



A FACTOR THAT AFFECT ON BRAND ATTACHMENT OF IPHONE CUSTOMER

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ABSTRACT

This study was conducted to identify a factor that effect on brand attachment of iPhone customer among students at UiTM Campus Bandaraya Melaka. In this study, the researcher decided to use factor of brand attachment which is brand satisfaction, brand experience and trust as the factor that affect iPhone customer. The purpose of the study is to identify the influence of brand satisfaction and trust of iPhone customer on brand attachment. Survey questionnaires were distributed to the students at UiTM Campus Bandaraya Melaka. This study involves 110 respondents from students at UiTM Campus Bandaraya Melaka. A set of questionnaires have been distributed through Email and Whatsap Blast to respondent and the information have been collected as a part of the sources of data for this research. The researcher also used the Statistical Package in the Social Science Software (SPSS) version 21.0 for the purpose of running the data gathered. As a conclusion, the result in this study can help the other researcher to explore the identify a factor that effect on brand attachment of iPhone customer among students at UiTM Campus Bandaraya. The result from this study supported by previous result that presented at every research finding.