

FACTORS AFFECTING BRAND LOYALTY IN MALAYSIA
RETAIL INDUSTRY

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BY

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DEDICATION

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TABLE OF CONTENTS

	Page
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Dedication.....	v
Table of Contents.....	vi
List of Tables.....	vii
List of Figures.....	viii
List of Abbreviations.....	ix
List of Appendices.....	x
Preface.....	xi
Abstract.....	xii
Chapter 1: Research Overview.....	1
1.0 Introduction	1
1.1 Research Background.....	1
1.2 Research Problem	3
1.3 Research Objective	4
1.3.1 General Objective	4
1.3.2 Specific Objectives	4
1.4 Research Questions	5
1.5 Significance of the research.....	5
1.6 Conclusion.....	6
Chapter 2: Literature Review	7
2.0 Introduction	7
2.1 Literature Review.....	7
2.1.1 Brand Loyalty Theory	7
2.1.2 Customer Service	8
2.1.3 Convenience.....	10
2.1.4 Price	11
2.1.5 Perceived Quality	12

2.2 Research Framework	14
2.3 Hypothesis Development.....	14
2.3.1 The relationship between customer service and brand loyalty in Malaysia in retail industry	15
2.3.2 The relationship between convenience and brand loyalty in Malaysia in retail industry	15
2.3.3 The relationship between price and brand loyalty in Malaysia in retail industry ...	16
2.3.4 The relationship between perceived quality and brand loyalty in Malaysia in retail industry	16
2.4 Conclusion.....	17
Chapter 3: Research Methodology	18
3.0 Introduction	18
3.1 Research Design.....	18
3.2 Sampling Design.....	19
3.2.1 Target Population.....	19
3.2.2 Sampling Frame	20
3.2.3 Sampling Technique	20
3.2.4 Sample Size	21
3.3 Research Instrument.....	23
3.3.1 Questionnaire Design.....	23
3.4 Construct Instrument.....	24
Section A Demographic Questions.....	24
3.4.1 Nominal Scale.....	27
3.4.2 Ordinal Scale	28
3.4.3 Interval Scale.....	28
3.5 Pilot Study	29
3.6 Data Collection Method	29
3.6.1 Primary Data	30
3.7 Proposed Data Analysis Tool.....	30
3.7.1 Descriptive analysis.....	30
3.7.2 Reliability test.....	31
3.7.3 Inferential Analysis.....	33
3.8 Conclusion.....	36
Chapter 4: Data Analysis	37

4.0 Introduction	37
4.1 Descriptive Analysis	37
4.1.1 Respondent’s Profile	37
4.1.2 Central Tendencies Measurement of Constructs	44
4.2 Scale Measurement	45
4.2.1 Reliability Analysis.....	45
4.3 Inferential Analysis.....	46
4.3.1 Pearson Correlation Coefficient Analysis.....	46
4.3.2 Multiple Linear Regression Analysis.....	46
4.4 Conclusion.....	50
Chapter 5: Discussion, Conclusion, and Implications.....	51
5.0 Introduction	51
5.1 Discussion of Major Findings	51
5.1.1 Customer Service	51
5.1.2 Convenience.....	52
5.1.3 Price	52
5.1.4 Perceived Quality	53
5.2 Implication of Study.....	54
5.3 Limitation of Study.....	55
5.4 Recommendation.....	55
5.5 Conclusion.....	56
REFERENCE.....	58
Questionnaire	68
Appendix.....	72

LIST OF TABLES

	Page
Table 3.4: Construct Measurement	24-27
Table 3.7.2.2: Cronbach's Alpha Test	33
Table 3.7.3.1: The rule of Pearson's Correlation Coefficient Analysis	34
Table 4.1: Gender	38
Table 4.2: Age	39
Table 4.3: Race	40
Table 4.4: Education Level	41
Table 4.5: Employment Information	42
Table 4.6: Income Level	43
Table 4.7: Descriptive Statistics	44
Table 4.8: Reliability Test	45
Table 4.9: Pearson Correlations	46
Table 4.10: Multiple Linear Regression Analysis (Model Summary)	47
Table 4.11: Multiple Linear Regression Analysis (ANOVA)	48
Table 4.12: Multiple Linear Regression Analysis (Coefficients)	50
Table 5.1: Summary of Hypotheses Findings	51

LIST OF FIGURES

	Page
Figure 2.1: Proposed Conceptual Framework	14
Figure 3.3.4: Sample Size Formula	22
Figure 3.7.2: Rules of Thumb for Reliability Test	32
Figure 3.7.3.2: Multiple Regression Model	35
Figure 3.7.3.3: Multiple Regression Equation	36
Figure 4.1: Gender	38
Figure 4.2: Age	39
Figure 4.3: Race	40
Figure 4.4: Education Level	41
Figure 4.5: Employment Information	42
Figure 4.6: Income Level	43

LIST OF ABBREVIATION

GDP	Gross Domestic Product
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for Social Science
SD	Standard Deviation
ANOVA	Analysis of variance
H1	Hypotheses 1
H2	Hypotheses 2
H3	Hypotheses 3
H4	Hypotheses 4

LIST OF APPENDICES

	Page
Appendix 1.1: Cronbach's Alpha of each variable by using XLSTAT	72-76
Appendix 1.2: Reliability Test	77-81
Appendix 1.3: Survey Questionnaire	82-93
Appendix 1.4: Bank Negara Malaysia 2023	94

PREFACE

This research delves into the dynamics of brand loyalty in Malaysia's retail industry, uncovering the crucial influence of customer service, convenience, price, and perceived quality. With a focus on academic enrichment and practical implications, the study contributes valuable insights for businesses navigating the competitive retail landscape. The findings emphasize the enduring significance of brand loyalty in driving growth and revenue, urging retailers to prioritize customer satisfaction. As a beacon for future research, this study lays the foundation for a nuanced understanding of consumer behaviour in the evolving Malaysian retail sector, offering strategic guidance for businesses seeking to cultivate lasting connections with their audience.

ABSTRACT

This research adopts the brand loyalty theory to determine the major factors (customer service, convenience, price, and perceived quality) that can affect the brand loyalty in Malaysia retail industry. Moreover, this research can help the domestic retailer improve their retail management in order to enhance their overall sales revenue and service quality.

Moreover, this research study is based on empirical data collected from questionnaires distributed to a sample of 220 respondents who have brand loyalty to the retail industry. In addition, Statistic Packages for Social Science (SPSS) version 29.0 is used to evaluate the collected data. Hence, the results demonstrates that customer service, convenience, and perceived quality have a significant relationship with the brand loyalty in Malaysia retail industry. Against expectations, price demonstrates no significant relationship with brand loyalty in the Malaysia retail industry.

Ther research also concludes with a discussion of the study's limitations and the recommendations that were necessary. The recommendations deliver effective suggestions and directions for further future studies. These findings can provide valuable insights for retailers to understand the factors affecting the brand loyalty in Malaysia retail industry.

Chapter 1: Research Overview

1.0 Introduction

This research evaluates the factor that affecting the brand loyalty in Malaysia retail industry. It comprised of four main determinants, which included customer services, price, convenience, and perceived quality.

There are seven sections in Chapter 1. The background of this research is stated in Section 1.1. Research problem is included in Section 1.2. Moreover, the research objectives of the research study are stated in Section 1.3. Research questions are stated in Section 1.4. In addition, the significance of the study is stated in Section 1.5 and the conclusion is in the Section 1.6.

1.1 Research Background

The Malaysia economy depends significantly on the retail sector, which also significantly contributes to the GDP of the country and generates many employments. In Malaysia, the retail industry has grown rapidly in recent years and the competitors are competing for market share (Abdullah et al., 2020). A well-established retail sector in Malaysia is contributing to the country's economic growth (Abdullah Al-Suraihi et al., 2020). The growth of the retail sector can be attributed to the presence of both local and international retailers, including the popular retailers Giant, Tesco, AEON, IKEA, Mr. DIY, and others. Moreover, the retail sector consists of a huge number of small shops and the small shops may offer different goods and services to different characteristics consumers (Abdullah et al., 2020).

In addition, the present research study has found the consumer may loyal the product through the brand especially in the retail industry of Malaysia. According to the Ogiemwonyi (2020), the retail industry is special and full of potential, as it aims to ensure customers satisfaction and build customer loyalty by providing high-quality products and services for essential household needs and wants. Customer loyalty is also one of the approaches that the retailers can improve their competitive advantage in the same industry (Rahman, M. K. 2014). According to the Punniyamoorthy and Prasanna Mohan Raj (2007), the brand loyalty is a term used by the researchers and the practitioners describe the various phenomena in the marketing. Brand loyalty has undergone significant research and is recognized to involve a combination of attitudes and actions. And this combination is how the people feel about a brand and how they behave towards it. Furthermore, brand loyalty can be seen as a unique form of relationship marketing, where consumers develop s strong emotional connection associated with the brand they consume.

According to the Rahman, M. K. (2014), the retail store sales revenue faces challenges due to reduced customer patronage caused by customers switching to more affordable options and increased the competition in the market. Despite economic slowdown and increased competition in the market, the retail sector continues to experience rapid growth around the world (Rahman, M. K. 2014). According to Bank Negara Malaysia (2023), GDP of Malaysia are unstable in 2023, it shows that retail sector needs to develop more efficient strategy to help the government gain more sales revenue. Therefore, the retailers need to focus on develop the customer loyalty through their satisfaction to generate sustainable sale revenue in long term. Consumers have different characteristics, standards, beliefs, and culture background. When they are searching for the product, people seek those that align with their personal standards, as they desire a product that reflects their own identity. According to Joudeh & Dandis (2018), the retail store must satisfy customer satisfaction which may lead them to remain loyal to the brand or a product, keep coming back to the retail store, and spread positive recommendations to friends or family, which in turn promote the retail store.

This research study highlights the importance of establishing a strong and reputable brand presence in the retail industry of Malaysia to foster consumer loyalty and enhance their connection with the products offered.

1.2 Research Problem

The Malaysia retail industry is facing different challenges that can change influenced by various factors. Furthermore, this research is carried out to study the factor that can influence the brand loyalty in Malaysia retail industry. The purpose of this research is to identify the effect on brand loyalty of customer service, price, convenience, and perceived quality. Previous studies and theory have examined that the customer might have different characteristics on the brand's product.

According to Sheth (1974), brand loyalty is not determined by the act of purchasing a particular brand product only. It extends beyond the necessity of measuring brand loyalty based on consumer buying behavior. Consumers can exhibit brand loyalty even if they have never made a purchase or interacted with the brand's product. The brand loyalty theory also has mentioned that once consumers develop a strong loyalty to a brand based on their action, it become challenging to change their loyalty's mindset to address their negatives biases towards other brand product (Sheth 1974).

In recent years, the retail industry has undergone significant changes, providing consumers with new ways to shop that different from traditional methods, this might change the consumer brand loyalty (Ogiemwonyi, 2020). With the innovative business models and technology, consumers now have access to a wider range of options and ways when they come to purchasing. According to (Davis, 2023), this study has mentioned the consumer are always looking for best service during their purchasing process, to enhance their brand loyalty. Moreover, brand loyalty nowadays is based on convenience. When stock is unavailable, it is the ability of in-store workers to provide rapid, knowledgeable solutions (PRNewswire, 2023). In 2018, this study has

highlighted the consumer still emphasizes pricing to enhance the brand loyalty (Team, 2020). Moreover, when customers perceive excellent quality, the product meets their requirements, resulting in their brand loyalty (Mohammad Falahat, 2018).

Lastly, the objective of this study is to analyze the factor that can influence the brand loyalty in Malaysia retail industry. The research study begins with a review of the research on customer service, price, convenience, and perceived quality. Understanding and identifying these factors is important for retailers and decision makers to develop effective strategies and solutions to address these issues and can ensure the sustainable growth of the retail industry.

1.3 Research Objective

1.3.1 General Objective

In general, the research objective is to examine the factors that affecting the brand loyalty in Malaysia retail industry.

1.3.2 Specific Objectives

In specific, there are 4 objectives recognized to examine the relationship between factors and brand loyalty in Malaysia retail industry.

- To examine the relationship between customer service and brand loyalty in Malaysia retail industry.
- To examine the relationship between convenience and brand loyalty in Malaysia retail industry.
- To examine the relationship between price and brand loyalty in Malaysia retail industry.

- To examine the relationship between perceived quality and brand loyalty in Malaysia retail industry.

1.4 Research Questions

- Will the customer services effect the brand loyalty in Malaysia retail industry?
- Will the convenience effect the brand loyalty in Malaysia retail industry?
- Will the price effect the brand loyalty in Malaysia retail industry?
- Will the perceived quality effect the brand loyalty in Malaysia retail industry?

1.5 Significance of the research

Understanding and identifying these factors is important for retailers and decision makers to develop effective strategies and solutions to address these issues and can ensure the sustainable growth of the retail industry. This research knowledge will enable the stakeholders to make smart choices and take good decisions to improve overall retail environment in Malaysia. It also can help to enhance the retail ecosystem in Malaysia.

In addition, analyzing the factors that can influence the retail industry will help in understanding how the customer services, prices, convenience, and perceived quality can change the customer brand loyalty in Malaysia. This understanding is also crucial for retailers to adapt their business models, marketing strategies, supply chain management, operation management, financial management and others to stay relevant in the evolving retail landscape.

The objective of this study is to analyze the factor that can influence the brand loyalty in Malaysia retail industry. The paper will be arranged in the following order: The section begin with a review of the research on customer service, price, convenience, and perceived quality.

1.6 Conclusion

In summary, this chapter has provided readers with a clear understanding of the research background, research problem (problem statement), and significance of the research as an introduction of the chapter. The next chapter will discuss further review of the literature review, to expand the knowledge of the title.

Chapter 2: Literature Review

2.0 Introduction

Literature review is an understanding explanation and summary of the independent variable and dependent variable that discovered in journal articles. This chapter will discuss the dependent variable, brand loyalty in Malaysia industry along with four independent variables. Moreover, this chapter have secondary data, which is related journal, past research to study and support the factors. This chapter will begin with the overview of background of the retail industry, research frameworks, hypothesis development, and conclusion.

2.1 Literature Review

2.1.1 Brand Loyalty Theory

According to Patria (2018), brand loyalty is the ongoing repurchasing of one brand by a customer among a variety of different brands. Brand loyalty is crucial because it can prevent competitors from entering the market, reduce consumer sensitivity to prices, and prevent competitors from creating a threat. According to Bilgin (2018), the brand offers a variety of purposes, including lowering risks associated with products and services for consumers and creating social relationships without disclosing an individual's name. This research has also mentioned that brand loyalty has a psychological aspect along with being the first idea that recalls price

sensitivity. In addition, buying directly from a retail store frequently shows brand loyalty and generates more revenue for the retail store (Bilgin, 2018).

According to Joudeh & Dandis (2018), customer loyalty includes actions that keep customers coming back, so they don't choose other brands but instead keep buying from a brand they're familiar with. This previous research also mentions that keeping existing customers is cheaper than getting new customers, and focusing on customer retention, loyalty, and satisfaction is seen as the most effective and budget-friendly strategy. Moreover, previous research among professionals and academics have shown that the concept of brand loyalty is very helpful in the field of consumer psychology to create benefit for marketers or retailers. Customers who remain highly engaged have been observed to display more robust loyalty behavior (Jayasingh, 2019).

