TO SHARE OR NOT?
FACTORS INFLUENCING WORD OF MOUTH COMMUNICATION

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MASTER OF SCIENCE MANAGEMENT
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By
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ABSTRAK


Kata kunci: Kualiti perkhidmatan, Tanggapan nilai, Kepuasan pelanggan, Kepercayaan jenama, Kecintaan jenama, Komunikasi mulut.
The objective of this study is to determine the factors that will influence on word of mouth communication among mobile phone users. In this study, five factors which are perceived value, perceived quality, customers’ satisfaction, brand love and brand trust are examined to determine whether these factors influenced word of mouth communication. Hypothesized relationships are tested using survey responses from a sample of 393 respondents. This study was conducted among young adults from Universiti Utara Malaysia (UUM), Sintok Kedah. The data were analysed using Statistical Package for the Social Sciences (SPSS) version 19.0. The methods used in analysing the data are Normality test, Reliability test, Descriptive Analysis, ANOVA, Independent Sample T-Test, Pearson Correlation Analysis and Multiple Regression Analysis. The findings indicated that all the five independent variables have a strong positive relationship with word of mouth. In addition, the results showed that brand love had the strongest significant positive relationship with word of mouth communication with correlation value of 0.802, followed by brand trust with correlation value of 0.793. Pearson correlation analysis that was conducted showed that brand trust and brand love are the strongest factors influencing word of mouth communication.

Keywords: Perceived value, Perceived quality, Customer satisfaction, Brand love, Brand trust, Word of mouth communication.
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CHAPTER 1
INTRODUCTION

1.0 Chapter Introduction

In this chapter, an overview and background of study will be discussed. A problem statement will follow. Next, the purpose and research questions in this study will be outlined. Significant of study and organization of study will also be discussed at the end of the chapter.

1.1 Background of the Study

Satisfying demanding and unique needs and wants of customers and making them loyal towards the offering of any company is the ultimate goal of every organization. In the consumer market, as stated by Taghizadeh, Taghipourian and Khazaei (2013), loyalty is an essential goal and also is a key element for a company to build long-term sustainability and growth since loyal consumers is more willingness to make recommendations, advice and suggestions. Furthermore, being a loyal consumer is not enough if the consumer does not possess loyalty behavior. This loyalty behavior refers to action that is being done explicitly by consumers such as promoting and sharing companies’ offerings to friends and family. This loyalty action is known as word of mouth (WOM). Nowadays marketers are very concerned about word of mouth communication in promoting a service or product. Word of mouth communication is an essential element for consumer marketers. In addition, word of mouth communication is a strong form of promotion and a source of information that significantly influenced consumers’ attitudes and behaviors.
The contents of the thesis is for internal user only.
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Nielsen. (2013). Consumers trust WOM over other messaging. Retrieved from:


