

**A STUDY OF BRAND LOYALTY IN MALAYSIA'S
AUTOMOTIVE INDUSTRY**

By

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in Partial Fulfillment of the Requirement for the
Degree of Doctor of Business Administration**

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ABSTRACT

Brand loyalty has become a major issue for the majority of the automobile brands in Malaysia's automotive industry. To incorporate the business strategy, it is most vital to identify the factors that influence brand loyalty among car users, using the brand equity model. The main purpose of this study was to investigate the relationship between service quality and brand loyalty, the relationship between marketing-mix strategy and brand loyalty, the relationship between country-of-origin and brand loyalty, and finally, the mediating effect of trust on the relationship between service quality, marketing-mix strategy, and country-of-origin, with brand loyalty. This study consisted of three independent variables: service quality, marketing-mix strategy, and country-of-origin; a mediator: brand trust; and a dependent variable: brand loyalty. A total of 10 hypotheses were developed. Regression was used to analyze the mediating effect. The population consisted of Malaysian consumers, and a postal mail survey using judgmental, cluster and simple random sampling yielded 413 respondents in the Klang Valley, Selangor. The results showed 6 hypotheses being supported. The results indicated that marketing-mix strategy and country-of-origin have a significant relationship with brand loyalty; however, service quality does not have a significant relationship with brand loyalty. It was also found that service quality and country-of-origin have a significant relationships with brand trust. Contrarily, marketing-mix strategy does not have a significant relationship with brand trust. Mediating effects were significant where brand trust was found to be partially mediated between the relationship of country-of-origin and brand loyalty. The findings of this study while contributing to the body of knowledge, may also assist policy-makers and marketers in their sustainability effort.

Keywords: brand loyalty, service quality, marketing-mix strategy, country-of-origin, brand trust.

ABSTRAK

Kesetiaan jenama menjadi isu utama bagi kebanyakan jenama automobil dalam industri automotif Malaysia. Bagi menggabungkan strategi perniagaan, adalah penting untuk mengenal pasti faktor-faktor yang mempengaruhi kesetiaan jenama dalam kalangan pengguna kereta berdasarkan model ekuiti jenama. Tujuan utama kajian ini adalah untuk mengkaji hubungan antara kualiti perkhidmatan dan kesetiaan jenama; untuk mengkaji hubungan antara strategi campuran pemasaran dan kesetiaan jenama; untuk mengkaji hubungan antara negara asal dan kesetiaan jenama; dan juga untuk menyiasat kesan perantara kepercayaan terhadap jenama ke atas hubungan antara kualiti perkhidmatan, strategi campuran pemasaran, dan negara asal, dengan kesetiaan jenama. Kajian ini melibatkan tiga pemboleh ubah bebas: kualiti perkhidmatan, strategi campuran pemasaran, dan negara asal; satu perantara: kepercayaan terhadap jenama; dan satu pemboleh ubah bersandar: kesetiaan jenama. Sebanyak 10 hipotesis telah dibangunkan. Analisis regresi digunakan untuk menganalisis kesan perantaraan. Populasi kajian adalah terdiri daripada pengguna di Malaysia, dan kajian mel pos menggunakan kaedah pertimbangan, kluster dan pensampelan rawak mudah telah menghasilkan seramai 413 responden di Lembah Klang, Selangor. Hasil kajian didapati telah menyokong 6 hipotesis yang dibangunkan. Dapatan kajian juga memperlihatkan strategi campuran pemasaran dan negara asal mempunyai hubungan yang positif dan signifikan dengan kesetiaan jenama. Selain itu, kualiti perkhidmatan tidak mempunyai hubungan yang positif dan signifikan dengan kesetiaan jenama. Kualiti perkhidmatan dan negara asal, bagaimanapun menunjukkan hubungan yang positif dan signifikan dengan kepercayaan terhadap jenama, namun strategi campuran pemasaran tidak mempunyai hubungan yang positif dan signifikan dengan kepercayaan terhadap jenama. Seterusnya, kesan perantara adalah signifikan berikutan kepercayaan terhadap jenama merupakan sebahagian daripada pengantara terhadap hubungan antara negara asal dan kesetiaan jenama. Di samping memberikan sumbangan kepada pembangunan pengetahuan, kajian ini juga diharap dapat membantu pembuat dasar dan pemasar dalam usaha kelestarian.

Kata kunci: jenama kesetiaan, kualiti perkhidmatan, strategi campuran pemasaran, negara asal, kepercayaan terhadap jenama.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This study investigates on Malaysia car owners, brand loyalty in the Malaysian automotive market. This study, probes on car owner brand loyalty that they experienced in, and elements which motivate them to remain with a particular car brand. This chapter gives reviews on the background of this study followed by the statement of problems, research questions, objective, significance, scope of aforementioned research. It further highlighted on how the structure of this research is being arranged including definitions of all variables researched.

1.1 Background of the Study

Being earmarked as part of the important and strategic industries in the manufacturing sector, Malaysian automobile industry, carefully thought as the dynamic expanding industries as compared with other industries. For Malaysia in 2020 to be an industrialized country, the Malaysian Government has earmarked the automotive industry to boost the industrialization process.

In the automotive industry, brand loyalty is crucial to a car company because increased loyalty contributed cost savings through reduced marketing costs, reduced customer turnover expenses, increased in word of mouth and cross selling will lead to a larger share of customers, whereas loyalty towards a car brand will provides to a certain extent the guarantee of the brand quality.

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