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ABSTRACT

Petrol Station is a one of the place visit by the drive of the vehicle even in daily or weekly to fuel up their vehicle to maintain the most comfort driving. Petrol Station nowadays not only become as the main important evolution towards the people that used the vehicle on the road. Through the petrol station, it will lead to the customer attraction towards what are the best marketing strategy to approach the customer to maintain and become loyal towards the petrol station brands as well.

This study aims to understands the relationship customer loyalty towards the perceive services quality, store image and the loyalty card program. Data analysis were based on 355 valid questionnaire that were collected among consumer in Kota Kinabalu City Center, Sabah. The result from Multiple Regression Analysis shows that, store image and loyalty card program significantly influence the customer loyalty among petrol station in Kota Kinabalu, Sabah. Therefore, indicating that these two factors are important to customer loyalty. Based on the results, marketers could focus on creating customer loyalty among vehicle drive who use the petrol station brands which eventually will promote consumer to choose what is the most petrol station that preference by the customer.