

Title of Thesis	A Study on Customer Loyalty to Brand of Television in Miri
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ABSTRACT

Nowadays there are a lot of television brands available in Malaysia market. It is important to conduct research about customer about they choose type of television either they are loyal to previous brand they are using or switch to other brand. The purpose of this study is to examine customer's loyalty to television brand in Miri. For the research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. The data are collected and analysed using simple statistic method.

The study revealed that majority of the respondents agreed that brand of television can attract customer's loyalty and chose important factor for their choice is the quality of the brand. Thus, the respondent agreed that some of specific services need to improved, then some of customers purchasing television based on current occupation and job are the influence to the purchase the television brand.

From the results, the researcher suggested several recommendations to be implemented. The seller must invest in their brand marketing to attract more customers. The dealers should sell well-known brand rather than other brands by identifying which brand customers most prefer. The quality is the most important because if the sellers do not have a high quality product it may cause bad reputation of companies but sellers must ensure the quality is good. Quality products help to maintain customer satisfaction and loyalty. Quality product also will reduce the risk and cost of replacing faulty goods. Companies need to train theirs staff to improve quality and performance. The sellers should market their television product at the end of the month, during festival season and special discount to attract more customers.

Future research could explore on research on male and female customers in peninsular Malaysia. Besides that, future research to gain more idea from different state on the different specification in term of size, technologies and price.