

**IMPACT OF DIGITAL MARKETING ON  
CUSTOMER LOYALTY AMONG UNIVERSITI  
MALAYSIA KELANTAN PENGGALAN CHEPA  
STUDENTS**

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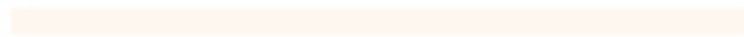
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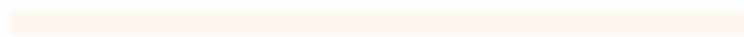
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# Impact Of Digital Marketing On Customer Loyalty Among Universiti Malaysia Kelantan Pengkalan Chepa Students

by

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A thesis submitted in fulfillment of the requirements for the degree of  
Bachelor of Entrepreneurship (Commerce) with Honours

**Faculty of Entrepreneurship and Business**  
**UNIVERSITI MALAYSIA KELANTAN**

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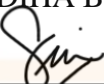
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**LIST OF ABBREVIATION**

UMK	Universiti Malaysia Kelantan
SMM	Social Media Marketing
SEO	Search Enjin Optimization
CM	Content Marketing
IM	Influencer Marketing
SAK	Bachelor of Entrepreneurship (Commerce) With Honours
IV	Independent variables
DV	Dependent variable

**LIST OF SYMBOLS**

N	Population
n	Sample size
H	Hypothesis
$\alpha$	Cronbach's Alpha
b	Beta Coefficient
Std	Standard deviation
P	Pseudo floating point
r	Correlation coefficient

## ABSTRAK

Landskap pemasaran digital telah mengubah penglibatan jenama, membolehkan perniagaan mempamerkan dan membandingkan produk dalam talian. Kajian ini memfokuskan kepada kesan pemasaran digital, termasuk pemasaran media sosial (SMM), pengoptimuman enjin carian (SEO), pemasaran kandungan (CM), dan pemasaran influencer (IM), terhadap kesetiaan pelanggan dalam kalangan pelajar Universiti Malaysia Kelantan Pengkalan Chepa. Walaupun terdapat evolusi pemasaran digital, terdapat jurang penyelidikan dalam memahami cara strategi ini secara kolektif mempengaruhi kesetiaan pelanggan. Kajian ini, dengan reka bentuk kuantitatif dan 256 responden, mendedahkan hubungan positif antara pemasaran media sosial, SEO, pemasaran kandungan, pemasaran pengaruh dan kesetiaan pelanggan. Pemasaran influencer muncul sebagai faktor paling berpengaruh dalam kalangan pelajar UMK. Penyelidikan ini menyerlahkan keperluan untuk penerokaan lanjut kata kunci seperti pemasaran digital, kesetiaan pelanggan, strategi pemasaran digital, media sosial dan pemasaran kandungan digital. Kajian ini memberikan pandangan yang berharga dan mengenal pasti arah aliran untuk penyiasatan masa depan.

*Kata kunci: Pemasaran digital; kesetiaan pelanggan; strategi pemasaran digital; media sosial; pemasaran kandungan digital*

## ABSTRACT

The digital marketing landscape has transformed brand engagement, enabling businesses to showcase and compare products online. This study focuses on the impact of digital marketing, including social media marketing (SMM), search engine optimization (SEO), content marketing (CM), and influencer marketing (IM), on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students. Despite the evolution of digital marketing, there's a research gap in understanding how these strategies collectively influence customer loyalty. The study, with a quantitative design and 256 respondents, reveals positive relationships between social media marketing, SEO, content marketing, influencer marketing, and customer loyalty. Influencer marketing emerges as the most influential factor among UMK students. This research highlights the need for further exploration of keywords such as digital marketing, customer loyalty, digital marketing strategies, social media, and digital content marketing. The study provides valuable insights and identifies trends for future investigations.

*Keywords: Digital marketing; customer loyalty; digital marketing strategies; social media; digital content marketing*

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## CHAPTER 1: INTRODUCTION

### 1.1 Background of the Study

The digital marketing landscape has become a vital part of today's brand engagement, allowing brands to create artfully displayed and compared products to simplify online shopping (Sriram et al., 2022). This transformative wave in marketing strategies empowers businesses to dynamically present their offerings across the digital spectrum, weaving a tapestry of user-friendly interactions that beckon consumers into an engaging exploration of diverse products and services (Simplilearn, 2020). While digital marketing has evolved adeptly in recent years, it's essential to rewind and examine the earlier stages of marketing, particularly when traditional advertising methods were initially introduced.