In addition, a product of high quality and affordable price will let the organization that wins the competition in the retail industry, have the support of the customer base, and this will boost customer brand loyalty for a particular favorite store (Rosmadi & Romdonny, 2019). Moreover, according to Jayasingh (2019), consumers will also demonstrate their brand loyalty and happiness by sharing and recommending with others their favorite brand's products. In addition, the retail store's profits increase in a direct relationship to consumer happiness and customer loyalty (Rosmadi & Romdonny, 2019). The attitudes and actions of the consumers themselves, however, have a significant impact on customer satisfaction. Retail stores also need to show their commitment to customers by offering positive customer experiences that build brand loyalty (Rosmadi & Romdonny, 2019).

2.1.2 Customer Service

Customer service, viewed from the perspective of the retailer, is the component of the brand interaction that ultimately makes or destroys the relationship with the customer (Hole et al., 2019). According to Xu et al. (2020), the customer is more

concerned with the quality of customer service such as response time and the quality response of staff, this will help consumers create brand loyalty to the organization. According to Lee & Lee (2019), customers have different service preferences when they need support and assistance, and these preferences depend on factors such as their familiarity with the product or service they're purchasing and their purchasing traits in the retail store. According to Joudeh & Dandis (2018), customers will become unsatisfied if they were satisfied with a product or service before it encountered difficulties or caused them problems. The customer will feel satisfied if for any reason the service comes back.

According to Singh et al. (2020), consumers will be happy when they get an extra service, which can help the consumers enhance the purchase experience and brand loyalty. From the retailer's perspective, the extra operating costs will increase to create brand loyalty for consumers in Malaysia. In addition, the staff from the department of customer service will play an important role in creating a positive purchasing experience for consumers in retail stores (Singh et al., 2020). This positive purchasing experience may lead to a good reputation for the retail store, help the company hold more loyal customers, and the consumers will get good satisfaction in the retail store. Moreover, the support staff provides excellent service, may handle consumers' concerns effectively, and it results in fosters brand loyalty and satisfaction among customers (Singh et al., 2020).

According to Xu et al. (2020), customers often overestimate how long they have been waiting, and sometimes keeping them waiting for long periods can leave them dissatisfied with the quality of service they receive. In addition, this research mentions that the support staff who engage with consumers in customer service require a variety of traits, including tenacity, knowledge of the products, and patience, and these traits enable them to satisfy the needs of their customers in the retail industry (Chu, 2021). Additionally, the most important way of consumer connects with an organization is through direct consumer interactions, which is one-to-one conversation, whether it is visiting a store, talking to a staff on the phone to place an order, expressing consumer concerns, or asking questions about the product or service (Chu, 2021).

2.1.3 Convenience

According to García-Fernández et al. (2018), service convenience is the measure of the consumer's perception of the time, effort, sacrifices, and psychological stress associated with purchasing or using a service. Moreover, the objective of service convenience aims to reduce the financial burden or mental stress associated with buying or making use of a service (García-Fernández et al., 2018). In addition, convenience helps retail stores meet both practical consumer needs and the desire to foster social connections (Gahinet & Cliquet, 2018).

Moreover, convenience also is the capacity to carry out a human action in the shortest time and effort possible (Ing et al., 2019). According to Ing et al. (2019), the additional advantage of retail stores is service convenience, which is a reliable indicator of overall consumer satisfaction and can enhance the brand loyalty of consumers. The location of the retail store is also an important decision that the retailer must consider, this would affect whether consumers want to come to the store or not (Ing et al., 2019).

Many consumer decisions made in low-commitment situations could be described as thoughtless or lazy (Klaus & Zaichkowsky, 2022). When customers consider a decision not as significant but as an essential part of a smooth activity, they lack motivation, which is an aspect of the convenience in question (Klaus & Zaichkowsky, 2022). For example, when consumers are cooking and running out of garbage bags, the consumer can easily order the garbage bags through Google Assistant, which can help save time and mental effort compared to making a physical shopping list and comparing options in a retail store (Klaus & Zaichkowsky, 2022).

According to García-Fernández et al. (2018), this previous research has mentioned five types of service convenience. The first service convenience is decision-making convenience, which relates to the first decision to employ a service as well as the availability and quality of information about the service provider (García-

Fernández et al., 2018). Next is the ease of access, which consumers require how many times and effort to begin using the service. Moreover, the third convenience is the consumer can determine how much time and effort is needed to use the service (García-Fernández et al., 2018). In addition. the ease of transactions, which is the time and effort required by the consumers to transact with the service (García-Fernández et al., 2018). Lastly, the ease of re-engaging, which mentions to the consumers how simple to get in touch with the retail store after the primary connection (García-Fernández et al., 2018).

2.1.4 Price

According to Singh et al. (2020), the price frequently provides a clear structure to the considered image of the product in customers' minds. In the retail industry, the stores must handle this challenge since customers usually demonstrate a cost-saving mindset together with a price comparison strategy. Moreover, the prices often change and have a negative purchase intention to the consumers, which can impact the revenue of the retail store (Singh et al., 2020). In addition, the positive image of a retail store is mainly determined by tangible factors like the standard of customer service and the price of the goods they sell.

According to Hanaysha (2018), this article has mentioned that retailers commonly use price promotions to appeal to price-sensitive consumers and differentiate themselves from competitors in the retail industry. These offers operate as incentives to attract more consumers and increase revenue. Consumers who are concerned about prices are quite aware of these special offers and actively seeking them (Hanaysha, 2018). Additionally, these promotions are also useful in capturing customers' interest and influencing their purchasing decisions (Hanaysha, 2018). Overall, this study demonstrated that price is essential in establishing brand loyalty and that there is a relationship between brand loyalty and customer purchase decisions.

In addition, according to Joudeh & Dandis (2018), the willingness of customers to pay a high or premium price for a product or a service has been described as customer loyalty also called brand loyalty. In the retail sector, brand loyalty may be affected by the prices are determined, both online and offline (Zhuang et al., 2018). Price differences within the same category may result from the adoption of different pricing techniques by different retailers. Customers' loyalty to a certain brand may be impacted by this cost variance, which is frequently influenced by variables like product quality or service level (Zhuang et al., 2018). The location of customer purchase is likely to have a greater impact on the price differences in physical retail stores (Zhuang et al., 2018).

2.1.5 Perceived Quality

According to Joudeh & Dandis (2018), perceived quality is becoming an important part that may influence the customer's brand loyalty. Customers will pay more attention to the degree level of the quality service of the retail store. It may lead to customer satisfaction and brand loyalty for the retail store. In addition, service quality and brand loyalty are crucial concepts that the organization and business entity must grasp to remain competitive and thrive in the retail sector. The retail sector must understand how to measure these concepts from the consumer perspective to better understand their needs and effectively meet them, which may lead to high customer satisfaction, higher profitability, reduced cost, and retention of customers (Joudeh & Dandis, 2018).

Furthermore, according to the Joudeh & Dandis (2018), service quality is the overall evaluation of a service from consumer's point of view, and it can also mean the gap between what the customers expectation from something in terms of performance and what it delivers, this may influence the customer satisfaction of the retail store. In addition, it involves paying close and quick attention to customer's requests,

complaints, and inquiries. A responsive retailer frequently may interact with customers and the speed at which it solves their issues or responds to their queries. Moreover, responsiveness means the staff or the customer service being ready to provide swift assistance and support to customers, to enhance the overall service quality of the retail store (Joudeh & Dandis, 2018).

According to Mensah & Mensah (2018), customer satisfaction significantly affects a retail industry's ability to make profitability in the long run, keep customers coming back, and maintain their loyalty. Quality of service can give a retail store a competitive advantage compared to other competitors in the retail industry (Mensah & Mensah, 2018). In addition, the studies also mention service quality, which is defined as the overall evaluation of a retail store resulting from comparing its performance with customer expectations regarding how the retail store should perform. Furthermore, according to Albari, Atika Kartikasari (2019), service quality and customer satisfaction can be looked at from two perspectives: focusing on individual transactions or looking at the bigger picture overall. In simple terms, customers can judge service quality themselves by comparing the service they expected with what they experienced, and then decide if they're happy or not in the purchasing process. In addition, staff must respond quickly and carefully to the requests, grievances, and inquiries of its consumers, this will enhance the overall service quality in the retail sector (Joudeh & Dandis, 2018).

While a consumer may be pleased with one aspect of the product brand, they are more likely to be unsatisfied with other aspects, this may lead to conflicting feelings about the product in general (Joudeh & Dandis, 2018). Additionally, different parts of a product can have an impact on consumer satisfaction in different ways (Joudeh & Dandis, 2018). For example, a consumer might be satisfied with a product's quality in the short term but not in the long term. Additionally, the consumers will be disappointed in another element of the same product brand. In certain circumstances, negative product reviews will affect the consumer's mindset about the brand's product in the retail industry (Joudeh & Dandis, 2018).

2.2 Research Framework

According to Figure 2.1, this figure has demonstrated the conceptual framework that represents an understanding of concepts and shows the relationship between the four independent variables (IV) and dependent variables (DV), which can let the researchers address specific research problems. According to Kivunja (2018), a conceptual framework is a logical orientation, and association of everything that involves the fundamental assumptions, frameworks, plans, tactics, and methods that will be used to carry out the whole research. Moreover, the research project's conceptual framework is how the researcher logically organizes it (Kivunja, 2018).

Customer service, convenience, price, and perceived quality have been chosen as the independent variable (IV) while brand loyalty in the Malaysia retail industry is used as the dependent variable (DV) in this research.

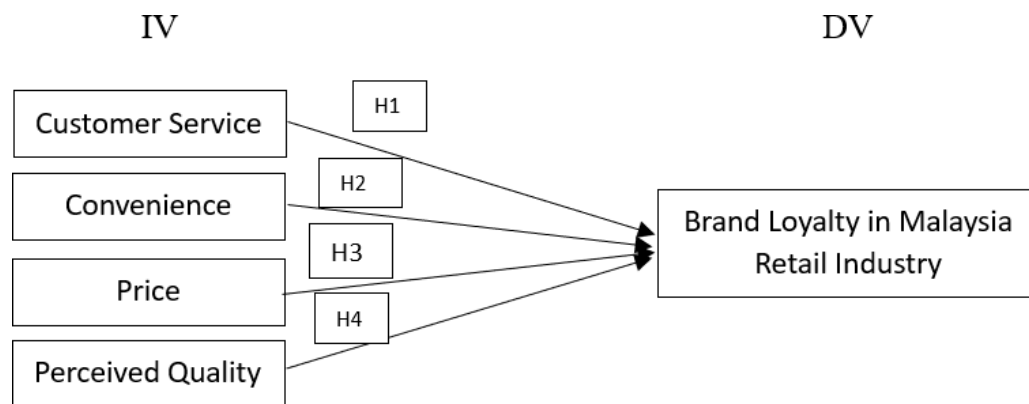


Figure 2.1 Proposed Conceptual Framework

Based on the existing literature reviews, a theoretical framework was developed and tested.

2.3 Hypothesis Development

2.3.1 The relationship between customer service and brand loyalty in Malaysia in retail industry.

According to Singh et al. (2020), consumers increase their brand loyalty due to the quality of the organization's customer service. High-quality customer service has a good reputation in the retail industry. High-quality support staff can effectively handle the customer's problem and enhance customer satisfaction in the whole purchasing process. According to Chu (2021), support staff will address the complaint, and ask questions of their consumers, and this interaction will help consumers know about the product or service provided by the retailer.

H1: There is a significant relationship between customer service and brand loyalty.

2.3.2 The relationship between convenience and brand loyalty in Malaysia in retail industry.

According to Ing et al. (2019), this research mentions the consumers use the lowest amount of time and effort to find their product and service, and it also can gain customers satisfaction and brand loyalty to the retail store. Moreover, operating hours and location of retail stores are also important factors that can give consumers motivation to go to retail stores, as well as increase brand loyalty to the retail store (Klaus & Zaichkowsky, 2022).

H2: There is a significant relationship between convenience and brand loyalty.

2.3.3 The relationship between price and brand loyalty in Malaysia in retail industry.

According to Ing et al. (2019), price factor in a variety of retail service businesses, it has been discovered that price perception has an important effect on consumer satisfaction and brand loyalty. In addition, price is an important factor affecting brand loyalty and customer satisfaction. For example, in Malaysia, price fairness is very sensitive to consumers because Malaysians will compare the product and service to another retailer. If the price of the product is high, this will change the consumer brand loyalty to the retail store (Ing et al., 2019).

H3: There is a significant relationship between price and brand loyalty.

2.3.4 The relationship between perceived quality and brand loyalty in Malaysia in retail industry.

Regardless of the customers' products and services, service quality is described as a universal concept for all industries and an essential need for all consumers. Furthermore, the highest level of service quality not only attracts the consumers away from competitors but also encourages them to make repeat purchases of specific products and services (Faraj Mazyed & Noor Azman, 2018). Moreover, the continued operation of a business mostly depends on customers purchasing from them frequently, which frequently occurs due to brand loyalty, which is similar to a secret promise to keep returning for particular goods and services.

H4: There is a significant relationship between perceived quality and brand loyalty.

2.4 Conclusion

In the chapter 2 part, this detailed literature review regarding the proposed framework between the factors and brand loyalty in Malaysia in the retail industry has developed. Therefore, the four hypotheses have been fully supported by investigation and assessment of many journal publications. To establish a comprehensive understanding of this research subject, this chapter presented a summarized findings from different sources. Next, research methodology will discuss in chapter 3.

Chapter 3: Research Methodology

3.0 Introduction

Research Methodology is an approach of systematically address a particular research problem (Patel, 2019). It can be viewed as a field that studies how scientific research is conducted. In addition, according to Patel (2019), the researcher must be familiar with both the research methodology and the research techniques. This chapter 3 will include the research design, data collection method (primary data), sampling techniques (target population, sample frame, sampling technique, and sample size), construct instrument, and statistical analysis.

3.1 Research Design

The research design is a kind of blueprint that can help the researchers connect realistic, feasible research activities clearly to theoretical research issues (Muyembe Asenahabi, 2019). In addition, research design is the researchers use the systematic approach before collecting and analyzing the data to reach the research objectives effectively. In this research, causal research has been chosen to examine the factor have whether these independent variables have affected the dependent variable or not.

Causal Research is also known as explanatory research, It can help the researchers understand how one thing may affect another, by examining how different factors affect each other (Experience Management, 2023). It's a great research technique to use because it allows researchers to determine quickly how and when factors interact. In

this research, researchers may find out whether the independent variables affect the dependent variables or not.

Moreover, our study also used quantitative research, which involves numbers, or the information can be converted into numbers (Sheard, 2018). In addition, according to Sheard (2018), the methods used to study the data will be called 'statistics'.

3.2 Sampling Design

In Statistics, sampling design is the approach that gather and analyze data by using a sampling method to study a large group when it's too big to examine all at once (Admin, 2021). In addition, it assists the researcher by giving a reasonable understanding of the overall view.

3.2.1 Target Population

According to Louise Barnsbee (2018), the particular group of people that a research project seeks to analyze and learn from is known as the target population and is also known as the characteristic of the target population will be identified.

