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ABSTRACT

Purpose – This study is aims to determining the most factor of post sales activity under IT department that KOPO TECH & SUPPLIER served to increase customer loyalty. This study will indicate the relationship of demographic with the post sales activity provided by this company. Beside that, this study also provides a recommendations or suggestion in improving the company post sales activity. This study will help an IT department of KOPO TECH & SUPPLIER to improve their post sales service performance in order to increase customer loyalty and also to maintain a long term IT business relationship with customers.

Design / Methodology / Approach - Questionnaires were constructed based on the independent variables such as customer service and support, gathering customer feedback, continuous customer relationship building and evaluation of a sales call. This questionnaire is distributed to respondent by using two part of respondent part and post sales activity part to know the respondents' perception and their level of loyalty toward post sales activity. A questionnaire was designed and answered by KOPO TECH & SUPPLIER customers through questionnaire paper.

Findings – The result of this study shows the most available factor of post sales activity that KOPO TECH & SUPPLIER can use to gain customer loyalty while improving their service. Furthermore, this study also identifies the respondent demographic profile influencing customer loyalty toward post sales activity and relationship of demographic profile with post sales activity factor that KOPO TECH & SUPPLIER served.

Originality / Value – This study maintain its originality by gather the related information by hand whether through primary data finding or secondary data finding.