Marketers and salesmen traditionally relied on word-of-mouth referrals and door-to-door methods, utilizing print ads, TV commercials, billboards, and direct mail, but with the advent of the internet and digital devices, brand-consumer relationships have changed dramatically (Shahid, 2023). Back to the 90s' era, online innovation was booming and attracted more people to use this technology landscape. With the growth of these technological advantages, in 1980 the company Channel Soft Ad Group introduced the word of Digital marketing, which pioneered digital advertising, launching a cascade of digital promotions, and embraced computer usage universally after IBM introduced the first personal computer (Dsouza and Panakaje, 2023).

While the internet was gaining popularity from early 1990 to 1994, the genesis of the Amazon application was launched in 1994 emerged as an unprecedented venture in the world of e-commerce, starting out as a digital book store that eventually evolved into a constellation of diversified products (Shahid, 2023). Further development of social media followed with Yahoo in 1995, Hotmail in 1996, and Gmail in 1998 as each introducing its own feature and functions.

The table presented as 1.1 illustrates the annual growth in popularity of the internet, social networking sites, and online videos, starting from the year 2001.

Table 1.1: Timeline of Digital Marketing

<b>Year Founded</b>	<b>Company/Services</b>	<b>Category of innovation</b>
1994	Amazon	Retailer
1995 (March)	Yahoo!	Directory and Portal
1996	Hotmail	Web-based email service employing viral marketing through email signatures, acquired by Microsoft in 1997.
1998	Google	Search Engine
2001	Wikipedia	Open encyclopaedia
2003	Skype	Peer to peer internet telephony VOIP- Voice Over Internet Protocol
2003	LinkedIn	Professional social network purchased by LinkedIn
2004	Facebook	The social network which owns other social network and messaging apps, including Instagram and WhatsApp
2005	Youtube	Video sharing and rating
2006	Paypal	Mobile payment service
2011	Snapchat	A mobile photo messaging service where images are deleted after a set number of seconds

Source: Chaffey & Ellis-Chadwick, 2019

Since the beginning of the digital age, this market has expanded globally. Digital marketing has become more and more competitive, with several companies and countries fighting for customers' attention and introducing new innovative digital platforms. Besides driving innovation in digital marketing, this pace contributes to the nation's economic revenue around the world. Statista's 2023 report indicates that the United States leads the top five regions with the highest digital advertising revenue with US\$ 271.20 billion, followed by China (US\$173.60 billion), the United Kingdom (US\$41.24 billion), Japan (US\$25.61 billion), and Germany (US\$16.69 billion). With the growth of digital advertising, jobs are created and economic growth is generated.

The promotion of digital marketing through online platforms has been an ongoing practice in ASEAN for many years. Since 1997, the Association of Southeast Asian Nations (ASEAN) has

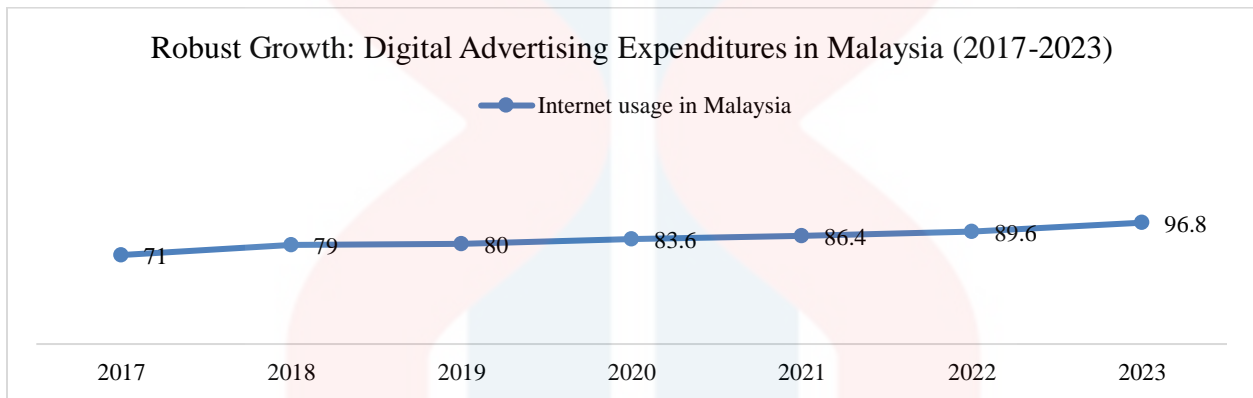
been steadfast in its commitment to digital transformation, spanning over 25 years from the adoption of ASEAN Vision 2020, actively endorsing the e-ASEAN Framework Agreement in 2000 and consistently pursuing initiatives for information and communication technology (ICT) development within the region (Isono and Prilliadi, 2023). With the developmental prospects presented by the ASEAN association, Malaysia seizes the chance to advance its digital marketing advertising sector.