In this research, target population is the people who have purchased the product in the retail store in Malaysia. According to Louise Barnsbee (2018), the specific population can help the researchers minimize the cost of the research to obtain the relevant information to address the research problem.

3.2.2 Sampling Frame

The sampling frame is a detailed list of all the information that allows researchers study from a bigger group (Stephanie, 2023). In addition, the sampling frame is a specific complete list that can be studied by the researchers. In this research, having a sampling frame is important to ensure that the sample clearly represents the whole group (Jim, 2023).

3.2.3 Sampling Technique

Non-probability sampling will be chosen in order to gather data from the respondents in this research (Admin, 2021). Non-probability sampling is a method that can select the units from a population by using a nonrandom method. Moreover, not all the people in the target population may have the chance chosen by the researchers (Admin, 2021). According to Alexa & Kevan (2019), non-probability sampling also can lead to selection bias because the people who choose to participate in an online survey may be a certain type of person, which can affect the research results. In addition, non-probability sampling will provide much information about the specific group that researchers studied, If the research focus is on obtaining detailed and in-depth information, non-probability sampling can provide researchers with additional insights (Experience Management, 2023).

According to Experience Management (2023), non-probability sampling has 4 types of samplings, including snowball sampling, quota sampling, convenience sampling, and judgment sampling. Moreover, convenience sampling will be applied in this research.

Convenience sampling is when the researchers select the people for the research study because they are easily accessible and available to reach, without following a strict random selection process (Experience Management, 2023). For example, the researchers can quickly collect the data and run the survey from the respondent that the

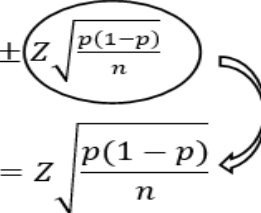
researcher thinks are an important or relevant person, so can choose as the respondent for this study.

3.2.4 Sample Size

According to Omniconvert (2023), the sample size means how many people are included in a group that represents the larger population that the researchers need to study. Moreover, in order to represent the total population for this research, the group will select members from the general population.

For the proportion

$$\text{Sample Size Formula: } n = \frac{Z^2 p(1-p)}{e^2}$$

$$\text{Sampling Error (Margin of Error): } p \pm Z \sqrt{\frac{p(1-p)}{n}}$$
$$e = Z \sqrt{\frac{p(1-p)}{n}}$$


$$\text{If solve the margin of error } e = Z \sqrt{\frac{p(1-p)}{n}}$$

$$\text{Next can solve the sample size which is } n = \frac{Z^2 p(1-p)}{e^2}$$

Information:

Respondent sample size: n = 200 respondent sample size

Confidence interval: Z = 95%, Z Score = 1.96

Estimated population proportion: p = 50% = 0.50

$$e = 1.96 \sqrt{\frac{0.50(1-0.50)}{200}} = 0.069296464$$

$$n = \frac{(1.96)^2(0.50)(1-0.50)}{(0.069296464)^2} = 200$$

Figure 3.3.4 Sample Size Formula

According to (Levine et al., 2017), the study has mentioned the sample size formula which can help the researchers to estimate how many populations needed in this research, which have shown in Figure 3.3.4 Sample Size Formula. This sample size is calculated based on this research's assumptions and desired confidence and precision levels. According to Deborah (2021), this larger sample size would result in a smaller margin of error, which means could estimate the population proportion with even greater precision. Conversely, a smaller sample size would result in a larger margin of error and lower confidence in your estimate.

To obtain reliable estimates of the population proportion with a 95% confidence level, 50% estimated population proportion. and a margin of error of approximately ± 0.0693 .

Based on this sample size formula, we estimated a minimum of 200 respondents are necessary for our data to ensure the reliability of our research, and we plan to distribute 220 sets of the survey questionnaire.

3.3 Research Instrument

For this research, we utilized a self-administered closed-end survey questionnaire through online surveys conducted using Google Forms to collect primary data from participants who have brand loyalty in Malaysia in the retail industry. We choose this method because it allows us to quickly collect a large amount of data using the same questionnaire. Moreover, the respondents were invited to anonymously complete a survey that took approximately 10 minutes, and no rewards were offered by the researcher.

3.3.1 Questionnaire Design

In this study, the first section of the survey questionnaire which is Section A, provided 6 items of demographic questions which are gender, age, race, education level, employment level, and income level. The second section which is Section B, provides the dependent variables (brand loyalty) and independent variables (customer service, convenience, price, and perceived quality). In the Section B, will have 29 questions in the form of a Likert scale will be adopted. The Likert scale allow shows the respondents how much they agree or disagree with the statement (Willott, 2022).

3.4 Construct Instrument

Section A Demographic Questions

1. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
2. Age <input type="checkbox"/> 18 years old and below <input type="checkbox"/> 19 to 30 years old <input type="checkbox"/> 31 to 40 years old <input type="checkbox"/> 41 years old and above
3. Race <input type="checkbox"/> Chinese <input type="checkbox"/> Malay <input type="checkbox"/> Indian <input type="checkbox"/> Others
4. Education Level <input type="checkbox"/> SPM/STPM/Foundation <input type="checkbox"/> Undergraduate (Bachelor's Degree) <input type="checkbox"/> Master's degree or higher education
5. Employment Information <input type="checkbox"/> Full-time employment <input type="checkbox"/> Part-time employment <input type="checkbox"/> Unemployed <input type="checkbox"/> Homemaker <input type="checkbox"/> Student <input type="checkbox"/> Retired
6. Income Level <input type="checkbox"/> RM1000 and below

Y RM1001- RM2000
Y RM2001-RM3000
Y RM3001 and above

Section B Survey Questionnaires

Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5

Construct	Measurement Items	Source
Brand Loyalty	1. I will be loyal customer of this brand's product.	(Joudeh & Dandis, 2018)
	2. I will not switch competitors if the prices of my favorite brands go up.	
	3. I will recommend my brand to other people.	
	4. If I need to shop again, I will come to this retail store.	(Sao Mai & Sao Mai, 2021)
	5. I would say positive things about this store to other people.	(Alam & Noor, 2020)
	6. I will probably keep shopping at this store in the next few years.	
Customer Service	1. The customer service representative has the knowledge to answer customer questions.	(Chung et al., 2020)
	2. The customer service representative is always available to attend to customer's needs.	
	3. The customer service representative provides personalized assistance to customers.	
	4. The customer service consistently treats customers with politeness.	

	5. I think prompt, great customer service is one of the considerations when evaluating a store.	(Singh et al., 2020)
Convenience	<ol style="list-style-type: none"> 1. The retail store has given flexibility services according to customer demand. 2. We can be easy to get information about services of the retail store. 3. The counter is served by multilingual staff, which is convenient for customers. 4. The retail store has convenient operating hours for customer. 	(Malik et al., 2018)
	<ol style="list-style-type: none"> 5. The method of payment provided by the retail store is convenient. 6. I was able to complete my purchase quickly in the retail store. 	(García-Fernández et al., 2018)
Price	<ol style="list-style-type: none"> 1. The brand I like offers reasonable prices. 2. The brands I like offer competitive prices. 3. The brands I like offer various price deals on their products. 	(Joudeh & Dandis, 2018)
	<ol style="list-style-type: none"> 4. The store provides price deals that are highly attractive to customers. 5. Favorite brand stores have seasonal sales that attract me. 	(Hanaysha, 2018)
	6. If the product's price is higher, I would consider switching to other competing stores.	(Singh et al., 2020)

Service Quality	<ol style="list-style-type: none"> 1. The retail store is fulfilled commitments to customers. 2. The interaction between the staff and customer is positive. 3. The staff is always prepared to address customers' concerns. 4. The staff is always ready to resolve any customer problems. 	(Sao Mai & Sao Mai, 2021)
	<ol style="list-style-type: none"> 5. Staff willing to deal with my special requests. 	(Ishmael & Rebecca Dei, 2018)
	<ol style="list-style-type: none"> 6. The store willing to process returns and exchange. 	(Alam & Noor, 2020)

Table 3.4 Construct Measurement

3.4.1 Nominal Scale

According to Simplilearn (2023), nominal data is a basic way of classifying information without assigning a numerical value. It involves labeling items into various categories that do not overlap with another item. Unlike other data types, nominal data lacks a natural order, equal spacing between categories, or a true zero point (Simplilearn, 2023). Moreover, researchers use it to classify and organize data into discrete groups so that patterns or differences can be easily identified without having to perform complex mathematical operations in this research (Simplilearn, 2023). For example, the items of this survey questionnaire, gender, race, and employment information, these items are nominal scales which can make it easier for the researchers to identify the trends and patterns of respondents.

3.4.2 Ordinal Scale

Ordinal data represents a classification of qualitative information where variables are arranged into ordered categories, reflecting a hierarchy, or ranking, such as from most favorable to least favorable or from high to low (Simplilearn, 2023). On ordinal data, researchers are unable to conduct mathematical operations (Simplilearn, 2023). For example, the items of education level are the ordinal scale, the researcher can give each educational level a unique rank in this research such as SPM or foundation, undergraduate, and master's degree to let the researcher understand the education background of the respondent in Malaysia (Indeed, 2022). In this research study, the SPM is the lowest rank, conversely, the master's degree is the highest rank.

Likert scale is the part of the ordinal scale (Arvidsson, 2018). The principle of the Likert scale is that attitudes can be measured by placing them on a scale ranging from strongly agree to strongly disagree, assuming the respondent fits on this measurement scale (Saul Mcleod, 2023). In this research study, this Likert scale will be used in Section B of questionnaire with the following values: Strongly Disagree (SD) =1, Disagree (D) =2, Neutral (N) =3, Agree (A) =4, Strongly Agree (SA) =5.

3.4.3 Interval Scale

The interval scale combines features from both nominal and ordinal scales, with an additional key characteristic: a fixed interval (Aini et al., 2018). This fixed interval allows researchers to categorize data and it also measures and compares the magnitude of differences between individuals or objects. Moreover, it displays the distances between data points and assigns them equal weight (Aini et al., 2018). In this research study, the items of Section A which are age and income level are the interval scale.

3.5 Pilot Study

The pilot study is a small test that the researchers run before a significant research project (Lowe, 2019). It helps the researchers plan and ensure everything runs smoothly. In addition, researchers use pilot studies to determine whether the proposed methods and processes would be effective (Lowe, 2019). By running a pilot study, the researchers can avoid excessive costs and save time in a larger study.

In this research study, a pilot study will be conducted on a small group of forty-two respondents. To enhance the quality of the survey questions, the feedback from the respondents will be gathered and used to address any potential problems that were discovered in the questionnaire. Moreover, the reliability test will be conducted with the use of XLSTAT by Lumivero after collecting the data from respondents.

Cronbach's Alpha is a measure of used to evaluate the reliability of the pilot test. According to Mat Nawi et al. (2020), for each of the measurement scales if Cronbach's Alpha = 0.70 or above, the pilot test has high validity and reliability.

In addition, 220 sets of online questionnaires will successfully disseminate to the respondents when pilot test's validity and reliability were confirmed.

3.6 Data Collection Method

According to Simplilearn (2023), data collection is the process of gathering and analyzing data from different sources to address the research problem, provide accurate answers, assess results, and it can help predict trends and probabilities. In addition, making informed business decisions, ensuring high-quality control, and maintaining the reliability of research all require accurate data collecting. In this research, primary data will be collected to address the research problem.

3.6.1 Primary Data

According to Simplilearn (2023), primary data is collecting the actual data directly from the source which is respondents by using the questionnaire in this research. The primary data are used when the research has no previous records, so it needs the primary data to address the research problem. In addition, researchers can also get personal knowledge using this technique that is tailored to the research goals (Simplilearn, 2023). The purpose of collecting the primary data is to provide actual evidence of four factors on brand loyalty by distributing the questionnaire to the target respondents who have purchased the products in retail stores in Malaysia by choosing the most appropriate response.

3.7 Proposed Data Analysis Tool

Data analysis is the process of modifying, processing, and cleaning raw data to obtain useful, relevant data that supports business decision-making (Kelley, 2023). Moreover, the process offers valuable knowledge and statistics, frequently presented in charts, graphics, tables, and graphs, which can minimize the risks associated with decision-making (Kelley, 2023). The data that collected from the survey questionnaire will be subjected to statistical analysis using SPSS Statistics to produce the descriptive analysis, reliability test, and inferential analysis.

3.7.1 Descriptive analysis

In this research, descriptive analysis is first method of data analysis that allows the researchers accurately describe, display, or summarize data so that patterns can be

identified that meet all the data requirements (Rawat, 2021). In addition, descriptive analysis is the most important processes in examining statistical data and also can provide the researchers with an analysis of the distribution of the data, help in the detection of errors and outliers, and enable researchers to spot patterns between variables, preparing for future statistical analysis (Rawat, 2021). According to Cuemath (2023), descriptive analysis is measured by the mean, mode, range, and variance, this term can help the researchers to better understand the data.

Moreover, according to Rawat (2021), descriptive analysis may be categorized into four types which are measures of frequency, central tendency, dispersion, and position. When evaluating a single factor at a time, several techniques are effective. Measures of frequency may help determine the percentage of certain responses, and it helps the researchers to make the data more manageable (Rawat, 2021). In addition, measures of central tendency focus on finding the average response, while measures of dispersion assess how data is spread out. Finally, measures of position help the researchers to identify the particular value stands relative to others in the dataset, enhancing the understanding of data patterns (Rawat, 2021).

The information gathered from the survey questionnaire will be collected and presented clearly in the form of tables, pie charts, and bar graphs for easy researchers to analysis and interpretation in this research. The data in Section A will be visually summarized using tables and pie charts for a clear presentation. Additionally, the data in Section B will be presented in tabular form, showcasing percentages, standard deviations (SD), and means for better clarity and understanding.

3.7.2 Reliability test

Before a test is used for research or examination purposes, internal consistency should be assessed to assure validity (Tavakol & Dennick, 2011). Researchers frequently use Cronbach's alpha to show that scales and tests developed or utilized for the purpose of

research are suitable for the purpose at concern (Taber, 2017). Moreover, Cronbach's alpha is also a common method for assessing the reliability or consistency of a test or survey, particularly in the social sciences and organizational studies. It can help the researchers determine whether the research questions in an assessment instrument consistently measure what they intend to measure (Bonett & Wright, 2014). According to Figure 3.7.2 (Thompson, 2023), the alpha value (α) will fall within the range of 0.0 indicating randomness to 1.0 which reflects a perfect level of measurement. According to Thompson (2020), if the alpha value is more than 0.7, the scale will more reliable. To provide a clearer explanation, the general guideline for understanding Cronbach's alpha is presented in Figure 3.7.2.

