

THE FACTOR OF CUSTOMER SATISFACTION ON BRAND LOYALTY AMONG PUBLIC CONSUMER IN KELANTAN

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Abstract: Brand loyalty is very important in today's business area due to the rapid circulation of technology and plays a strong foothold for businesses. Brand has an enormous impact on the development of a business to be more recognizable and customer-conscious. The main objective of this research is to identify factors about the customer satisfaction on brand loyalty among public consumer in Kelantan. Using four factors that influence the brand loyalty are product quality, service quality, brand identification and lifestyle. The sample was identified in this study by using simple random sampling. This researchers use quantitative research methods and primary data. 384 sets of questionnaire will be evenly distributed to the public consumer in Kelantan. Data that has been collected will be measured and analysed using statistical software (SPSS). The result from the research indicates that the higher product quality, services quality, brand identification and lifestyle will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan. The researcher concludes that there is a relationship between customer satisfaction and brand loyalty. Thus, brand loyalty and customer satisfaction play a vital role in keeping the sustainable growth to the organization.

Keywords: Brand Loyalty, Customer Satisfaction

Introduction

The globalization era with the support of internet has enabled the spreading news and world quickly compared to the past. This result in increased the rivalry among the product and competitive markets. Brand loyalty and customer satisfaction is an important issue in running the business. Analysing the customer purchasing behaviour is crucial for keeping sustainable growth and maintaining company performance in a competitive market environment. The loyal customer is consistent in buying product from the favourable brand at any price and will influence their friends or family in purchasing the brand. The existence of the loyalist is achievable when consumers feel the product has the meet their requirements and characteristic based on the price or quality of the product.

In additional, the customer satisfaction is the customer opinion after receiving the product or services. The customer satisfaction can be concluded with emotional response, attitude and assessment made by the customer after the process of purchase. The customer usually will have comparison between the expectation before buying the product and the actual performance after receiving it. A research is conducted to explore and investigate about the customer satisfaction on brand loyalty among public consumer in Kelantan. The study seeks to measure the factor that influenced public consumer in brand loyalty.

Literature Review

Brand Loyalty

Repeat purchase on the same product is a positive emotional tendency that affects the thinking of consumers in making purchases or recurring purchasing behaviors is also a positive act that promotes the proponents of loyalty to the brand from time to time (Schultz & Rijks, 2014). The effectiveness of integrated marketing in terms of communication with customers / consumers through products or services marketed is an important factor in ensuring confidence in the brand can be born and the brand loyalty exists. (Šerić & Gil-Saura, 2012). New businesses or new products need to pay very heavy attention to the marketing strategy to promote the brand of the product so brand awareness can be created and create loyalty to the brand (Aaker & Keller, 1990; Peng, 2006; Wu, 2002; Chou, 2005).

Loyal users to brands will only use their loyalty brands despite having another product brand that has the same functionality as a brand they are loyal to using and will always make repeat purchases (Luarn & Lin, 2003). Consumer purchasing habits are also influenced by brand loyalty when deciding to buy products that have the same uses (Ahmed, 2011; Huang and Huddleston, 2009; Lam, 2007; Martenson, 2007). Cai and Hobson (2004) states that successful brands and loyalty to brands are influenced by the brand's experience of using them. Consequently, customer experience should be good with brand recognition through a good brand image and the experience must be positive so that loyalty can be born within the customer. The implications of brand demand will also increase and strengthen brand loyalty (Brakus, Schmitt, & Zarantonello, 2009).

Product Quality

According to Eduardo, Arturo, & Forge, (2008) product quality can be a good starting point for achieving satisfaction and generating brand loyalty. Quality is a standard of correspondence between the actual performance of the service with the customers' expectations or the difference between the customers' expectations and their realization of the

service's actual performance, according to (Bateson & Hoffman, 2011). In addition, Walter Mueller, and Helfert (2002) said the personal experience of potential customers with the brand, i.e. it reflects their evaluation of products they purchased with respect to quality characteristics, such as durability, functionality, and reliability.

Smith and Wright, (2004) describe the quality of the product as far as the products provided by the brand meet customer expectations. If the product meets the requirements of the customer, the customer will be happy and assume that the product is acceptable or high quality. Specifically, if customers perceive that a product or brand is of high quality, then they are likely to develop high trusting belief for that product or brand (McKnight, D. H., Kacmar, C. J., & Choudhury, V. 2004; Chang & Chen, 2008).

