



اَبُو سَيِّدِي تَكْنُو لُو كِي مَارَا
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MARA

**FACTORS AFFECTING CUSTOMERS LOYALTY TOWARDS MAMAK
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ABSTRACT

The objective of this research is to investigate the relationship between four hypotheses: the relationship between quality of food, price, quality of service and environment with customers loyalty to *Mamak* restaurants in Melaka Tengah. The descriptive research was undertaken for this purpose of research. With 384 respondents, convenience sampling was used as the sample size for which 325 questionnaires were answered and obtained from the respondents on the basis of their approval and voluntary basis.

The result indicates that both findings of a positive and negative relationship are seen in the hypothesis. There is a positive relationship with dependent variable (customers loyalty) for independent variables (price and environment), whereas another two independent variables (food and service quality) indicate a negative relationship with dependent variable (customers loyalty). All findings and analyses were analyzed during study using SPSS (Statistical Kit for Social Science) version 22.0.

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