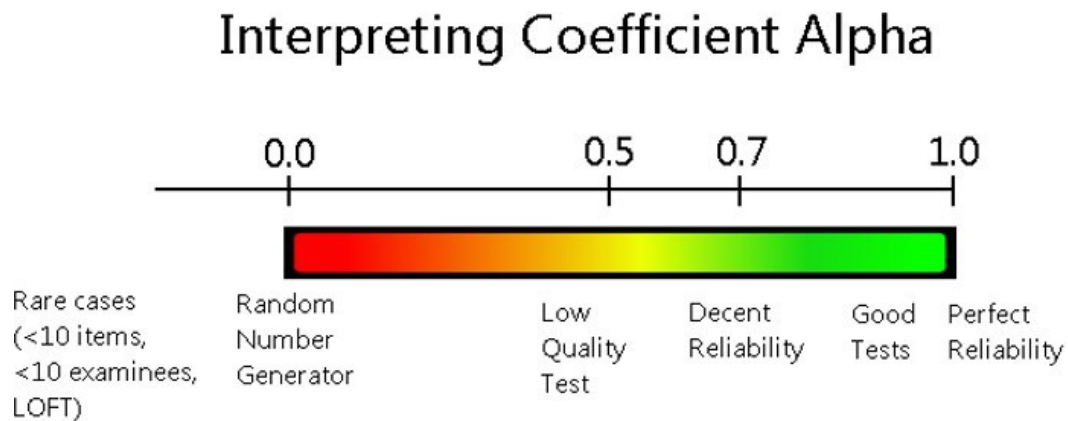


Figure 3.7.2 Rules of Thumb for Reliability Test (Source: Thompson, 2023)

3.7.2.1 Measurement Scale

In this research, the measurement scale is used to assess the reliability and validity of the questionnaire. According to Haradhan (2017), reliability and validity are the key factors to consider when checking how good a measurement tool is for research.

3.7.2.2 Reliability

Reliability estimates also demonstrate the degree of measurement inaccuracy in a test (Tavakol & Dennick, 2011). In this research, the pilot study has tested the reliability of each measurement scale. According to Table 3.7.2.2 Cronbach's Alpha Test, all the variables are more than 0.7, which means the reliability of each variable is high reliability.

Serial Number	Variable	Cronbach's Alpha Value
1.	Brand Loyalty	0.888
2.	Customer Service	0.900
3.	Convenience	0.890
4.	Price	0.871
5.	Perceived Quality	0.905

Table 3.7.2.2 Cronbach's Alpha Test

3.7.3 Inferential Analysis

Inferential analysis helps researchers make educated estimations about a whole group by studying a smaller part of it (Cuemath, 2023). Moreover, the researchers can use analytical tools to analyze the smaller part (sample) and then draw conclusions about the bigger group (population).

3.7.3.1 Pearson's Correlation Coefficient Analysis

In this research, Pearson's correlation coefficient is a useful tool for exploring the relationship between two sets of numerical data (Statistics Solutions, 2021). It's highly regarded because it uses a method called covariance, which can help researchers understand how these two sets of data vary together. This coefficient provides insights into the strength of the relationship between the variables being studied and whether the variables move in the same direction or opposite directions, which is important information for researchers (Statistics Solutions, 2021). According to Jaadi (2019), the "r" value can be between -1 and 1. If it's -1, that means there's a strong negative connection, where one thing goes up while the other will go down. If it's 1, there's a strong positive connection, where both things go up together. And if it's 0, there's no connection at all. To provide a clearer explanation, the general guideline for understanding the rule of Pearson's correlation coefficient is presented in Table 3.7.3.1.

Size of Correlation	Interpretation
.90 to 1.00 (–.90 to –1.00)	Very high positive (negative) correlation
.70 to .90 (–.70 to –.90)	High positive (negative) correlation
.50 to .70 (–.50 to –.70)	Moderate positive (negative) correlation
.30 to .50 (–.30 to –.50)	Low positive (negative) correlation
.00 to .30 (.00 to –.30)	negligible correlation

Table 3.7.3.1 The rule of Pearson's Correlation Coefficient Analysis

Source: (Jaadi, 2019)

3.7.3.2 Multiple Linear Regression Analysis

In this research, multiple linear regression analysis is like a statistical approach that can let the researchers understand how the dependent variable is connected to several other things which are the independent variables (Andrew et al., 2006). The main goal here

is to figure out how these independent variables, which we already know the values of, help us predict the value of the single, important thing we're studying (Andrew et al., 2006). In addition, this helps researchers identify which factors are the most important when they're trying to explain or predict something. According to Levine et al. (2017), the multiple regression model has presented at the Figure 3.7.3.2, and the equation of multiple regression will be presented at the Figure 3.7.3.3. In this research, the multiple regression equation combines the dependent variable (brand loyalty in Malaysia in retail industry) with the contribution of multiple independent variables (customer service, convenience, price, and perceived quality), each multiplied by a weight plus an error term, to help the researchers to predict the outcome.

Multiple Regression Model with k Independent Variables:

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \dots + \beta_k X_{ki} + \varepsilon$$

Figure 3.7.3.2 Multiple Regression Model

Source: (Levine et al., 2017)

Where, for $i = n$ observation:

Y_i = Dependent Variable

X_i = Independent Variable

ε = Random Error

β_0 = y-intercept (constant term)

β_k = Slope Coefficient Associated with the Independent Variables

Multiple regression equation with k independent variables:

The diagram shows the multiple regression equation $\hat{Y}_i = b_0 + b_1 X_{1i} + b_2 X_{2i} + \dots + b_k X_{ki}$. Three blue boxes with arrows point to specific parts of the equation: 'Estimated (or predicted) value of Y' points to \hat{Y}_i ; 'Estimated intercept' points to b_0 ; and 'Estimated slope coefficients' points to the entire set of terms $b_1 X_{1i} + b_2 X_{2i} + \dots + b_k X_{ki}$.

$$\hat{Y}_i = b_0 + b_1 X_{1i} + b_2 X_{2i} + \dots + b_k X_{ki}$$

Figure 3.7.3.3 Multiple Regression Equation

Source: (Levine et al., 2017)

Y = Dependent Variable (Brand loyalty in Malaysia in retail industry)

X_1, X_2, X_3, X_4 = Independent Variable (Customer Service, Convenience, Price, and Perceived Quality)

b_0 = Intercept

b_1 = Slope for X_i

3.8 Conclusion

In Chapter 3, we've explained the research methodology that involve a sequence of steps within a particular research area. In addition, we have discussed various aspects such as research design, sampling methods, pilot test, construct measurement, measurement scale, and data collection method to ensure we gather dependable and relevant knowledge. Next, we will discuss the Chapter 4 which is data analysis.

Chapter 4: Data Analysis

4.0 Introduction

In Chapter 4, the researcher will discuss the characteristics of the 220 responses collected from the survey. By utilizing SPSS software, the researcher will conduct the descriptive analysis and inferential analysis in the following chapter.

4.1 Descriptive Analysis

4.1.1 Respondent's Profile

In the following sections, the researcher will discuss the respondent characteristics including gender, age, race, education level, employment information, and income level.

4.1.1.1 Respondent's Gender

According to Figure 4.1 and Table 4.1, it demonstrates the gender of respondent. Moreover, the total respondents 250, which is $N=250$, 119 respondents equivalent to 54.1% are male, and 101 respondents equivalent to 45.9% are female.

Section A Demographic Questions

1. Gender

Copy

220 responses

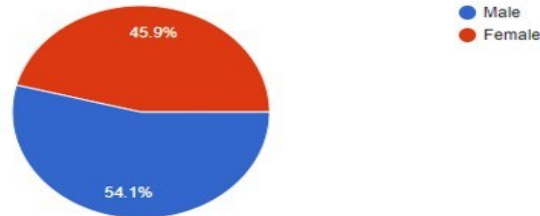


Figure 4.1 Gender

Source: Developed for the research

Gender	Frequency	Cumulative Frequency	Percentage
Male	119	119	54.1%
Female	101	220	45.9%
Total	220		100%

Table 4.1 Gender

Source: Developed for the research

4.1.1.2 Respondent's Age

According to Figure 4.2 and Table 4.2, demonstrate the age of the respondent. Out of total respondents of 250, which are N=250. Moreover, this figure and table show have 149 respondents are aged between 19 to 30 years old (67.7%), 44 respondents are aged 31 to 40 years old (20%), 17 respondents are aged 41 years old and above (7.7%), and 10 respondents are age of 18 years old and below (4.5%).

2. Age

220 responses

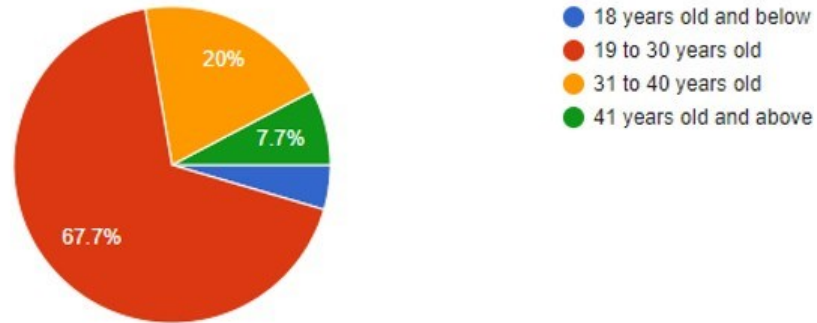


Figure 4.2 Age

Source: Developed for the research

Age	Frequency	Cumulative Frequency	Percentage
18 years old and below	10	10	4.5%
19 to 30 years old	149	159	67.7%
31 to 40 years old	44	203	20%
41 years old and above	17	220	7.7%
Total	220		100%

Table 4.2 Age

Source: Developed for the research

4.1.1.3 Respondent's Race

According to Figure 4.3 and Table 4.3, shows the data on the race of respondents. Out of the total respondents (N=250), the mode of the race is Chinese who accounted for 184 respondents (83.6%). It also shows that 20 respondents are Malay (9.1%), 14 respondents are Indian (6.4%), and 2 respondents are other races (0.9%).

3. Race

220 responses

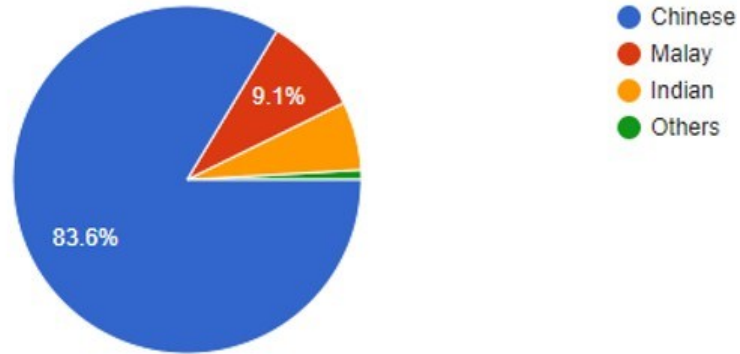


Figure 4.3 Race

Source: Developed for the research

Race	Frequency	Cumulative Frequency	Percentage
Chinese	184	184	83.6%
Malay	20	204	9.1%
Indian	14	218	6.4%
Others	2	220	0.9%
Total	220		100%

Table 4.3 Race

Source: Developed for the research

4.1.1.4 Respondent's Education Level

According to Figure 4.4 and Table 4.4, it shows the education level of respondent. Out of the total respondents (N=250), the mode of the education level is Undergraduate (Bachelor's Degree) who accounted for 123 respondents (55.9%). It also shows have

77 respondents are SPM or STPM or Foundation (35%), and 20 respondents have a Master's degree or higher education (9.1%).

4. Education Level

 Copy

220 responses

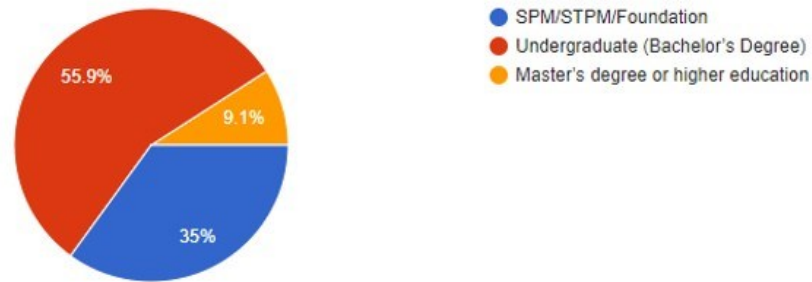


Figure 4.4 Education Level

Source: Developed for the research

Education Level	Frequency	Cumulative Frequency	Percentage
SPM/SPTM/Foundation	77	77	35%
Undergraduate (Bachelor's Degree)	123	200	55.9%
Master's degree or higher education	20	220	9.1%
Total	220		100%

Table 4.4 Education Level

Source: Developed for the research

4.1.1.5 Respondent's Employment Information

According to Figure 4.5 and Table 4.5, it shows the employment information of respondents. Out of the total respondents (N=250), the mode of employment information is a student who accounted for 126 respondents (57.3%). It also shows

have 58 respondents are in full-time employment (26.4%), 18 respondents is part-time employment (8.6%), and 9 respondents is homemaker (4.1%). In addition, the data have shown that same 4 respondents (1.8%) which are unemployed and retired.

5. Employment Information

220 responses

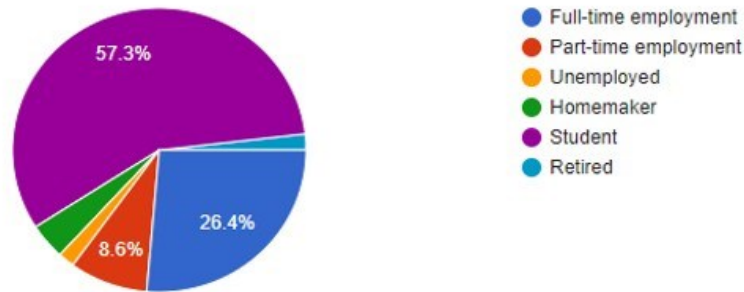


Figure 4.5 Employment Information

Source: Developed for the research

Employment Information	Frequency	Cumulative Frequency	Percentage
Full-time employment	58	58	26.4%
Part-time employment	19	77	8.6%
Unemployed	4	81	1.8%
Homemaker	9	90	4.1%
Student	126	216	57.3%
Retired	4	220	1.8%
Total	220		100%

Table 4.5 Employment Information

Source: Developed for the research

4.1.1.6 Respondent's Income Level

According to Figure 4.6 and Table 4.6, it shows the income level of respondent. Out of the total respondents (N=250), the mode of the income level between RM1001 to RM2000 accounted for 88 respondents (40%). Moreover, with an income level between

RM3001 and above 49 respondents (22.3%), an income level between RM1000 and below of respondents have 47 respondents (21.4%), and an income level between RM2001 to RM3000 of respondents have 36 respondents (16.4%).

6. Income Level

220 responses

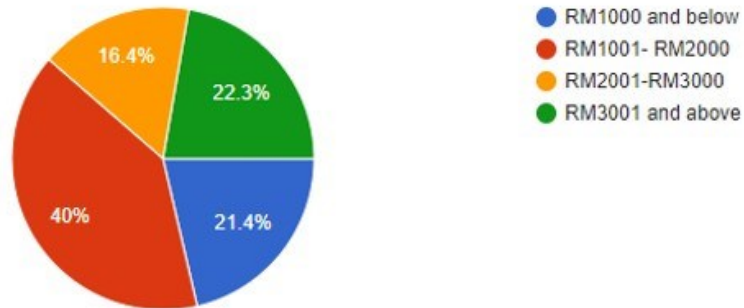


Figure 4.6 Income Level

Source: Developed for the research

Income Level (RM)	Frequency	Cumulative Frequency	Percentage
1000 and below	47	47	21.4%
1001-2000	88	135	40%
2001-3000	36	171	16.4%
3001 and above	49	220	22.3%
Total	220		100%

Table 4.6 Income Level

Source: Developed for the research

4.1.2 Central Tendencies Measurement of Constructs

According to Table 4.7, all the constructs were assessed through a 5-point-Liker- scale ranging from “strongly disagree” (1) to “strongly agree” (5). It also shows that perceived quality has the highest mean among all the constructs at 4.4523, this shows that the average level of agreement on perceived quality is towards “agree”. Moreover, the lowest mean is the brand loyalty at 4.2864, which show that average responses are also toward “agree”. In addition, another construct has a similar level agreement in which the means scores are “agree”. Lastly, the average levels of agreement for all constructs are a range of “agree”.