Services Quality

The service quality can be interpreted as the division of consumer perception in the service presentation and their expectation in the services. It is also one kind of personal selling that involves direct interaction between potential buyers and sales assistant. The organization that provided the added services benefits are likely the winners that have competitive advantage over rivals. The customers are demanding and need better services. The company must ensure their customers feel special to enable the consumer perceptions exceeding their expectations and achieving a better consumer satisfaction. To impress customers and increasing repeat business a personal and proactive approach such as understanding customer's issues and preferences is vital.

Yee and Sidek (2008) stated that, the service quality has a strong connection between financial performance, customer satisfaction, and customer loyalty, customer retention, manufacturing costs and marketing strategy success. To provide the high quality service to consumers, entrepreneurs or the business owners need to understand the expectation of their target customers (Nilsson, Johnson, & Gustafsson, 2001). Lastly, an company can differentiate themselves with others company and acquire a lasting competitive advantage by focusing on service quality (Gray & Boshoff, 2004).

Brand Identification

Brand is one of the most important intangible assets in any industry especially among business units. According to Keller (2008), the most valuable asset of any firms is not their equipments or services but it is the brand of a firm, which builds the actual value on customers' minds. According to American marketing association (AMA), brand is the name, expression, symbol or combinations of all these items, which builds company's identity. Brand is a commitment and it tells us that we know this name and we trust to the name and building a mutual trust is the primary objective of creating a brand. According brand is symbol for uniting different assets Matzler et al, (2008).

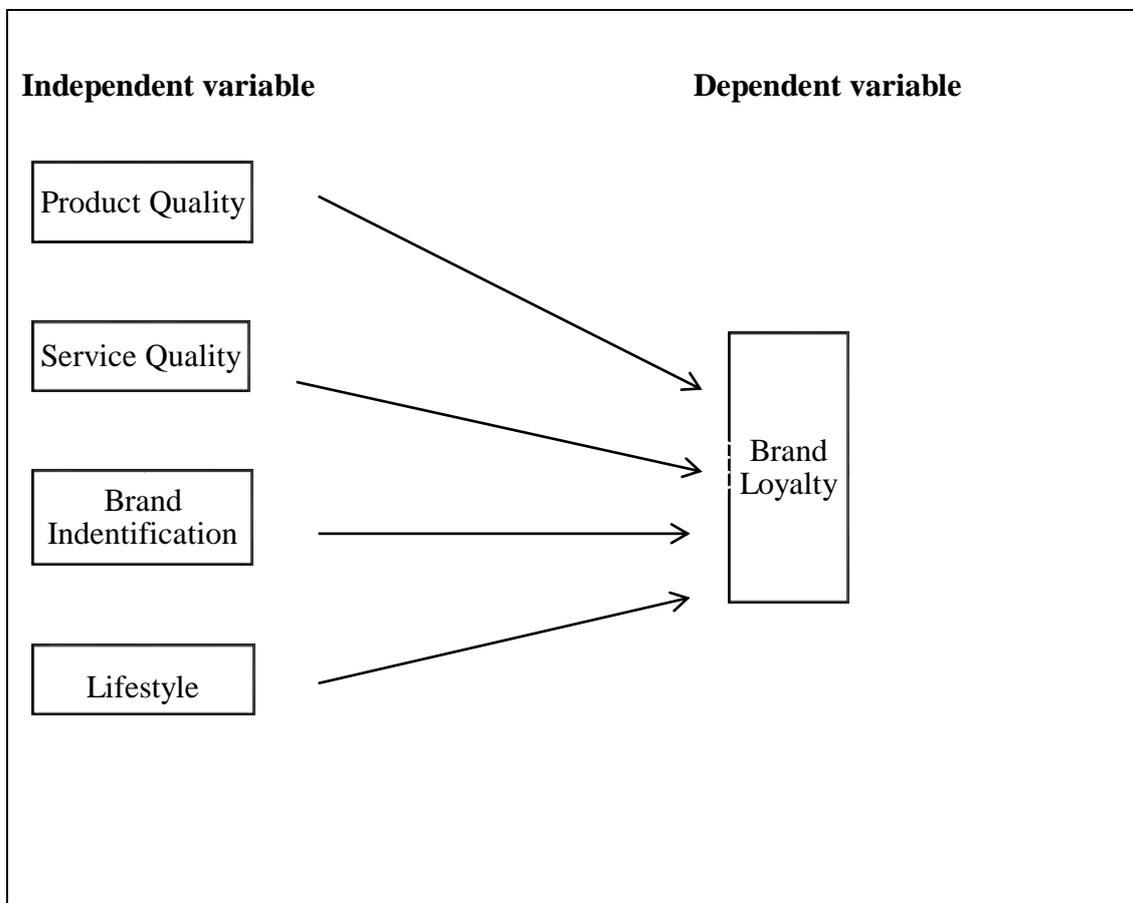
Based on Geuens, M., Weijters, B., & Wulf, K. (2009) determines the brand identity as a brand concept designed and delivered by an organization. The identity of each brand is its understanding and originality. According to Kapferer, (2008) believes having a unique identity makes a brand different from other brands and we may be able to rely on for offering products and services. There have been tremendous efforts on brand but brand identity has received little attention (Da Silveira et al., 2011).