As far back as a decade ago, Tun Dr Mahathir bin Mohamad recognized the significance of digitization in Malaysia's future and took proactive measures in preparation. Consequently, in the late 1990s, the inception of the Malaysian Multimedia Corridor (MSC Malaysia) was orchestrated as a dynamic catalyst to propel the advancement of information and communication technology (ICT) in Malaysia (Mok Kim Man and Yang, 2022). With this strategic initiative, the nation is harmoniously aligned with its ambitions to achieve full development status, especially in technology and digitalization. Aside from that, the landscape of digital advertising in Malaysia has undergone a rapid transformation in recent years. A surge in mobile platforms marks this evolution, substantial investments in digital advertising across diverse industries, and a growing social media marketing influence, as Wei Khoo noted in 2023.

The digital marketing sector in Malaysia saw moderate growth until 2020, where outbreak of COVID-19 and the subsequent Movement Control Order (MCO) sparked significant development (Shan, 2023). Lockdowns prompted businesses to swiftly shift to online platforms, resulting in a notable uptick in digital marketing. This pandemic-driven transformation led Malaysian companies to fully embrace digital marketing, fundamentally evolving customer engagement (Adam Loke, 2019). This transformative impact extended to the E-commerce market,

witnessing an impressive 37% growth (Gohain, 2021) and underscores businesses' growing reliance on digital channels, marking a profound shift in Malaysia's marketing landscape.

Malaysia, with one of Southeast Asia's highest internet penetration rates at 96.8% among its 34.13 million people, has seen robust digital advertising growth, with expenditures increasing steadily from US\$416.30 million in 2017 to US\$970.50 million in 2023 (Datareportal Digital, 2023).



Source: Datareportal Digital (2023)

Figure 1.1: Robust Growth: Digital Advertising Expenditures in Malaysia (2017-2023)

The ramifications of this expansion have led to a substantial increase in digital marketing across all primary advertising formats. According to Datareportal Digital (2023), Banner Advertising, the largest segment, has surged from US\$189.7 million in 2017 to US\$360.7 million in 2023, maintaining its dominance. Classifieds, the smallest segment, has steadily grown from US\$55.1 million in 2017 to US\$75.0 million in 2023. Meanwhile, Search Advertising and Video Advertising have experienced substantial escalation, with Search Advertising spending increasing from US\$115.8 million in 2017 to US\$279.9 million in 2023, and Video Advertising rising from US\$42.7 million in 2017 to US\$181.4 million in 2023. Despite the versatility of Search and Video Advertising, Banner Advertising retains the largest market share, underscoring the importance for businesses, including prominent e-commerce.

Table 1.2: Digital Advertising Growth in Malaysia

YEAR	DIGITAL ADVERTISING GROWTH (US\$)
2017	416.30 million
2018	505.90 million
2019	588.70 million
2020	666.0 million
2021	830.10 million
2022	891.60 million
2023	970.50 million

Source: Statista (2023)

E-commerce platforms like Lazada and Shopee have prominently relied on digital marketing strategies to attract and retain customers, including targeted advertising, social media campaigns, and email marketing. These strategies have reshaped the consumer journey (Priya Balachandar, 2023). Moreover, the phenomenon of online business through social media, navigated by platforms such as Facebook, Instagram, Twitter, and TikTok, has ushered in a new marketing era. Social media now plays a pivotal role for businesses in engaging customers and driving sales, often through strategic partnerships with local influencers (Andon and Annuar, 2023). While it's evident that digital marketing has redefined the marketing landscape, there is still much to be learned about its nuances and how individual strategies work together. Understanding these dynamics is essential for companies seeking to optimise their marketing efforts and enhance customer loyalty.

