Study on Drivers Of Customer Loyalty In A Retail Store Industry:

A Case Study of Parkson Kota Bharu Trade Centre

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LETTER OF TRANSMITTAL

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Dear Sir/Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (MKT 662)

Attached is the copy of Industrial Training Report (MKT662) entitled “DRIVERS OF CUSTOMER LOYALTY TOWARDS RETAIL STORE INDUSTRY” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,

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ACKNOWLEDGEMENT

“In the name of Allah, The most Gracional and Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

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ABSTRACT

The purpose of this study is to identify the factors that contribute to customer loyalty in retail store. The factors can be divided into three. Three factors were identified based on the previous study done by Clotey, T.A, Colier,D.A and Stodnick,M (2008). They are product quality, service quality and brand image. In this study, the researcher sets several objectives to be achieved in carrying out this study. Several research questions were highlighted by the researcher as a guidance in completing this study. The researcher distributed questionnaire to 100 respondents in Parkson Kota Bharu Trade Centre. All the respondents who participated in this study are customers that be loyal to the Parkson regarding to the purpose of this research in answering the questionnaire. Reliability analysis regarding to the questionnaire was made in order to measure the reliability of each variable in the questionnaire. Several technique had been used to analyze the data. The researcher studied on the demographic which is profiles of the respondents. Second, the researcher made the frequency analysis on the demographic and general information about Parkson. Third, the mean analysis was made on all identified variable. Fourth, correlation analysis to examine the relationship between dependent variables and independent variables. Several recommendation are put forward for future research.