



**A STUDY ON THE FACTORS CONTRIBUTING TO
CUSTOMER LOYALTY TOWARDS MOBILE
OPERATORS**

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ABSTRACT

Customer loyalty is an important goal to all organization, whether in small organization or in large organization. Thus, to maintain relationship between customer and seller are very hard, that's why customer loyalty is being core element for all people in do business. The purpose of this study is to determine the contributing factors to customer loyalty towards mobile operator in Malaysia. This study focus on four element of contributing to customer loyalty which is service quality, price perceptions, satisfaction and brand image, all the factors are main element to mobile operator can achieve more customer loyalty. The issue in this research is, nowadays to many unsatisfied customer towards mobile operator that's why we want to analyse what are the reason people not satisfied towards mobile operator. For this study was employ quantitative of simple random sampling, I chosen strategy for this study this is because it be more easily survey and data has been collected by questionnaire are more accurate. The questionnaire was print out and will been distributed randomly to people who are using mobile phone. Based on the observation we can get more respondent than we want from this research, because many people using mobile phone. The questionnaire has been closed when we reached to one hundred fifty (150) respondents as it was the sample size of this research. The survey questionnaires that has been develop based on a through past research and details analysis of the relevant literature and also we using secondary sources such as journal and sources. For the results of the survey will be analysed using both descriptive and inferential statistics. SPSS software is used for get all the data such as main variable, hypothesis testing, correlation analysis, multiple regression and others.

Keywords: Customer Loyalty, Service Quality, Price Perception, Satisfaction and Brand Image

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The main purpose in this study is to determine whether have a factors contributing to customer loyalty towards mobile operators. In this chapter, I will discuss briefly on the background of study, problem statement, research questions, research objective, and scope of study and also I will provide limitations of study.

1.2 Overview or Background of study

Customer loyalty is very important to any industry around the world. Nowadays, all consumers has choose their favourable and known brand rather than to try the others one. Consequently any type of business in order to competing each other because they need to create loyal for their brand in the minds and heart of their consumers. But by taking the good marketing tactic, it will be easier to achieve. According to (Yi, 1990), (Hallowell 1996) and (Homburg and Giering, 2001) has stated that, customer loyalty are about repurchase any kind of product or services, and when we as customer has loyal towards brand, automatically we will share with other people about that kind of goods. So it can be declaring that, the behaviour of people when they has been loyal towards one of brand. Other than that, customer loyalty can be determined by how our way consume any of product or services, whether keep on switching brand or stay loyal with only one brand.

Besides that, the few factors contributing to gain customer loyalty really related with mobile operator in Malaysia. In addition, to achieve the entire factor, mobile operator need to do good plan and good tactic on their marketing. From that, consumer will start too loyal towards only one brand without care with others brands. Furthermore, organization also needs to do some investig properly before they setup the brand.

In addition, based on the past research there are a lot of factor that can contribute to customer loyalty such as service quality of mobile operator, customer