## 1.2 Problem Statement

In today's rapidly evolving business landscape, where digital platforms serve as pivotal marketing channels, understanding the impact of digital marketing strategies on customer loyalty has become paramount. Digital marketing, encompassing social media marketing, search engine optimization (SEO), content marketing and influencer marketing has reshaped the way businesses engage with consumers. However, amidst this digital revolution, there exists a critical research

gap concerning the comprehensive evaluation of how specific digital marketing strategies influence customer loyalty. While individual studies have delved into either social media marketing (Ilyas et al., 2021), SEO (Husain, T. et al., 2020), content marketing (Mohammad A. A. S., 2022) or influencer marketing (Nadanyiova et al., 2020), there is a scarcity of holistic research that synthesises the impact of these strategies collectively on customer loyalty.

Social media marketing is a crucial element within contemporary digital marketing strategies and has been recognized as a substantial factor shaping customer loyalty. Several studies employing content analysis or surveys posit that content marketing on social media has a positive impact on consumer engagement (Lou, C., & Xie, Q., 2021). An example is the research conducted by Lou and Xie (2020), exploring the correlations among general social media marketing communication, brand equity, customer engagement, and purchase intentions. According to findings from Google research, 68% of individuals watching YouTube have encountered a product-related video before making a purchase (Lou, C., & Xie, Q., 2021). Reflecting this trend, social media and internet videos experienced the most substantial growth in ad revenue in 2018 (Lou, C., & Xie, Q., 2021). Taking social media likes as an illustration, YouTube is rapidly emerging as a crucial platform for branded content marketing (Lou, C., & Xie, Q., 2021). Lou and Xie (2021) argued that consumers' perception of the entertainment value of social media pages can positively influence customer loyalty through community identification and brand engagement. The active participation of individuals on each social media platform can shape their evaluative attitudes and behavioural intentions regarding branded content featured on that platform (Lou, C., & Xie, Q., 2021). In terms of negative feedback and online reputation management, for example, social media gives a venue for customers to publicly share their opinions. Although good feedback can help to strengthen the brand's image, unfavourable comments or reviews can spread swiftly

and harm the company's reputation. Therefore, effectively managing negative feedback becomes essential to maintaining customer loyalty. Ignoring or mishandling criticism can lead to a loss of trust and loyalty among customers.

SEO (Search Engine Optimization) is a critical digital marketing approach used by businesses to boost the visibility of their websites towards the top of search engines such as Google as well as Bing when consumers search for items and services connected to their business (Erdenetsetseg et al., 2019). According to Olson et al. (2021), search engine optimization is significant, however there is a big difference between key groupings in terms of high and extremely high ratings. When we look at individual digital marketing methods, we can observe that content marketing and search engine optimisation both earned more than 40% highly effective responses and outperformed the 90% response rate when highly effective responses were included. According to the research results, companies that are aggressively pursuing new markets have a larger financial incentive to identify and communicate with a specific target market. This is shown in their focus on marketing technology and data-driven personalization, which are the most important strategies. While these methods may not be as valuable as other business strategies, they demonstrate the desire of forward-thinking companies to spend in measures that may appear too pricey to others (Olson et. al., 2021). According to Alqahtani et. al. (2022), a variety of factors influence the search process, allowing us to comprehend the process of search engine optimization. Google, in particular, frequently updates its algorithms in order to improve the user experience and give more relevant results. These adjustments, however, can have a major impact on website search ranks, resulting in variations in organic traffic. A sharp drop in search rankings can lead to reduced visibility, making it difficult for loyal customers to find a business online. This uncertainty can erode trust and hinder customer loyalty. However, the fundamental mechanism that allows

the search procedure to generate initial outcomes is to understand the user and how they search, what keywords they use, and how they create inquiries or short sentences. Understanding how users use search engines can help businesses choose the right title or subjects for their website.