Lifestyle

According to (Kotler, 2000, 2003) lifestyle is the way a person lives, that is, in other words, how one presents himself in his interests, his activities, and his opinions. Activities Interests Opinions (AIO) is one of the methods to carry out psychographic segmentation. The AIO is mainly used to define an individual psychographic profile. Lifestyles are also referred to the patterns in which people live and spend their time and money (Kaynak & Kara, 2001).

A lifestyle is typically reflecting an individual's attitudes, way of life, and values. Lifestyle terms are more comprehensive than socioeconomic and demographic features (Blackwell et al., 2001). More importantly, the individual lifestyle appears to be a stronger consumer forecast including the use and disposal of products and services. Therefore, decision makers will be able to communicate with users more effectively by recognizing potential consumer lifestyle factors (Lee et al., 2009). The consumer lifestyle demonstrates the attitude, thinking, and taste of consumers towards the buying and use behaviour of their products (Ahmad et al., 2010).

Conceptual Framework



This study will be examine the factor that influenced public consumer intention to brand loyalty can be explained by the independent variables of product quality (Garvin (2007), services quality (Akroush, 2008), brand identification (Geuens et al., (2009) and lifestyle (Kaynak & Kara (2001).

The research framework as demonstrated in figure 3.1 has two key component of factor that influence and use of Brand loyalty. Factor such as product quality, services, brand identification and lifestyle serve as the independent variable whereas brand loyalty is the dependent variable.

Research Methodology

A pilot test was conducted before the implementation of actual data collection procedure. The pilot test is important to detect the problem and insufficiency of the questionnaire. The feedback from pilot test enables the researcher to review and upgrade the research material before publication. 40 respondents in Universiti Malaysia Kelantan were chosen to take part in the pilot test.

This researchers use quantitative research methods and 384 sets of questionnaire will be evenly distributed to the public consumer in Kelantan. In this research, Krejcie and Morgan (1970) table for determining sample size were used. This study focus on northeast of Peninsula Malaysia which is Kelantan. The estimated population of Kelantan is 1,829,700. The questionnaire consists of two main languages which is English and Malay for better explanation.

The instrument used for data collection in this study will be a survey questionnaire. The questionnaires will be self-administered and will be distributed to each of the participant involved in this study. The questionnaires consisted of three sections which section A was asked for demographic profile of selected respondents. Section B was designed to measure the brand loyalty. Four sections were built for the independent variable which is section C for product quality and section D is for service quality. Meanwhile, section E is focus in brand identification and section F is for lifestyle.

The questionnaire will be formed in the five point of likert scale format because it is reliable and will allow the respondents to describe how much they agree or disagree for each statement. Five point of Likert scale is interpreted as 1 = strongly disagree and 5 = strong agree. SPSS version 24.0 software were used to analysed the data from respondent

Table 1: Resource of Questionnaire

Variable	Source	Question no.	Section no.
Brand loyalty	Ahmed. S and Moosavi (2013)	1,2,5 & 8	B
	Pinson and Brosdahl (2014)	4,5,6,7	
Product Quality	Yoo et al (2000)	1 & 3	C
	Ragunathan and Irwin(2001)	2	
	(Brady and Cronin, 2001; Parasuraman et al, 1988; Terblanche and Boshoff, 2001)	5	
	Matzler et al, (2008). Chaudhuri and	6	

