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MAJOR DIMENSION AFFECTING CUSTOMER'S LOYALTY: A CASE OF AMBANK DUNGUN

NOOR SHARMILA BINTI MOHAMED YUNAN

NUR ASIKIM BINTI ABDULLAH

NIK AINI BINTI NIK AHMED SHUKRI

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ABSTRACT

The aim of this study is to find the factors that contribute to the customer loyalty towards Retail Business Division at AmBank Dungun. The study only focuses on Retail Business Division at AmBank Dungun Branch. This research is expected to investigate to what extent the selected independent variables are significant in the study. There are five independent variables in this study which are (1) empathy (2) corporate image (3) customers satisfaction (4) conflict handling and (5) commitment. Researcher using primary data to get the information by distribute questionnaire to the respondents. The respondents of this study consist of customers of Retail Business at AmBank Dungun Branch. Researcher used several analyses to test the data such as Mean Analysis, Reliability Analysis, Correlation Analysis, Regression Analysis and Hypotheses Testing. The result of this investigation revealed that all the five selected independent variables are significant in influencing the loyalty of the customers towards Retail Business at AmBank Dungun Branch. By undertaking this research it can help AmBank to improve their service and product offered and awareness about what actually required by customer hence become top financial institutions in Malaysia.

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