Research by Azizi et al. (2020) suggests that content marketing has a positive but statistically insignificant impact on customer loyalty, highlighting the need for businesses to improve their customer service to success. According to Mohammad, A. A. S. (2022), digital information can be provided in a variety of media such as photos, podcasts, webinars, banners, videos, blogs, and how-to instructions. Content marketing has significant effects such as enhancing client trust and profitability (Mohammad, A. A. S., 2022). According to Adam, M. et al. (2020), digital marketing has significance for consumer happiness and loyalty. Digital marketing driven by customer loyalty and good relationships has a substantial impact on client loyalty. Content marketing has the potential to engage end-users via digital advertorials; thus, the key issue is how product and service owners can constructively engage customers via creative advertorials that effectively describe the product or service via its contents (Mohammad, A. A. S., 2022). Businesses need to ensure that the content produced is relevant and of high quality. In the race to produce high volumes of content, businesses can compromise on their material and messaging relevance. When content is irrelevant to the needs of the audience or of poor quality, it fails to engage customers effectively. This lack of engagement can reduce the potential to build lasting relationships and loyalty.

In the realm of business development, influencer marketing plays a crucial role in fostering relationships that contribute significantly to future growth (Ravi Bosco, R. 2022). Unlike other marketing approaches, influencer marketing is a continuously evolving and relatively unexplored subject of study. The effectiveness of the message conveyed is believed to hinge on the credibility



of the source. Influencers enhance their profiles by endorsing quality content through recommendations, photos, and reviews, influencing consumers to make purchase decisions (Dogra, K., 2019). In contrast to brand-generated content, influencer-generated content is deemed more trustworthy and reliable, alleviating the need for consumers to seek additional information while providing more useful content (Dogra, K., 2019). However, it is noted that a consumer's current interests, desires, and attitudes can impact how they interpret information in the content (Dogra, K., 2019). As per Mathew's article (2019), consumers are more inclined to trust product recommendations from third parties like bloggers or influencers rather than the brand itself. Consequently, brands claim increased company trust, consumer loyalty, and sales since establishing connections with social media influencers, who indirectly engage with the brands' consumers (Dogra, K., 2019). As per Mathew's article (2019), consumers are more inclined to trust product recommendations from third parties like bloggers or influencers rather than the brand itself. Consequently, brands claim increased company trust, consumer loyalty, and sales since establishing connections with social media influencers, who indirectly engage with the brands' consumers (Dogra, K., 2019). For example, 89% of businesses believe that the return on investment from influencer marketing is comparable to or better than that of other marketing channels. Most of these brands will be well-established and well-known, allowing them to invest in influencer marketing as part of their marketing strategy. This demonstrates that businesses are gradually understanding the benefits of influencer marketing. Hence, brands must promote authenticity, carefully pick influencers, and build tactics that prioritise long-term connections above short-term advantages. Furthermore, better measuring tools to determine the true impact of influencer marketing on consumer loyalty would help to shape future marketing tactics that are more effective and sustainable.

### **1.3 Research Question**

- 1) Is there any relationship between social media marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students?
- 2) Is there any relationship between search engine optimization (SEO) on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students?
- 3) Is there any relationship between content marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students?
- 4) Is there any relationship between influencer marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students?
- 5) What is the most significant factor influencing customer loyalty among students at Universiti Malaysia Kelantan, Pengkalan Chepa Students?

### **1.4 Research Objectives**

- 1) To examine the relationship between social media marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students.
- 2) To study the relationship between search engine optimization (SEO) on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students.
- 3) To determine the relationship between content marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students.
- 4) To study the relationship between influencer marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students.
- 5) To study the most important factor that influences customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

## **1.5 Scope of the Study**

This study is about the impact of digital marketing on customer loyalty among Universiti Malaysia Kelantan students. The study will be conducted at Universiti Malaysia Kelantan, Pengkalan Chepa. Commerce students (SAK) at UMK from year one until year four are selected as our respondents. The chosen methodology involves the creation of tailored questionnaires using Google Forms, a versatile and accessible tool. Distribution will occur through online platforms, facilitating widespread participation and ensuring a diverse representation of student perspectives.