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
meanbrandloyalty	220	943.00	4.2864	.71854
meancustomerservice	220	973.20	4.4236	.68924
meanconvenience	220	976.00	4.4364	.69844
meanprice	220	975.33	4.4333	.69724
meanperceivedquality	220	979.50	4.4523	.67658
Valid N (listwise)	220			

Table 4.7 Descriptive Statistics

Source: Data generated by SPSS Statistic

4.2 Scale Measurement

4.2.1 Reliability Analysis

According to Table 4.8 and Appendix 1.2, it has 29 items are put in the reliability test. In this table, the mode of reliability test is Convenience, which accounted for ($\alpha = 0.904$). According to Frost (2022), the highest Cronbach's value indicates that this variable has the highest internal consistency and is measuring the variable of interest accurately. Next in line are Perceived Quality ($\alpha = 0.903$), followed by Price ($\alpha = 0.894$), Brand Loyalty ($\alpha = 0.869$), and Customer Service ($\alpha = 0.860$). Overall, since each of the variables has a coefficient alpha value is more than 0.70, the variables show reliability and internal consistency in this research.

No.	Construct	No. of Items	Cronbach's Alpha	Strength of Association
1.	Brand Loyalty	6	0.869	Good Test
2.	Customer Service	5	0.860	Good Test
3.	Convenience	6	0.904	Perfect Reliability
4.	Price	6	0.894	Good Test
5.	Perceived Quality	6	0.903	Perfect Reliability

Table 4.8 Reliability Test

Source: Developed for the research

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient Analysis

According to Table 4.9 below, Pearson's correlation coefficient analysis confirmed that brand loyalty obtained a positive value with a p-value is less than 0.001 towards all the independent variables which are customer service, convenience, price, and perceived quality. This research shows all the correlations proposed from H1 to H4 have positive correlations and are significant at 0.01 level (2-tailed).

		Correlations				
		meancustomer service	meanconvenie nce	meanprice	meanperceive dquality	meanbrandloy alty
meancustomerservice	Pearson Correlation	1	.801**	.728**	.715**	.784**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	220	220	220	220	220
meanconvenience	Pearson Correlation	.801**	1	.831**	.833**	.821**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	220	220	220	220	220
meanprice	Pearson Correlation	.728**	.831**	1	.849**	.767**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	220	220	220	220	220
meanperceivedquality	Pearson Correlation	.715**	.833**	.849**	1	.767**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	220	220	220	220	220
meanbrandloyalty	Pearson Correlation	.784**	.821**	.767**	.767**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	220	220	220	220	220

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.9 Pearson Correlations

Source: Data generated by SPSS Statistic

4.3.2 Multiple Linear Regression Analysis

4.3.2.1 Model Summary

Table 4.10 Model Summary shows that R-Square is 0.738, which means that 73.8% of the variance in brand loyalty can be explained by the four independent variables which are customer service, convenience, price, and perceived quality. Moreover, 26.2% of the variance in brand loyalty are unknown factor in this research.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.859 ^a	.738	.733	.37145	.738	151.129	4	215	<.001

a. Predictors: (Constant), meanperceivedquality, meancustomerservice, meanprice, meanconvenience

Table 4.10 Multiple Linear Regression Analysis (Model Summary)

Source: Data generated by SPSS Statistic

4.3.2.2 ANOVA

In addition, according to Table 4.11 ANOVA, the F-ratio value from ANOVA is 151.129 with a p-value (<0.001). Since the p-value is below the significance level of 0.05, these findings indicate a statistically significant correlation between the four independent variables (customer service, convenience, price, and perceived quality) and the dependent variable (brand loyalty in the retail industry). Overall, this comprehensive model shows high significance and reliability in assessing the relationship among these variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	83.406	4	20.852	151.129	<.001 ^b
	Residual	29.664	215	.138		
	Total	113.070	219			

a. Dependent Variable: meanbrandloyalty

b. Predictors: (Constant), meanperceivedquality, meancustomerservice, meanprice, meanconvenience

Table 4.11 Multiple Linear Regression Analysis (ANOVA)

Source: Data generated by SPSS Statistic

4.3.2.3 Coefficient

According to Table 4.11, it shows the standardized coefficients (Beta), convenience is shown to be the independent variable that contributes the highest to the variation of brand loyalty as the Beta value under standardized coefficients is 0.337, higher than the other independent variables which is customer service, price, and perceived quality. This also shows when keeping other independent variables constant in the model, convenience emerges as the most influential factor in the overall intention of respondents toward brand loyalty in the retail industry. Additionally, customer service, price, and perceived quality are following closely, each associated with Beta coefficients of 0.307, 0.131, and 0.156, respectively.

The new multiple regression equation as following:

$$Y = (-0.004) + 0.320(\text{CS}) + 0.347(\text{CO}) + 0.135(\text{P}) + 0.166(\text{PQ})$$

Where: Y = Brand Loyalty

CS = Customer Service

CO = Convenience

P = Price

PQ = Perceived Quality

H1: There is a significant relationship between customer services and brand loyalty.

Table 4.11 shows that brand loyalty in Malaysia retail industry is expected to increase by 0.320 points ($\beta_1 = 0.320$) for every point increase in customer service, by keeping other variables constant. Since its p-value is <0.001 and is lower than 0.05, it indicates customer service have a significant relationship with the brand loyalty in Malaysia retail industry. Thus, the null hypothesis is rejected.

H2: There is a significant relationship between convenience and brand loyalty.

Table 4.11 shows that brand loyalty in Malaysia retail industry is expected to increase by 0.347 points ($\beta_2 = 0.347$) for every point increase in convenience, by keeping other variables constant. Since its p-value is <0.001 and is lower than 0.05, it indicates convenience have a significant relationship with the brand loyalty in Malaysia retail industry. Thus, the null hypothesis is rejected.

H3: There is a significant relationship between price and brand loyalty.

Table 4.11 shows that brand loyalty in Malaysia retail industry is expected to increase by 0.135 points ($\beta_3 = 0.135$) for every point increase in price, by keeping other variables constant. Since its p-value is 0.077 and is higher than 0.05, it indicates price have an insignificant relationship with the brand loyalty in Malaysia retail industry. Thus, the null hypothesis is accepted.

H4: There is a significant relationship between perceived quality and brand loyalty.

Table 4.11 shows that brand loyalty in Malaysia retail industry is expected to increase by 0.166 points ($\beta_4 = 0.166$) for every point increase in perceived quality, by keeping other variables constant. Since its p-value is 0.035 and is lower than 0.05, it indicates

perceived quality have a significant relationship with the brand loyalty in Malaysia retail industry. Thus, the null hypothesis is rejected.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.004	.179		-.021	.983
	meancustomerservice	.320	.062	.307	5.168	<.001
	meanconvenience	.347	.081	.337	4.303	<.001
	meanprice	.135	.076	.131	1.775	.077
	meanperceivedquality	.166	.078	.156	2.125	.035

a. Dependent Variable: meanbrandloyalty

Table 4.12 Multiple Linear Regression Analysis (Coefficients)

Source: Data generated by SPSS Statistic

4.4 Conclusion

Overall, this chapter 4 has achieved the objective of data analysis by illustrating patterns in the result and providing relevant analysis including descriptive analysis, reliability test, and inferential analysis (Pearson correlation coefficient analysis and multiple linear regression analysis). The following chapter will discuss the discussions, implications, and conclusion.

Chapter 5: Discussion, Conclusion, and Implications

5.0 Introduction

In this chapter 5, it will begin with a discussion of the major findings. Moreover, following the implications of this research. Next, it will discuss the limitations of this research followed by recommendations. Lastly, the chapter will conclude by summarizing the key insights.

5.1 Discussion of Major Findings

Hypotheses	Significant Level (P-Value)	Results
H1: There is a significant relationship between customer services and brand loyalty.	<0.001	Supported
H2: There is a significant relationship between convenience and brand loyalty.	<0.001	Supported
H3: There is a significant relationship between price and brand loyalty.	0.077	Not Supported
H4: There is a significant relationship between perceived quality and brand loyalty.	0.035	Supported

Table 5.1 Summary of Hypotheses Findings

Source: Developed for the research

5.1.1 Customer Service

RQ1: Will the customer services effect the brand loyalty in Malaysia retail industry?

By using the multiple linear regression analysis, the results have shown that customer service has a significant relationship with brand loyalty in the retail industry. The p-value of customer service is (< 0.001), which is below 0.05, which means this independent variable is influencing the dependent variable. Therefore, H1 is accepted. The findings are supported by (Xu et al., 2020), the customer is more concerned with the quality of customer service such as response time, knowledge of the product, and the quality response of staff, this will help consumers create brand loyalty in the retail industry.

5.1.2 Convenience

RQ2: Will the convenience effect the brand loyalty in Malaysia retail industry?

By using the multiple linear regression analysis, the results have shown that convenience has a significant relationship with brand loyalty in the retail industry. The p-value of convenience is (< 0.001), which is below 0.05, which means this independent variable is influencing the dependent variable. Therefore, H2 is accepted. The finding is supported by (Ing et al., 2019), convenience is an additional advantage, which gives convenience to customers by using the shortest time and effort to purchase the product or services to enhance brand loyalty in the retail industry.

5.1.3 Price

RQ3: Will the price effect the brand loyalty in Malaysia retail industry?

The results have shown that price has an insignificant relationship with brand loyalty in the retail industry by using the multiple linear regression analysis in this research. The p-value of price is 0.077, which is higher than 0.05, which means this independent variable is not significant influencing the dependent variable. Therefore, H3 is rejected. This may be due to time factor; the consumer may change their perceptions on brand loyalty to retail industry. The current respondents may believe the price had less impact on brand loyalty in retail industry than previous respondents. Interestingly, the findings are supported by (Singh et al., 2020), that retailer changes the price will influence the consumer's purchase intention.

5.1.4 Perceived Quality

RQ4: Will the perceived quality effect the brand loyalty in Malaysia retail industry?

The results have shown that perceived quality has a significant relationship with brand loyalty in the retail industry by using the multiple linear regression analysis. The p-value of perceived quality is 0.035, which is below 0.05, which means this independent variable is influencing the dependent variable. Therefore, H4 is accepted.

This finding is supported by (Joudeh & Dandis, 2018), customers will pay more attention to the degree of quality service in the retail industry. A better understanding of consumer perspectives can help retail sectors provide a high-quality service to meet the different needs of consumers.

5.2 Implication of Study

For this research, understanding the factors that affect brand loyalty in the Malaysia retail industry, helps contribute to the academic field by expanding the existing structure of knowledge. Moreover, this research builds on previous research and provides empirical evidence specific to the Malaysian context. In addition, this is important to researchers and students interested in understanding the changing nature of brand loyalty in various cultural and market environments in Malaysia. By identifying and confirming these resulting elements, this study helps to add to existing knowledge and provides a starting point for future research into consumer behavior and brand loyalty in the retail industry.

These findings have practical implications for the existing businesses operating in the Malaysia retail industry. The confirmed factor including customer service, convenience, and perceived quality on brand loyalty offers actionable insights for retailers in Malaysia. For instance, retailers can prioritize and invest to enhance their customer service practices increasing brand loyalty among consumers. It also can create and implement tailored strategies to improve convenience and perceived service, or product quality based on the specific needs and preferences of the consumer market in Malaysia.

By recognizing the key drivers of brand loyalty, retailers can allocate resources more effectively, tailor communication strategies, and differentiate their brands in a way that resonates with Malaysian consumers.

Moreover, by demonstrating the relationship between customer service, convenience, price, and perceived quality, this research provides valuable insights that can inform future academic inquiry and guide strategic decision-making by businesses in Malaysia in the retail industry.

5.3 Limitation of Study

In this research, it has some limitation which is that only four factors that independent variables that have influenced brand loyalty in the retail industry in Malaysia. This means that other potential factors impacting brand loyalty may have been missed and undiscovered. As a result, the study's findings may not fully understand all the factors that may influence brand loyalty in this specific context which is in the retail industry in Malaysia. Future research should look at more variables to provide an understanding of the changing nature of brand loyalty in the Malaysian retail industry.

In data collection, it is important to maintain transparency and ensure the credibility of research findings. One of the limitations of data collection may be the experience of respondents, this is because they might remember each of the purchase situations differently or share what they think we want to hear. So, the information that this research got, might have some biases based on how the respondents see things.

Another limitation to consider is whether the number of respondents that this research analyzes truly reflects all Malaysian consumers. Most of this research involves collecting data on the population of Malacca and Kuala Lumpur. If the sample size is small or does not contain a diverse range of consumers, this research may be unable to generalize our findings to all Malaysians who purchase in physical retail stores or online retail platforms.

5.4 Recommendation

For the recommendation, it can explore more additional independent variables in future research based on this study. This could require a more in-depth analysis of numerous factors that may influence brand loyalty in the retail industry. It can consider promotional initiatives, brand image, or after-purchase assistance to investigate more

deeply the additional factors that might affecting the brand loyalty in Malaysia retail industry.

Moreover, the major data of the current study gathering method are questionnaire, future research might use the interview-based technique to provide more detailed and more reliable information about this research.

Additionally, it also recommends ensuring that the sample size is large enough to increase the statistical power of future research. A greater sample size allows for more accurate statistical analysis and increases the probability of identifying the relationships between the variables. According to George (2018), this study recommend 400 respondents are more suitable for all research study, by having enough data at a cost-effective rate. This number also creating meaningful comparisons and ensure greater reliability in the research outcome.

Lastly, a longitudinal study may not be possible given the short length of the current study. By conducting a thorough investigation over an extended period requires resources and effort beyond the scope of the current investigation. However, it's recommended to consider a more extended timeframe for future research. While this study provides useful insights within its timeline, a longer length would allow for a more in-depth analysis, and it can help to capture the changes, trends, and patterns over time in this retail industry in Malaysia.

5.5 Conclusion

To conclude, this research study has demonstrated that the four independent variable (IV) which is customer service, convenience, price, and perceived quality has a significant positive relationship with the dependent variable (DV), which is brand loyalty in the retail industry in Malaysia. Moreover, this research study contributes to demonstrating the factors affecting brand loyalty in the Malaysia retail industry. The

limitation also has let the other researchers take the opportunity to study more in-depth views of this research in the future.

