

**A STUDY ON FACTORS INFLUENCING BRAND LOYALTY IN MOBILE  
SERVICE PROVIDERS AMONG COLLEGE OF BUSINESS STUDENTS  
OF UNIVERSITI UTARA MALAYSIA**

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SERVICE PROVIDERS AMONG COLLEGE OF BUSINESS STUDENTS  
OF UNIVERSITI UTARA MALAYSIA**

**by**

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**Thesis Submitted to**

**Othman Yeop Abdullah Graduate School of Business,**

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**in Fulfillment of the Requirement for the Master of Science**

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## **ABSTRACT**

Mobile phones have become a necessity in human life. This is due to technological advances that allow people to communicate with each other anywhere and at any time. This also contributes to the increase in the telecommunication sector of the country. Leading telecommunication companies are now competing with each other to become a major provider and attract more customers. This situation also will lead the customers often switch from one provider to another provider to get the best service. As competition is increasing among the companies, it is necessary for them to know about the customers' perception on price, service quality, promotions, and trends that play a vital role in choosing the mobile service providers. This study aims to find out what are critical factors that play an important role to select the telecommunication service provider. This study was conducted among College of Business students of Universiti Utara Malaysia. The data is processed by using quantitative analysis. The method used in analyzed the data are Descriptive Analysis and Multiple Regression Analysis as there are four variables involved in this study, which are price, service quality, promotions, and trends. The results provides a comprehensive analysis of the important factors for the customer to select the mobile service providers. The analysis confirms that the significant positive relationship of trends towards brand loyalty. It will be a great challenge for the service providers to prepare their strategic plan in maintaining customer loyalty, and at the same time expanding their customer base. In conclusion, the mobile service providers should emphasize the factor such as trends that can maintain customer loyalty as customers today are more intelligent and smart.

## ABSTRAK

Telefon bimbit telah menjadi satu keperluan dalam kehidupan manusia. Ini adalah disebabkan oleh kemajuan teknologi yang membolehkan kita untuk berkomunikasi antara satu sama lain di mana-mana sahaja dan pada bila-bila masa. Ini juga menyumbang kepada peningkatan dalam sektor telekomunikasi negara. Syarikat-syarikat telekomunikasi kini bersaing antara satu sama lain untuk menjadi pembekal utama dan menarik lebih ramai pelanggan. Keadaan ini juga mendorong pelanggan untuk sering bertukar dari satu pembekal kepada pembekal yang lain demi mendapatkan perkhidmatan yang terbaik. Dengan persaingan yang semakin hebat, adalah perlu bagi pihak telekomunikasi untuk mengetahui persepsi pelanggan terhadap harga, kualiti perkhidmatan, promosi, dan trend yang memainkan peranan penting dalam pemilihan perkhidmatan telekomunikasi. Kajian ini adalah bertujuan untuk mengetahui faktor kritikal yang memainkan peranan penting dalam pemilihan pembekal telekomunikasi. Kajian ini telah dijalankan di kalangan pelajar Kolej Perniagaan di Universiti Utara Malaysia. Data diproses dengan menggunakan kaedah analisis kuantitatif. Kaedah yang digunakan dalam menganalisis data adalah Analisis Deskriptif dan Analisis Regresi Berganda kerana terdapat empat pembolehubah yang terlibat di dalam kajian ini, iaitu harga, kualiti perkhidmatan, promosi, dan trend. Analisis ini menyediakan keputusan menyeluruh berkenaan faktor penting dalam pemilihan perkhidmatan telekomunikasi dan juga telah mengesahkan bahawa faktor trend mempunyai signifikan yang positif terhadap kesetiaan jenama. Ia akan menjadi satu cabaran besar bagi pembekal perkhidmatan telekomunikasi untuk menyediakan pelan strategik mereka dalam mengekalkan kesetiaan pelanggan, dan pada masa yang sama memperluas asas pelanggan mereka. Kesimpulannya, pembekal perkhidmatan telekomunikasi perlu menitik beratkan faktor seperti trend yang boleh mengekalkan kesetiaan pelanggan memandangkan pelanggan hari ini lebih bijak dan pintar.

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# **CHAPTER 1**

## **INTRODUCTION**

This chapter presents an introduction to this study to give a picture of the study. The discussion will be on factors of price, promotion, service quality, and trends that influence the brand loyalty in mobile service providers. This chapter contains (1) Background of the Study, (2) Problem Statement, (3) Research Questions, (4) Research Objectives, (5) Significance of the Study, (6) Scope and Limitation of the Study, and (7) Organization of the Thesis.

### **1.1 Background of The Study**

Brand loyalty is the company's major goal sets for a branded product. It is now become consumer's priority in making a purchase towards particular brand. Giddens and Hoffman (2010) stated that brand loyalty does exist because of consumers start to realize that the brand offers the right product features, images, conditions, quality, and at the right price. This become the new buying habit among the consumers recently.

#### **1.1.1 Concepts of Brand Loyalty**

Usually, consumers will make a trial purchase seems to perform experiment in order to review whether the product can give them satisfaction after using it. Fortunately, if the product is able to achieve their expectations, they will

The contents of  
the thesis is for  
internal user  
only

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