By concentrating on UMK students, specifically those in Commerce, and utilising digital platforms for data collection, this study aims to offer insights that are not only relevant to the academic community but also contribute to the broader discourse on the interplay between digital marketing and customer loyalty in educational contexts.

## **1.6 Significance of Study**

### **1.6.1 Marketers**

This study holds paramount importance for marketers operating in the contemporary digital business landscape. As businesses increasingly pivot toward online platforms, the insights derived from this research become instrumental. Specifically, it will provide marketers with strategic insights into the effectiveness of various digital marketing strategies, including Social Media Marketing, SEO, Content Marketing, and Influencer Marketing, in influencing customer loyalty. By deciphering these nuanced dynamics, businesses can optimise their marketing endeavours, fostering improved customer retention and bolstering overall profitability. The study, therefore, serves as a practical guide for marketers navigating the digital realm, offering actionable information to enhance customer engagement and loyalty.

### **1.6.2 Policymakers**

Beyond its implications for marketers, this research extends its significance to policymakers. The study's findings can serve as a foundation for developing regulations and guidelines that promote the ethical and effective use of digital marketing strategies. Policymakers can utilise the insights garnered to craft policies that encourage responsible marketing practices in the digital sphere. Understanding the positive correlation between customer loyalty and specific digital marketing approaches can inform policies that balance the interests of businesses and consumers, fostering a more ethical and sustainable digital marketing environment.

### **1.6.3 Academic/Researchers**

From an academic perspective, this study contributes significantly by filling existing gaps in literature related to the nuanced impact of specific digital marketing strategies on customer loyalty. Scholars and researchers can leverage the findings as a stepping stone for further investigations, thereby enriching the body of knowledge in the fields of digital marketing and consumer behaviour. The study provides a solid foundation for future research endeavours, encouraging a deeper exploration of the ever-evolving dynamics between digital marketing strategies and customer loyalty in diverse contexts.

## **1.7 Definition of Term**

### **1.7.1 Social Media Marketing**

Social Media Marketing (SMM) is a multidimensional and dynamic digital marketing approach that has quickly evolved into an essential component of modern business promotion. SMM leverages the wide reach and power of social media platforms to engage and influence a target audience, promote products and services, establish brand recognition, and foster community in an era characterised by pervasive connectivity and digital engagement. Its main tenets centre on

comprehending the target audience, producing interesting content, and using data to optimise. Further, the unprecedented use of social media among populations has motivated companies to switch to social media advertising (Ghada Talat Alhothali, 2023).

### **1.7.2 Search Engine Optimization (SEO)**

Search Engine Optimisation (SEO) is the complex practice of optimising websites, digital content, and online presence in order to boost rankings in search engine results, primarily on platforms such as Google, Bing, and Yahoo. The ultimate purpose of SEO is to raise the visibility of web pages and drive organic (non-paid) traffic to a website or online platform, increasing the possibility of attracting visitors and potential customers. In a word, SEO is vital because it raises the exposure of your website, resulting in more visitors and the possibility of converting prospects into consumers (Cherylle Phua, 2023).

### **1.7.3 Content Marketing**

Content Marketing seeks to enlighten, educate, entertain, or inspire the target audience in contrast to traditional marketing, which mostly concentrates on direct sales pitches and promotions. By providing material that appeals to the needs and interests of the audience, content marketers want to foster consumer engagement, trust, and brand loyalty. Content marketing is a long-term strategy that focuses on developing strong relationships with your target audience through the constant delivery of high-quality, relevant material that educates and, eventually, sells (Neil Patel, 2023).

### **1.7.4 Influencer Marketing**

Influencer marketing's main goal is to use an influencer's authority and credibility to help a company communicate its message, build brand recognition, and eventually encourage the influencer's audience to take desired actions or participate. Furthermore, a recent study has shown

that young consumers are more likely to follow online influencers. Moreover, a recent investigation indicates that younger consumers exhibit a greater inclination to follow online influencers. Specifically, 58% of young adults in the United States have made purchases based on recommendations from online influencers (Ghada Thalath Alhothali, 2023).

