



**FACTOR INFLUENCING REPURCHASE BEHAVIOR OF SARAWAK
MULTILAYER CAKE AMONG LOCAL TOURIST**

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ABSTRACT

The Sarawak Multilayer cake is a traditionally layered cake served in Sarawak, Malaysia on special occasions. In the Malay language, the cakes are known as kek lapis Sarawak. They are often baked for religious or cultural celebrations such as Eid ul-Fitr, Christmas, Deepavali, birthdays and weddings. The purpose of this study is to examine the relationship and to determine the factor influencing repurchase behavior of Sarawak Multilayer Cake among local tourist. Self-administered questionnaire were distributed to 120 of local tourist in Kuching, Sarawak. The variables investigated are (a) customer loyalty; (b) perceived value; and (c) customer satisfaction towards repurchase behavior of Sarawak Multilayer Cake. The results indicate that the customer loyalty was found to be significant with strong correlation and positive relationship with repurchase behavior scale. Other than that, the relationship between customer loyalty, perceived value, customer satisfactions of respondents was found to be contingent on repurchase behavior.

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TABLE OF CONTENT

ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii

CHAPTER ONE: INTRODUCTION

1.0 Preamble	1
1.1 Background of the Study	1
1.2 Research Problem	2
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Scope of Study	6
1.6 Research Limitations	6
1.7 Significance of Study	7
1.8 Definitions of Terms	8

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction	9
2.1 Customer Loyalty	10
2.2 Perceived Value	10
2.3 Customer Loyalty	11

CHAPTER ONE

INTRODUCTION

1.0 Preamble

Chapter one focused on research problem, question and objective as well as significance of the study. This research project aims to study about the relationship between factor influencing repurchase behavior of Sarawak Multilayer Cake among local tourist. This research has been conducted consists of three types of variables which are customer loyalty, perceived value and customer satisfaction. This research mainly study on the relationship of customer loyalty, perceived value and customer satisfaction factor to the repurchase behavior of Sarawak Multilayer Cake among local tourist.

1.1 Background of Study

Sarawak Multilayer Cake is a signature product as a souvenir to visitors who come to Sarawak. The demand for Sarawak cake is particularly high during Hari Raya, Gawai and so on. According to Rajlira (2008), during the festive seasons, sales revenue reaches RM40,000 per producer. The industry contributes almost RM3 million annually to the SME sector (Deputy Agriculture Minister Sarawak at Borneo Post, 2008). Sarawak Multilayer cake is centered almost in Kuching. (Department of Agriculture, 2008).

Factors that influence purchase behavior can make purchases of repeat consumer products. Purchasing behavior on Sarawak Multilayer Cakes is subject to change from time to time. Sarawak Multilayer cakes can be associated with tourists to buy products and are constantly evolving from day to day. This study also focuses on customer loyalty, perceived value and customer satisfaction.

Customer loyalty is essential for competitive advantage and product repurchase. A loyal customer can benefit the company and it will help to increase profits, reduce