



**THE IMPACT OF FEEDBACK, ADVOCACY, HELPING AND
TOLERANCE TOWARDS COOPERATIVE MEMBERS'
LOYALTY**

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LETTER OF SUBMISSION

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Dear Sir/Madam,

SUBMISSION OF FINAL YEAR PROJECT PAPER (MKT672)

Attached is the project title 'The Impact of Feedback, Advocacy, Helping and Tolerance Towards Corporate Members' Loyalty' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

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ABSTRACT

The purpose of this study is to investigate the impact of citizenship behaviour of corporative members in Kuching and its association with feedback, advocacy, helping and tolerance. Also, this research aims to identify which of the independent variables (feedback, advocacy, helping and tolerance) provide more impact toward corporative members' loyalty. The data set is composed throughout self-administered questionnaire. A sample of 150 was collected from Kuching, Sarawak Malaysia. The findings revealed that there is a significant relationship between feedback, advocacy, helping and tolerance and corporative members. Based on the findings, it can be said that helping provide more impact toward corporative members' loyalty. In addition, recommendation for corporative service are discussed and suggested.

Keywords: *Feedback, Advocacy, Helping, Tolerance, Loyalty*

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CHAPTER 1

INTRODUCTION

1.0 Preface

The commencement of chapter for this study meant to offer readers with more applicable information concerning the background of the impact of citizenship behaviour towards loyalty among cooperative members. Furthermore, the reader will be provided with the nature of this investigation. In this chapter, plan of action that represents in detail that show point of concern on how planning to do consider will a chance to be illustrate. All the reason for this chapter will be to help and support a preparation to understand the problem or conducting a research. Next, the questionnaire is deliberate after defining various aspects of citizenship behaviours.

1.1 Overview

A jointly-owned and democratically-controlled business venture allows an individual to freely engage themselves in a self-governing organisation in which they can practice their rights freely as cooperative members to satisfy their requirements such as, economic, social, and cultural needs, and objectives (*Alliance, 2005*). Cooperative member's business venture is a different type of organization, is preserved and carefully managed by its affiliates, who are the purchasers or personnel, and are intended to meet their common benefits formed by the seven cooperative concepts (*Alliance, 2005; Dunn, 1988*). The significance of being a loyal cooperative member for cooperative success has been greatly studied by many business organisations. The distinctive relationship of cooperatives with their associates as purchasers and possessor of the business venture is a one of the main element of competitive advantage and can be