

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING
CUSTOMER'S LOYALTY:
FROM THE PERSPECTIVE OF
ONLINE CUSTOMER IN JEMARI
SENI SDN BHD**

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ABSTRACT

Nowadays, the increasing level of customer loyalty has become the critical factor to ensure that a company can sustain in the market. In order to increase customer loyalty, there are some factors that the company needs to focus on. This report is a study on the factors affecting customer loyalty to Jemari Seni Sdn Bhd. However, the study has only focused on five (5) factors, which are customer satisfaction, trustworthiness, customer relationship management, perceived quality, and customer expectation. These factors are believed to affect customer loyalty to Jemari Seni Sdn Bhd. The result may have been a negative or positive relationship. In addition, the study has been done at Jemari Seni Sdn Bhd, a company located in Kajang, Selangor. The target respondents are online customers of Jemari Seni Sdn Bhd. For the purpose of this study, a questionnaire has been used as a method of collecting data and information. Therefore, a total of 169 respondents have been selected as the sampling for this study. In this study, the researcher has analysed the data and information given in order to identify the factors that contribute to the findings. The results show that there is a positive relationship between the dependent variable and independent variables, which are customer satisfaction and customer expectation. The results indicate that there is a relationship between customer satisfaction and customer loyalty to Jemari Seni Sdn Bhd. Besides, there is also a positive relationship between customer expectation and customer loyalty to Jemari Seni Sdn Bhd. However, the result shows that there is no relationship between other three (3) independent variables, which are trustworthiness, customer relationship management, and perceived quality with customer loyalty. By undertaking this study, it can help Jemari Seni Sdn Bhd to improve its services and products offered. Moreover, this study can also increase awareness to this company about the factors that can influence its customer loyalty, hence, becomes one of the top publication companies in Malaysia.

Keywords: Customer Loyalty, Customer Complaint, Customer Satisfaction, Trustworthiness, Customer Relationship Management, Perceived Quality, Customer Expectation

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