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Questionnaire

Section A Demographic Questions

<p>1. Gender</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p>
<p>2. Age</p> <p><input type="checkbox"/> 18 years old and below</p> <p><input type="checkbox"/> 19 to 30 years old</p> <p><input type="checkbox"/> 31 to 40 years old</p> <p><input type="checkbox"/> 41 years old and above</p>
<p>3. Race</p> <p><input type="checkbox"/> Chinese</p> <p><input type="checkbox"/> Malay</p> <p><input type="checkbox"/> Indian</p> <p><input type="checkbox"/> Others</p>
<p>4. Education Level</p> <p><input type="checkbox"/> SPM/STPM/Foundation</p> <p><input type="checkbox"/> Undergraduate (Bachelor's Degree)</p> <p><input type="checkbox"/> Master's degree or higher education</p>
<p>5. Employment Information</p> <p><input type="checkbox"/> Full-time employment</p> <p><input type="checkbox"/> Part-time employment</p> <p><input type="checkbox"/> Unemployed</p> <p><input type="checkbox"/> Homemaker</p> <p><input type="checkbox"/> Student</p> <p><input type="checkbox"/> Retired</p>
<p>6. Income Level</p> <p><input type="checkbox"/> RM1000 and below</p> <p><input type="checkbox"/> RM1001- RM2000</p> <p><input type="checkbox"/> RM2001-RM3000</p>

Y RM3001 and above

Section B Survey Questionnaires

Strongly Disagree=1, Disagree=2 Neutral=3, Agree=4, Strongly Agree=5

i.	Brand Loyalty	SD	D	N	A	SA
1.	I will be loyal customer of this brand's product.	1	2	3	4	5
2.	I will not switch competitors if the prices of my favorite brands go up.	1	2	3	4	5
3.	I will recommend my brand to other people.	1	2	3	4	5
4.	If I need to shop again, I will come to this retail store.	1	2	3	4	5
5.	I would say positive things about this store to other people.	1	2	3	4	5
6.	I will probably keep shopping at this store in the next few years.	1	2	3	4	5

ii.	Customer Service	SD	D	N	A	SA
1.	The customer service representative has the knowledge to answer customer questions.	1	2	3	4	5
2.	The customer service representative is always available to attend to customer's needs.	1	2	3	4	5
3.	The customer service representative provides personalized assistance to customers.	1	2	3	4	5
4.	The customer service consistently treats customers with politeness.	1	2	3	4	5
5.	I think prompt, great customer service is one of the considerations when evaluating a store.	1	2	3	4	5

iii.	Convenience	SD	D	N	A	SA
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1.	The retail store has given flexibility services according to customer demand.	1	2	3	4	5
2.	We can be easy to get information about services of the retail store.	1	2	3	4	5
3.	The counter is served by multilingual staff, which is convenient for customers.	1	2	3	4	5
4.	The retail store has convenient operating hours for customer.	1	2	3	4	5
5.	The method of payment provided by the retail store is convenient.	1	2	3	4	5
6.	I was able to complete my purchase quickly in the retail store.	1	2	3	4	5

iv.	Price	SD	D	N	A	SA
1.	The brand I like offers reasonable prices.	1	2	3	4	5
2.	The brands I like offer competitive prices.	1	2	3	4	5
3.	The brands I like offer various price deals on their products.	1	2	3	4	5
4.	The store provides price deals that are highly attractive to customers.	1	2	3	4	5
5.	Favorite brand stores have seasonal sales that attract me.	1	2	3	4	5
6.	If the product's price is higher, I would consider switching to other competing stores.	1	2	3	4	5

v.	Service Quality	SD	D	N	A	SA
1.	The retail store is fulfilled commitments to customers.	1	2	3	4	5
2.	The interaction between the staff and customer is positive.	1	2	3	4	5

3.	The staff is always prepared to address customers' concerns.	1	2	3	4	5
4.	The staff is always ready to resolve any customer problems.	1	2	3	4	5
5.	Staff willing to deal with my special requests.	1	2	3	4	5
6.	The store willing to process returns and exchange.	1	2	3	4	5

Appendix

Appendix 1.1

Cronbach's Alpha of Brand Loyalty by using XLSTAT

Covariance matrix :						
Variables	1. I will be loyal	2. I will not switch	3. I will recommend	4. If I need to shop again I	5. I would say positive	6. I will probably keep
1. I will be loyal	1.245122	0.689	0.671	0.421	0.346	0.774
2. I will not switch	0.689	1.287805	0.554	0.629	0.579	0.705
3. I will recommend	0.671	0.554	0.759756	0.460	0.410	0.568
4. If I need to shop again I	0.421	0.629	0.460	0.709756	0.410	0.518
5. I would say positive	0.346	0.579	0.410	0.410	0.809756	0.493
6. I will probably keep	0.774	0.705	0.568	0.518	0.493	0.978049
Analysis of variance:						
Source	DF	Sum of squares	Mean squares	F	Pr > F	
Between subjects	40	148.325	3.708	8.905	<0.0001	
Within subjects	205	101.333	0.494			
Between	5	18.049	3.610	8.668	<0.0001	
Residual	200	83.285	0.416			
Total	245	249.659	1.019			
<i>Computed against model Y=Mean(Y)</i>						
Cronbach's alpha statistics :						
Cronbach's alpha	Standardized Cronbach's					
0.888	0.891					

Cronbach's Alpha of customer service by using XLSTAT

Variables	1. The customer	2. The customer	3. The customer	4. The customer	5. I think prompt,
1. The cus	0.990244	0.713	0.617	0.610	0.513
2. The cus	0.713	0.909756	0.546	0.607	0.529
3. The cus	0.617	0.546	0.895122	0.526	0.514
4. The cus	0.610	0.607	0.526	0.828049	0.495
5. I think p	0.513	0.529	0.514	0.495	0.787805

Covariance matrix :

Source	DF	Sum of squares	Mean squares	F	Pr > F
Between s	40	126.020	3.150	9.998	<0.0001
Within sub	164	56.400	0.344		
Between	4	5.980	1.495	4.745	0.001
Residual	160	50.420	0.315		
Total	204	182.420	0.894		

Computed against model $Y = \text{Mean}(Y)$

Cronbach's alpha	Standardized
0.900	0.900

Cronbach's alpha statistics :

Cronbach's Alpha of convenience by using XLSTAT

Covariance matrix :

Variables	1. The retail	2. We can be	3. The counter is	4. The retail	5. The method of	6. I was able to
1. The retail	1	0.750	0.550	0.550	0.400	0.650
2. We can be	0.750	1.140244	0.707	0.718	0.515	0.525
3. The counter is	0.550	0.707	0.969512	0.630	0.564	0.450
4. The retail	0.550	0.718	0.630	0.869512	0.611	0.450
5. The method of	0.400	0.515	0.564	0.611	0.828049	0.275
6. I was able to	0.650	0.525	0.450	0.450	0.275	1

Analysis of variance:

Source	DF	Sum of squares	Mean squares	F	Pr > F
Between subjects	40	149.984	3.750	9.111	<0.0001
Within subjects	205	84.000	0.410		
Between Residual	5	1.691	0.338	0.822	0.535
Residual	200	82.309	0.412		
Total	245	233.984	0.955		

Computed against model Y=Mean(Y)

Cronbach's alpha statistics :

Cronbach's alpha	Standardized
0.890	0.891

Cronbach's Alpha of price by using XLSTAT

Covariance matrix :						
Variables	1. The brand I	2. The brands I	3. The brands I	4. The store	5. Favorite	6. If the product's
1. The brand I	1.140244	0.751	0.755	0.638	0.608	0.693
2. The brands I	0.751	0.939024	0.626	0.520	0.457	0.696
3. The brands I	0.755	0.626	1.110976	0.651	0.716	0.412
4. The store	0.638	0.520	0.651	0.859756	0.654	0.435
5. Favorite	0.608	0.457	0.716	0.654	1.295122	0.395
6. If the product's	0.693	0.696	0.412	0.435	0.395	1.471951

Analysis of variance:					
Source	DF	Sum of squares	Mean squares	F	Pr > F
Between subjects	40	165.520	4.138	7.723	<0.0001
Within subjects	205	108.500	0.529		
Between subjects	5	1.337	0.267	0.499	0.777
Residual	200	107.163	0.536		
Total	245	274.020	1.118		

Computed against model Y=Mean(Y)

Cronbach's alpha statistics :	
Cronbach's alpha	Standardized
0.871	0.877

Cronbach's Alpha of perceived quality by using XLSTAT

Covariance matrix :						
Variables	1. The retail	2. The interactio	3. The staff is	4. The staff is	5. Staff willing to	6. The store
1. The retail	1.12439	0.723	0.701	0.502	0.398	0.818
2. The inte	0.723	0.86951	0.729	0.580	0.518	0.830
3. The sta	0.701	0.729	1.04756	0.696	0.480	0.788
4. The sta	0.502	0.580	0.696	0.76951	0.432	0.645
5. Staff wil	0.398	0.518	0.480	0.432	0.94024	0.373
6. The sto	0.818	0.830	0.788	0.645	0.373	1.25122
Analysis of variance:						
Source	DF	Sum of squares	Mean squares	F	Pr > F	
Between s	40	162.870	4.072	10.545	<0.0001	
Within sub	205	80.333	0.392			
Between	5	3.106	0.621	1.609	0.159	
Residua	200	77.228	0.386			
Total	245	243.203	0.993			
<i>Computed against model Y=Mean(Y)</i>						
Cronbach's alpha statistics :						
Cronbach's alpha	Standardized					
0.905	0.907					

Appendix 1.2

Reliability Test

Variable: Brand Loyalty (By using SPSS Statistics)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.870	6

Item Statistics

	Mean	Std. Deviation	N
1. I will be loyal customer of this brand's product.	4.27	.935	220
2. I will not switch competitors if the prices of my favorite brands go up.	3.99	1.070	220
3. I will recommend my brand to other people.	4.36	.846	220
4. If I need to shop again, I will come to this retail store.	4.37	.869	220
5. I would say positive things about this store to other people.	4.40	.836	220
6. I will probably keep shopping at this store in the next few years.	4.32	.970	220

Variable: Customer Service (By using SPSS Statistics)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.860	5

Item Statistics

	Mean	Std. Deviation	N
1. The customer service representative has the knowledge to answer customer questions.	4.44	.898	219
2. The customer service representative is always available to attend to customer's needs.	4.36	.852	219
3. The customer service representative provides personalized assistance to customers.	4.32	.902	219
4. The customer service consistently treats customers with politeness.	4.44	.846	219
5. I think prompt, great customer service is one of the considerations when evaluating a store.	4.60	.768	219

Variable: Convenience (By using SPSS Statistics)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.904	6

Item Statistics

	Mean	Std. Deviation	N
1. The retail store has given flexibility services according to customer demand.	4.47	.852	220
2. We can be easy to get information about services of the retail store.	4.31	.904	220
3. The counter is served by multilingual staff, which is convenient for customers.	4.40	.830	220
4. The retail store has convenient operating hours for customer.	4.42	.865	220
5. The method of payment provided by the retail store is convenient.	4.50	.830	220
6. I was able to complete my purchase quickly in the retail store.	4.51	.819	220

Variable: Price (By using SPSS Statistics)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.894	.897	6

Item Statistics

	Mean	Std. Deviation	N
1. The brand I like offers reasonable prices.	4.49	.819	220
2. The brands I like offer competitive prices.	4.39	.866	220
3. The brands I like offer various price deals on their products.	4.39	.856	220
4. The store provides price deals that are highly attractive to customers.	4.44	.817	220
5. Favorite brand stores have seasonal sales that attract me.	4.45	.856	220
6. If the product's price is higher, I would consider switching to other competing stores.	4.44	.951	220

Variable: Perceived Quality (By using SPSS Statistics)

Reliability Statistics

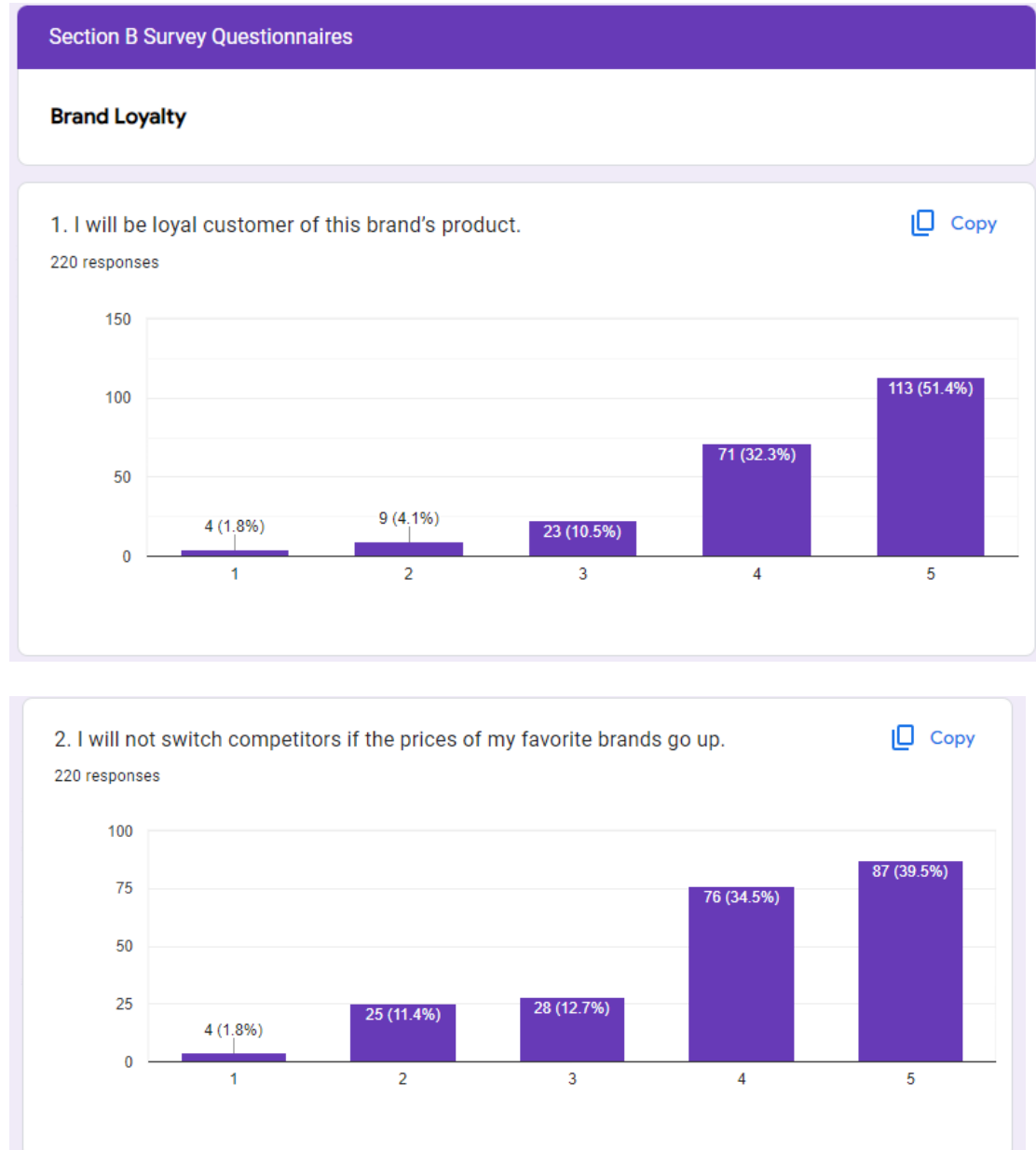
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.904	6

