RELATIONSHIP BETWEEN CUSTOMER SATISFACTION, BRAND TRUST AND CUSTOMER BRAND LOYALTY

By

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A thesis submitted to College of Business in partial fulfillment of the requirement for the Degree of Master of Science (Management)

April 2010
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ABSTRAK

ABSTRACT

The main objective of this research is to determine the relationship between customer satisfaction, brand trust and customer brand loyalty among students who own computer. The data was collected from 201 students in Universiti Utara Malaysia through a self-administered questionnaire. The data was analysed using the Correlation and Regression test. The results show that there is a positive and significant relationship between both the independent variables, namely customer satisfaction and brand trust to customer brand loyalty. The more satisfied the customers with the brand they experience, the more loyal they are towards the brand. In addition, the more the customers trust the brand they are experiencing, the more loyal they tend to be towards the brand. The results also indicate that customer satisfaction contributed more significantly to the customer brand loyalty compared to brand trust.
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CHAPTER 1
INTRODUCTION

1.0 Introduction

This chapter provides the background of research, problem statement, research question, research objectives, research significance and the scope and limitations of the research.

1.1 Background of the Research

Many popular brands have been circulating the market for a long time. Good brands have emerged immensely since quality measures have been recognized as important for the success of the company’s sales. Due to this phenomenon, the customers are hard to remain loyal to any particular brand. Torres-Moraga, Vasquez-Parraga and Zamora-Gonzalez (2008) stated that customer satisfaction and loyalty start early in the process, that is, in the developmental stage of the product itself. They (Torres-Moraga et al.) stressed that “…the process of loving a brand starts with a product” whereby from a good product spurs a great brand, and if branded and marketed rightly will result in the success of positioning the product within the right market segment and thus creating the brand loyalty. This fact was also found true by Duffy (2005) where great companies build great brands that lead to loyalty.

Past research associated brand with loyalty and trust of customers toward the brand. Building strong brands is one of the most important goals of product and brand management in a business (Esch, Langner, Schmitt & Geus, 2006) because loyalty is also driven by strong brand names (Selnes, 1993) since the trust that customers put in
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