	Holbrook,(2001)		
	(Algesheimer, Uptal and Herrmann, 2005; Fullerton, 2005)	4,7,8 & 9	
Service quality	Ahmed, Rizwan, Ahmad, and Haq (2014)	1-2	D
	Caruana (2002)	3	
	Nam, Ekinici, and Whyatt (2011)	4	
	Yee and Sidek (2008)		
	Caruana (2002)	5-6	
	Yee and Sidek (2008)	7-8	
	Caruana (2002)	9	
	Felix(2017)		
Brand Identification	(He et al., 2011; Tong & Hawley, 2009; Washburn et al., 2004; Allen & Meyer, 1990; He et al., 2011; Tam, 2004)	1,2,3,5,6,7 & 8	E
	(Algesheimer, Uptal and Herrmann, 2005; Fullerton, 2005)	4	
	((Mathwick et al. 2001; Petrick 2002; Sweeney and Soutar 2001))	9	
Lifestyle	Anna Rapala (2014)	1 – 4	F
	<u>GuoxinLi, GuofengLi, ZephaniahKambele</u> (2012)	1 – 9	
	Mudassir Husnain & M Waheed Akhtar (2015)	1 – 8	

Data Analysis

Demographic Profile of Respondents

Table 2: Demographic Profile

Demographic	Detail	Frequency	Percentage
Gender Group	Male	210	54.7
	Female	174	45.3
Stage of Age	20 – 30	211	54.9
	31 – 40	97	25.3
	41 – 50	58	15.1
	> 51	18	4.7
Races	Malay	255	66.4
	Chinese	78	20.3
	Indian	48	12.5
	Others	3	0.8
Education Level	SPM		31.3
	Diploma	120	19.5
	Bachelor's degree		45.1
	Master degree	75	4.1
		173	16
Employment Level	Student	116	30.2
	Employed	209	54.4
	Self-employed	51	13.3
	Unemployed	8	2.1
Income Level	RM 0 - RM 1,000	132	34.4
	RM 1,000 - RM 2,000	133	34.6
	RM 2,000 - RM 3,000	94	24.5
	RM 3,000 - RM 4,000	17	4.5
	RM 4,000 - RM 5,000	8	2.0
	RM 5,000 - RM 6,000		
	>RM 6,000		

Among 384 respondents, there are 210 (54.7%) male respondents and 174 (45.3%) female respondents. In the research, all the respondents are consumer in Kelantan aged between 20 to 50 years old and above. 54.9 percent of the respondents were grouped between 20 to 30 years old, followed by age group 31 to 40 (25.3%), age group 41 to 50 (15.1%) and age group 51 and above is (4.7%).

Most of the respondents are Malays which are 255 respondents (66.4%). Followed by Chinese and Indian which are 78 respondents (20.3%) and 48 respondents (12.5%) respectively. The area of research is in Kelantan area. The respondents are mostly bachelor's degree holders which are 173 respondents (45.1 %). In addition, most of the respondents are

employed which are 209 (54.4%) and earned an income of RM1000 to RM2000 (34.6%). 30.2% are students which are 116 respondents and 13.3% are self-employed which are 51 respondents.

Reliability Test

To analyse the data that has been collected, the first high priority thing that the researcher needs to do is reliability analysis. The reliability analysis was used to test on the stability of the data. The data collected is moderate reliability and accepted if the value more than or equal to 0.7 on alpha coefficient range (Gliem & Gliem, 2003). If Cronbach's coefficient alpha value is higher, that shows the respondents understand very well on the given questionnaire.

Based on table 3, all the 45 variables in the questionnaire are acceptable which is 0.8 and above. Cronbach's Alpha is 0.888 to 0.937 which represent all indicators are reliable and valid. The conclusion is all the variables in the questionnaire are acceptable.