Item Statistics

	Mean	Std. Deviation	N
1. The retail store is fulfilled commitments to customers.	4.48	.836	220
2. The interaction between the staff and customer is positive.	4.43	.776	220
3. The staff is always prepared to address customers' concerns.	4.42	.815	220
4. The staff is always ready to resolve any customer problems.	4.51	.779	220
5. Staff willing to deal with my special requests.	4.45	.812	220
6. The store willing to process returns and exchange.	4.41	.920	220

Appendix 1.3

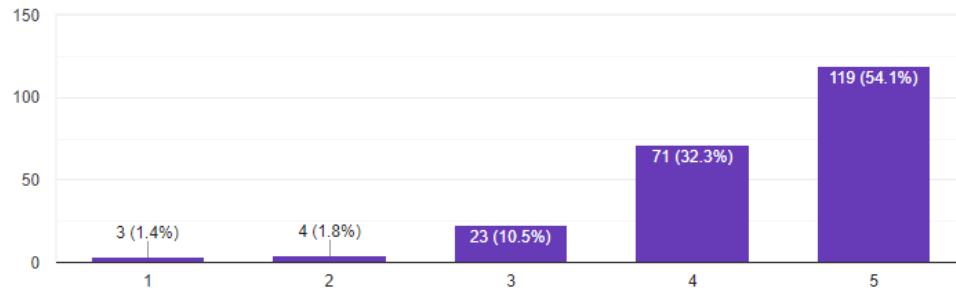
Survey Questionnaires



3. I will recommend my brand to other people.

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220 responses

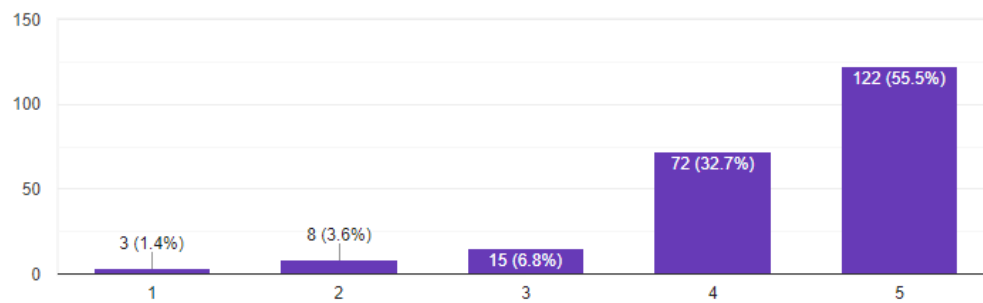


4. If I need to shop again, I will come to this retail store.

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220 responses

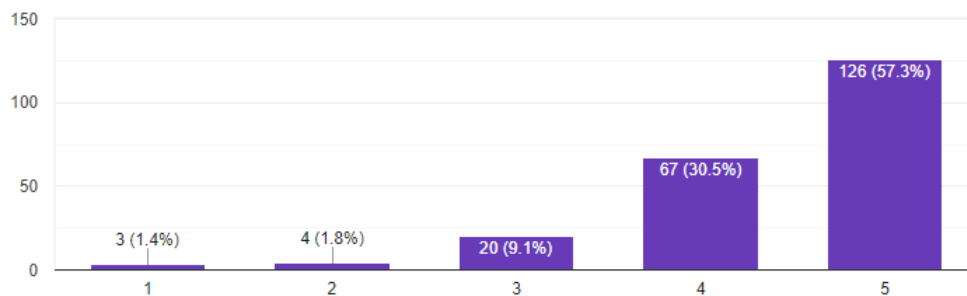
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5. I would say positive things about this store to other people.

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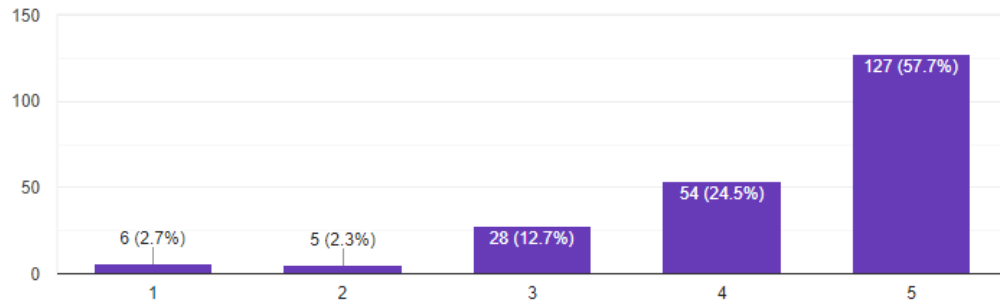
220 responses



6. I will probably keep shopping at this store in the next few years.

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220 responses

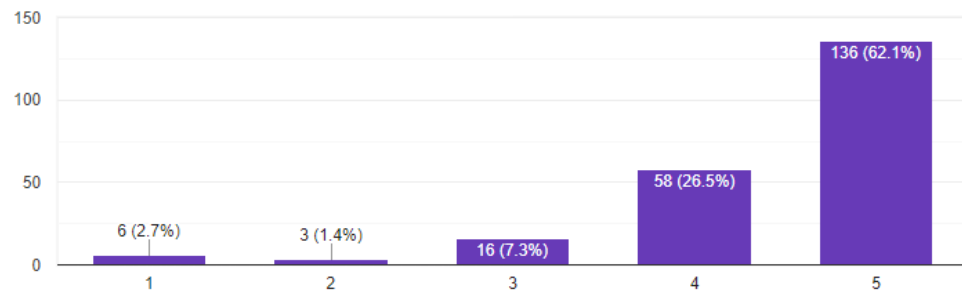


Customer Service

1. The customer service representative has the knowledge to answer customer questions.

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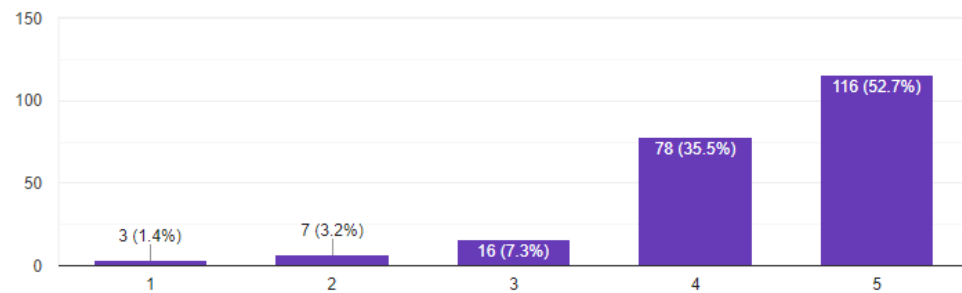
219 responses



2. The customer service representative is always available to attend to customer's needs.

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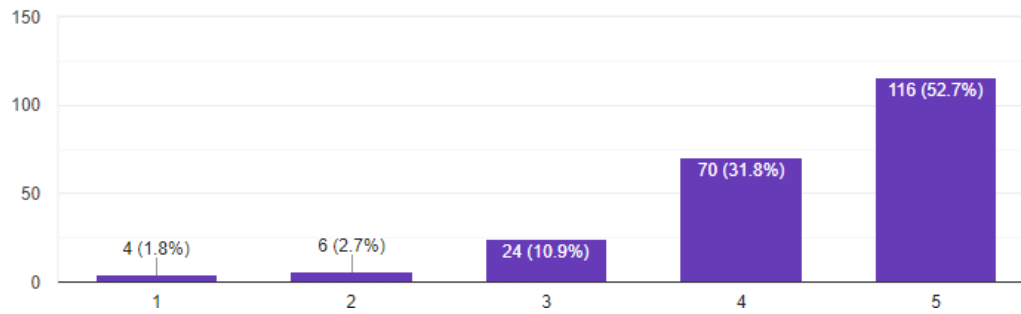
220 responses



3. The customer service representative provides personalized assistance to customers.

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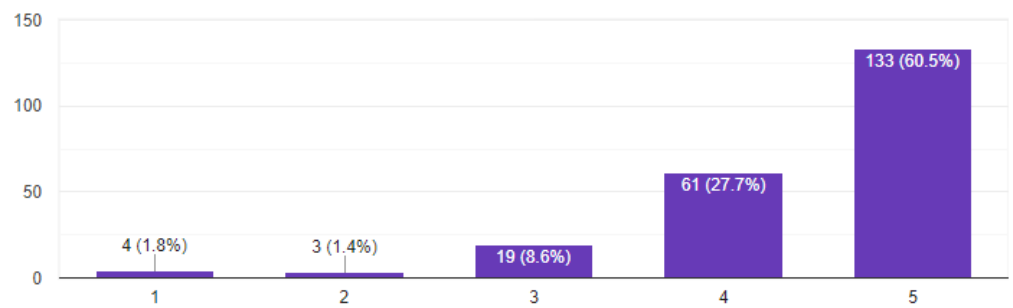
220 responses



4. The customer service consistently treats customers with politeness.

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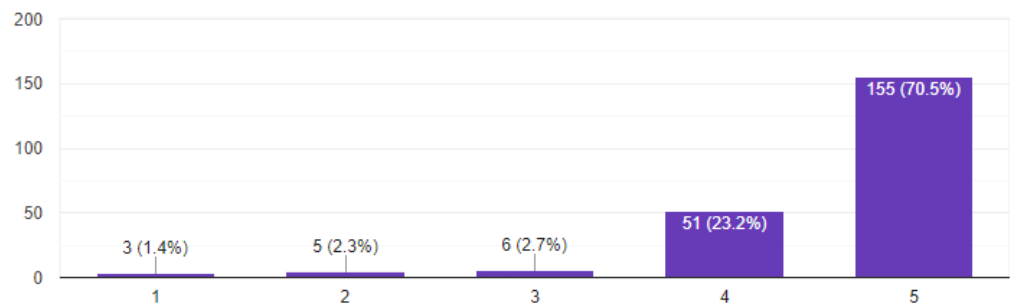
220 responses



5. I think prompt, great customer service is one of the considerations when evaluating a store.

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220 responses

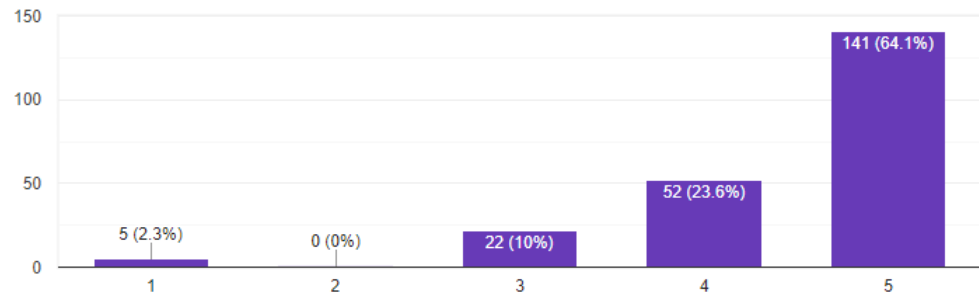


Convenience

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1. The retail store has given flexibility services according to customer demand.

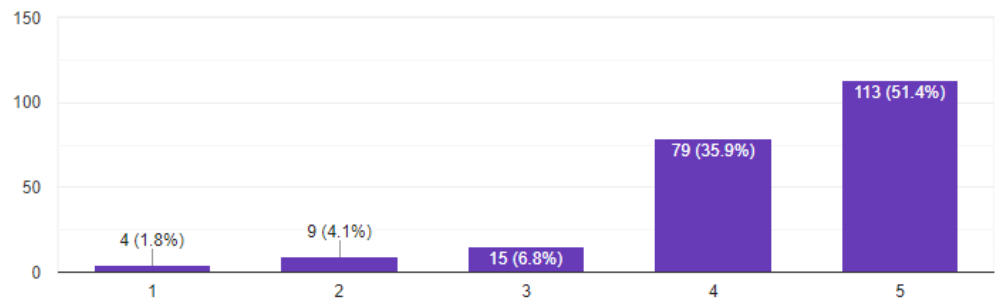
220 responses



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2. We can be easy to get information about services of the retail store.

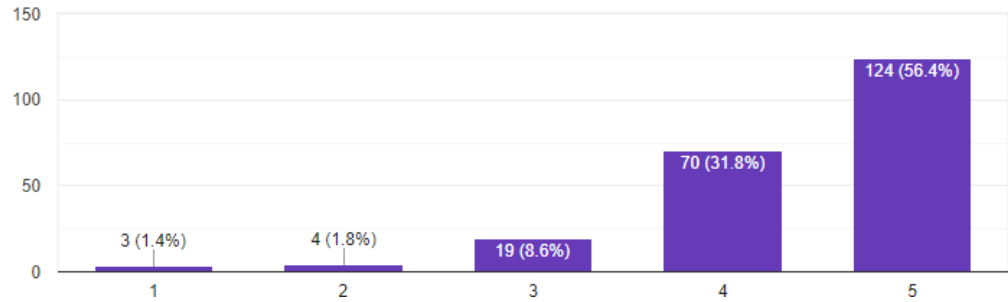
220 responses



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3. The counter is served by multilingual staff, which is convenient for customers.

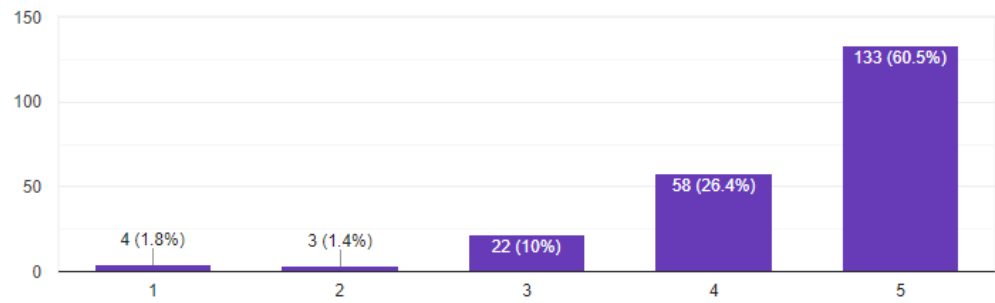
220 responses



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4. The retail store has convenient operating hours for customer.

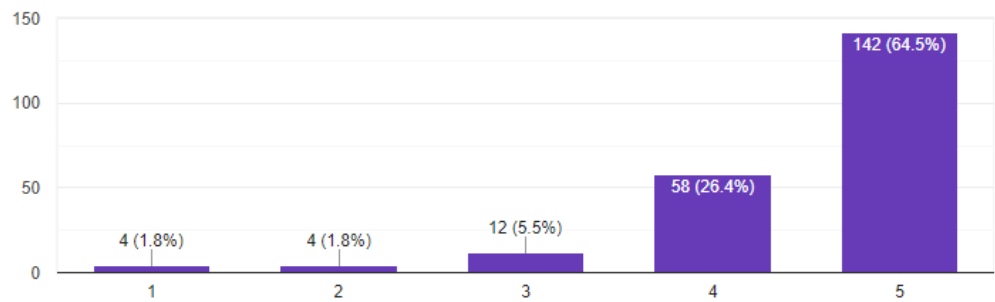
220 responses



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5. The method of payment provided by the retail store is convenient.

