondent is also strongly agree with the statement of Caterpillar's brand name is the reason for them to repurchase the product.

Furthermore, the study also indicate that 58% or 70 customers is aware about Caterpillar's brand before they become the customers of the product. However, only 42% or 50 customers is not aware about the Caterpillar's brand.

In a nutshell, apart from the for independent variables which is customer's satisfaction, quality services, salespeople and branding, branding influenced the repurchased intentions of Caterpillars' product the most. It play crucial roles to retained the customers and become the encourage for customer to purchase the product again as it satisfy their industrial needs and fulfil their requirement of doing the heavy industrial work well.