Table 3: Reliability Analysis (n=45)

	Variables	Cronbach's alpha	Number of items	Strength of association
Independent variables	Product quality	0.881	9	Acceptable
	Service quality	0.904	9	Acceptable
	Brand identification	0.870	9	Acceptable
	Lifestyle	0.937	9	Acceptable
Dependent variables	Brand loyalty	0.888	9	Acceptable

Pearson Correlation Analysis

In this research, Pearson correlation coefficient is used to determine the relationship between the independent variables and dependent variables. The dependent variable of this research is brand loyalty. There are four independent variables which are product quality, service quality, brand identification and lifestyle. Pearson correlation analysis of this research is shown in table 4 below:

Table 4: Pearson Correlations Analysis

		Product Quality	Services	Brand Identification	Lifestyle	Brand Loyalty
Brand Loyalty	Pearson Correlation	.753**	.648**	.690**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

Hypothesis Testing

According to the Rules of Thumb about Correlation Coefficient Size (Gliem and Gliem 2003) shows that the coefficient range above 0.9 indicate an excellent or very strong relationship between independent variable and dependent variable; the coefficient range between 0.8 – 0.9 indicate a very good relationship between independent variable and dependent variable; the coefficient range between 0.7 – 0.8 indicate a good relationship; the coefficient range between 0.6 – 0.7 indicate a moderate relationship and coefficient range below 0.6 indicate poor relationship between independent variable and dependent variable. The summary of hypothesis testing in this research are shown in Table 5 below.

Table 5: Summary for Hypothesis Testing

	Hypothesis		Results
H1	Higher product quality will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan.	Correlation Coefficient = 0.753	Good relationship
H2	Higher services quality will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan.	Correlation Coefficient = 0.648	Moderate relationship
H3	Higher brand identification will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan.	Correlation Coefficient = 0.690	Moderate relationship
H4	Higher lifestyle will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan.	Correlation Coefficient = 0.583	Poor relationship

Discussion and Conclusion

For this chapter, will be discussing about the summary of statistical analysis and finding from the data analysis in chapter 4. The limitation of the study also will be identified and discussed in this chapter. Beside the recommendation for the research are discussed. The conclusion of this study is discussed in the last topic on this chapter.

Table 7: Summary of Research Objective, Hypothesis and Result

Research Objectives	Hypothesis	Pearson Correlation	Results
To study the effect between customer satisfaction on brand loyalty among public consumer and product quality.	There is a positive relationship between product quality and brand loyalty.	0.753	Supported
To determine the relationship between customer satisfaction on brand loyalty among public consumer and	There is a positive relationship between services and brand loyalty.	0.648	Supported

services.

To examine the effect between customer satisfaction on brand loyalty among public consumer and brand identification.	There is a positive relationship brand identification and brand loyalty.	0.690	Supported
To investigate the relationship between customer satisfaction on brand loyalty among public consumer and lifestyle.	There is a positive relationship between lifestyle and brand loyalty.	0.583	Supported

Table 7 above show the summary of research objectives, hypothesis and result in this research. The result obtained from Pearson Correlation analysis indicated for independent variables which are product quality, services, brand identification and lifestyle were supported results which more than 0.5 indicated that a moderate positive relationship between the dependent variable and independent variable which are services, brand identification and lifestyle. For independent variable product quality, it showed high positive or good relationship with dependent variable. Thus, hypothesis (H1), hypothesis (H2), hypothesis (H3) and hypothesis (H4) are accepted as the higher product quality, services, brand identification and lifestyle will lead to higher customer satisfaction on brand loyalty among public consumer in Kelantan.

In this study, a few limitations were identified by the researchers. Firstly, we only focused and limited the public consumer in Kelantan state as our respondent when we conduct the research. It is quite difficult to expand our respondent to other states because we do not have connection at other states except for Kelantan due to we as a student who currently study in Kelantan. Besides, it is a hard task to seek for cooperative of respondent involvement in this study. Some of the respondents are ignorant to answer the questionnaire because no detailed explanations. In other case, sometimes among those are dishonest in answering the questions given by them. Thus, the results of the study are difficult get the right measurement for the usage for other similar future studies.

Besides that, the researchers are limited time constraints in complete this study. This is because the researches need to complete the research within the prescribed period. They need to reach the number of respondents set within the given time of period. So, time is a major obstacle for researchers in conducting the study. So that, the researchers have to plan and manage the time perfectly to get the better result in doing this research.

As a conclusion, this research is conducted to identify the factor of customer satisfaction on brand loyalty among public consumer in Kelantan. There are four factors that will influence the brand loyalty in public consumer in Kelantan. It is product quality, service quality, brand identification and lifestyle. Through our research, we find that the four factors we take as independent variables are indeed factors that influence the attitudes and behaviors of customers to become loyal consumers and customers to their favorite brands. Consumers who

are loyal to their favorite product brands no longer care about the price of their brand products as they have trusted and are confident of the quality of their loyalty brand products.

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