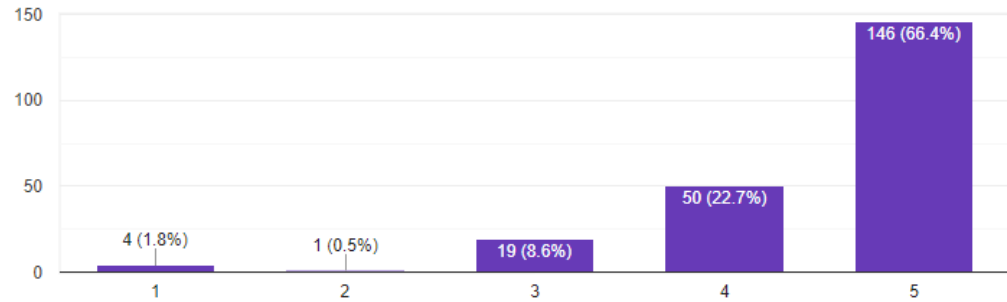
220 responses



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6. I was able to complete my purchase quickly in the retail store.

220 responses

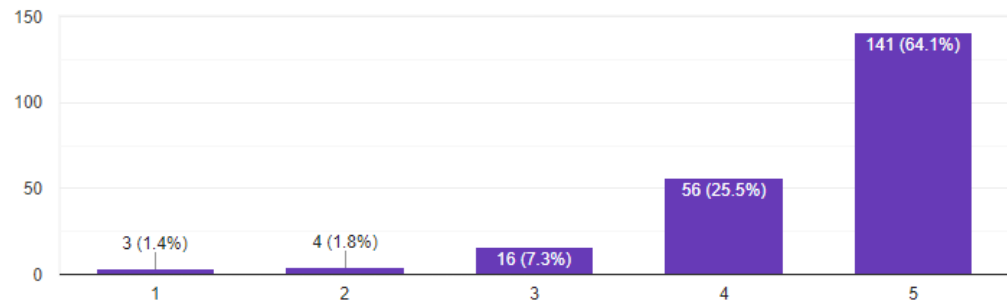


Price

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1. The brand I like offers reasonable prices.

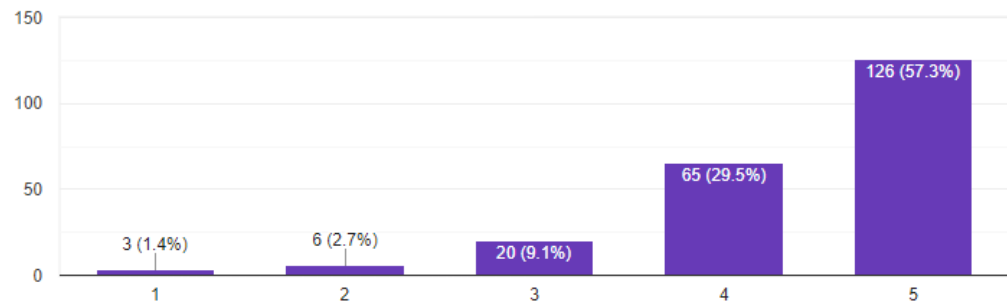
220 responses



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2. The brands I like offer competitive prices.

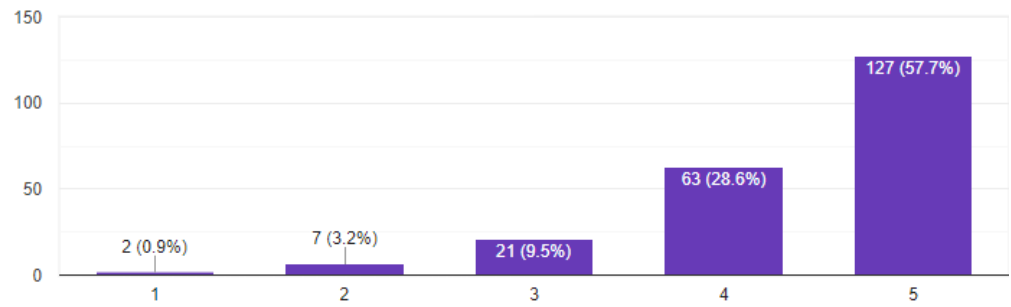
220 responses



3. The brands I like offer various price deals on their products.

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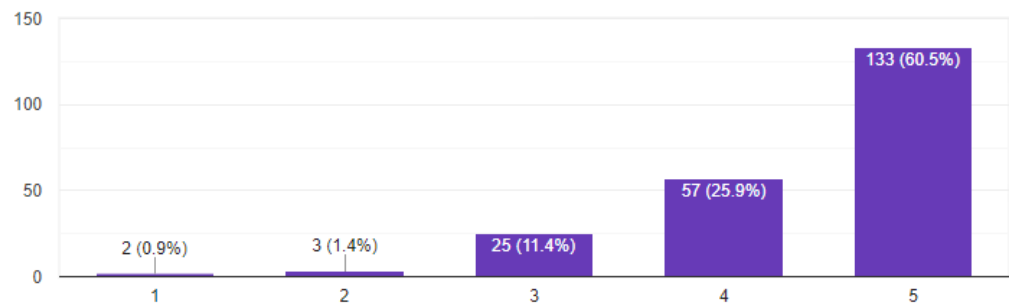
220 responses



4. The store provides price deals that are highly attractive to customers.

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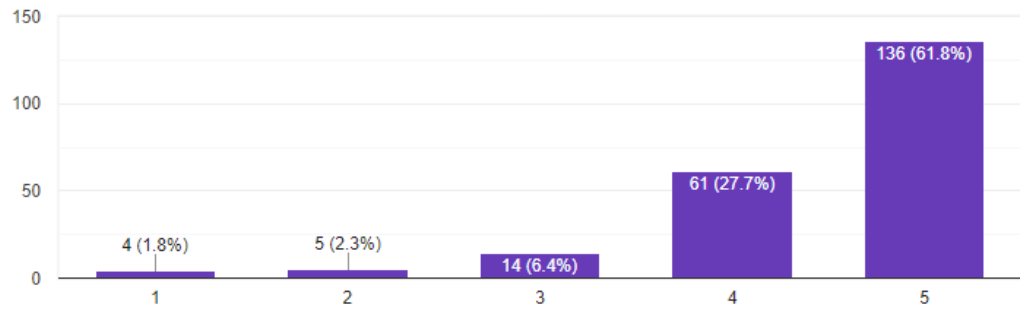
220 responses



5. Favorite brand stores have seasonal sales that attract me.

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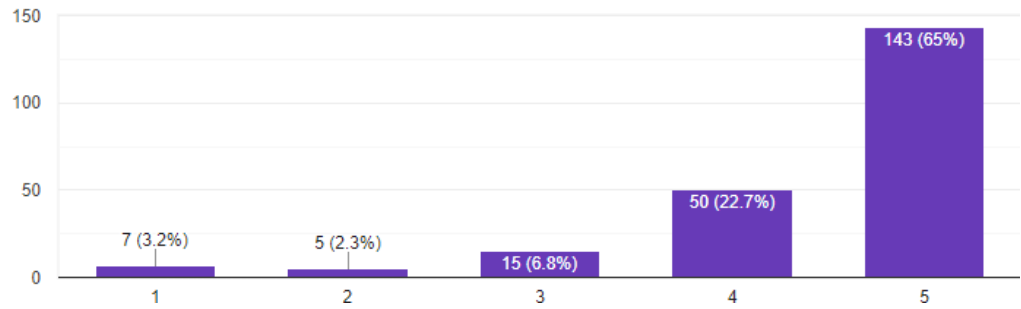
220 responses



6. If the product's price is higher, I would consider switching to other competing stores.

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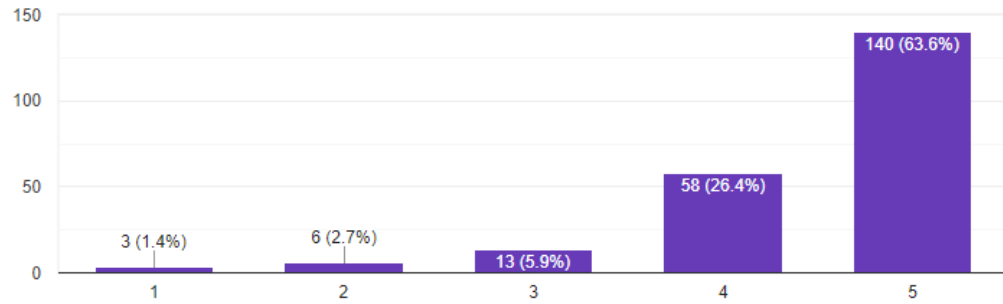


Perceived Quality

1. The retail store is fulfilled commitments to customers.

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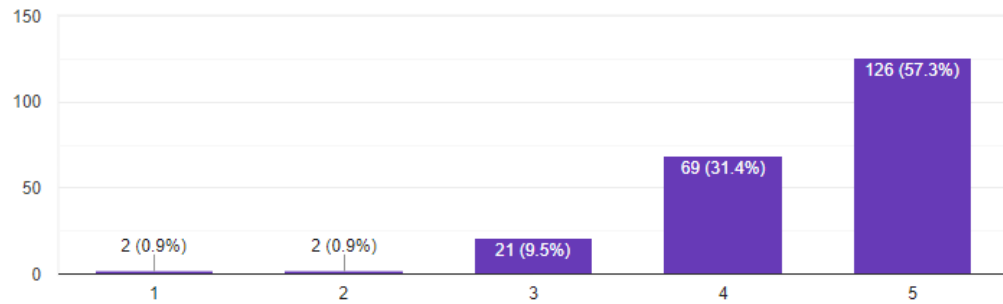
220 responses



2. The interaction between the staff and customer is positive.

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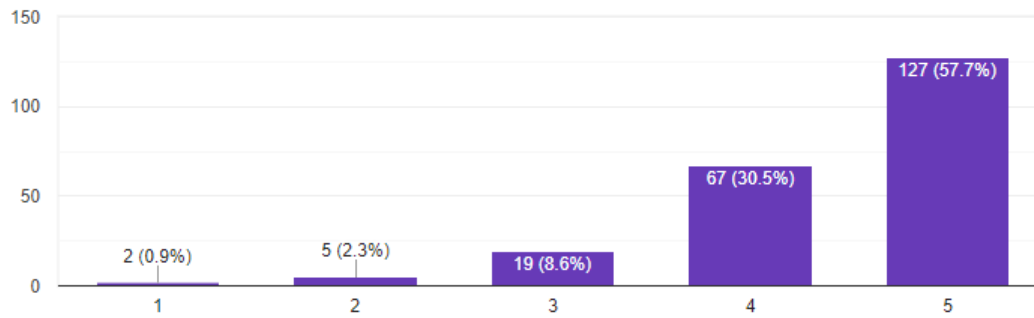
220 responses



3. The staff is always prepared to address customers' concerns.

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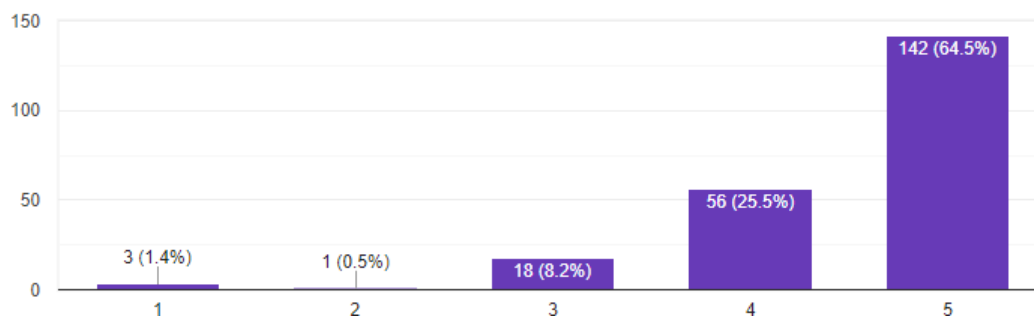
220 responses



4. The staff is always ready to resolve any customer problems.

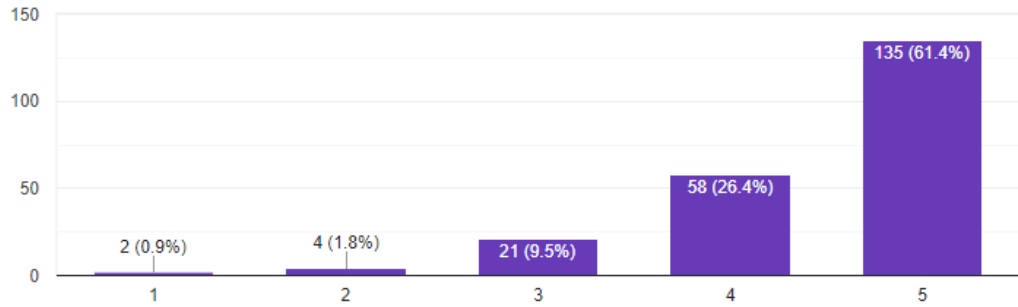
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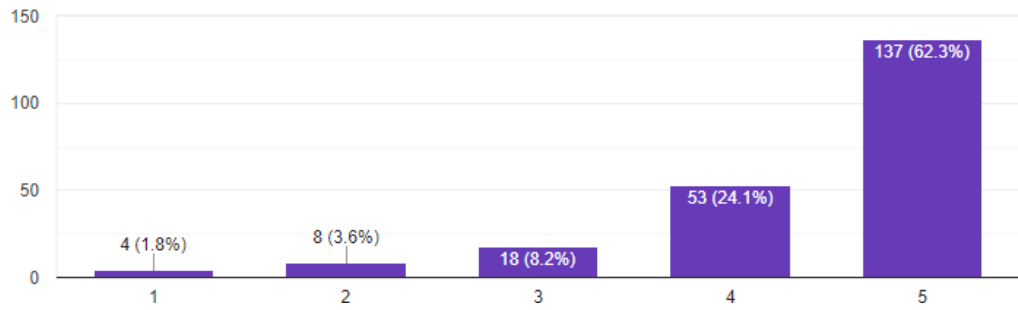
5. Staff willing to deal with my special requests.

220 responses



6. The store willing to process returns and exchange.

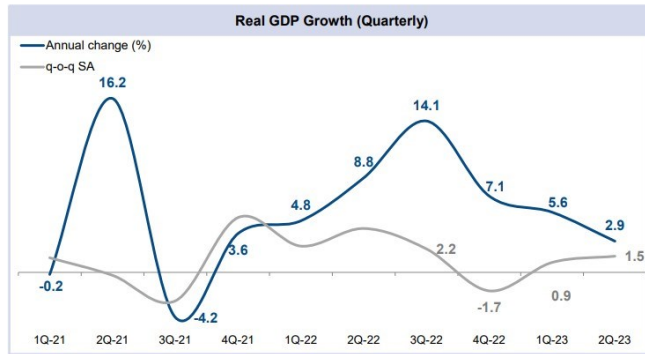
220 responses



Appendix 1.4

Source: Bank Negara Malaysia 2023

Malaysia's GDP grew by 2.9% in 2Q 2023



Monthly Real GDP Growth (Annual change, %)

Month	Annual change (%)
Jan-23	4.6
Feb-23	6.6
Mar-23	5.7
Apr-23	0.7
May-23	5.6
Jun-23	2.4

Source: Department of Statistics, Malaysia



Factors Supporting Growth in 2Q 2023

- Improving labour market
- Continued increase in domestic demand
- Higher tourism activities

Moderation from 1Q 2023 partly due to ...

- Weaker external demand amid global technology downcycle
- Lower commodity production
- High base effect from 2Q 2022