### **1.8 Organization of the Proposal**

In the structure of this research proposal, subsequent chapters are meticulously organised to provide a comprehensive and coherent approach to addressing the research problem and objectives. The introductory chapter sets the stage, offering background information, stating the problem, formulating research questions, outlining objectives, defining the study's scope, and highlighting the significance of the research.

Following this, the literature review chapter delves into existing theories, previous studies, hypotheses formulation, and the conceptual framework, offering a synthesised overview of the current knowledge landscape.

The research methods chapter outlines the chosen approach, detailing the research design, data collection methods, study population, sample size determination, sampling techniques, instrument development, variables measurement, and the procedure for data analysis. This structured organisation ensures a logical flow, providing a clear framework for conducting the study and guiding readers through the research process.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Introduction**

In this chapter, the researcher is going to discuss the impact of digital marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students. It is clearly stated that we are going to study about the independent variables which are Social Media Marketing, Search Engine Optimization (SEO), Content Marketing, Influencer Marketing where it influences the dependent variable which is customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students. There is also a framework which will explain about the dependent variable and the independent variables.

### **2.2 Underpinning Theory**

#### **2.2.1 Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM) is used in this article. TAM, which Davis established in 1989, is one of the evaluation models of technical success as viewed via the usage of technology (Abbas, A. & Mehmood, K., 2021). This model explains how people perceive new technologies, with a focus on simplicity of use and utility, which influences their desire to use social media as a medium for knowledge exchange. TAM has been widely employed in study involving social media's use in knowledge sharing as a technique of looking into multiple scenarios for knowledge sharing and developing IT, as seen by the studies included in this review. They address the assumptions underlying why people are eager to directly share information via new technology, as well as the associated benefits (Ahmed et al., 2019).

The TAM model, based on psychological theories, explains internet user behaviour in terms of beliefs, attitudes, desires, and user behaviour links. The goal of this model is to describe the primary elements influencing user behaviour towards technology acceptance. More specifically, it discusses the acceptability of IT in various aspects, which can affect user acceptance

of IT. This model associates the attitude component of each user's behaviour with two variables: ease of use and usefulness. Both of these factors can explain parts of user behaviour; the result is that the TAM model can explain how a user's perspective influences his attitude towards IT use. This model more clearly demonstrates how utility and convenience of use influence IT acceptability (Abbas, A. & Mehmood, K., 2021).

### **2.2.2 Theory of Planned Behavior (TPB)**

In 1991, Ajzen established the Theory of Planned Behaviour (TPB), which aims to predict deliberate and planned behaviour (McLaughlin, C. & Stephens, S., 2019). The Theory of Planned Behaviour (TPB) is also used in this article to explain individual adoption and implementation of social media for knowledge sharing. In this study, four categories of characteristics influence people who freely join and engage in knowledge sharing: attitudes, subjective norms, perceived behavioural control beliefs, and behavioural goals. The TPB model has been utilised in various studies in social media for knowledge sharing to seek the formation of users' behaviour regarding their desire to adopt new technological tools for knowledge sharing (Ahmed et al., 2019).

According to TPB, behavioural intention is a result of three types of beliefs: behavioural beliefs (attitude towards behaviour), which are beliefs about the likely outcome of the behaviour. Then there are normative beliefs (subjective norm), which are their beliefs about the normative expectations of significant others, and control beliefs (perceived behavioural control), which are their beliefs about the absence or presence of factors that might facilitate or impede behaviour performance. The three antecedents in the TPB model are thought to be influences on a variety of actions, both direct and indirect, via the mechanism of influencing behavioural intentions, and several reviews and meta analysis agree that the TPB is an effective theory (McLaughlin, C. & Stephens, S., 2019).



## **2.3 Previous Studies**

### **2.3.1 Digital marketing**

Adam et al. (2020) discovered that digital marketing is connected with increased consumer satisfaction and loyalty. Internet marketing, online marketing, and e-marketing are all subsets of digital marketing. Digital marketing has numerous advantages. It enables high levels of consumer involvement, information quality, effective customer targeting and segmentation, contacting customers via social media networks, and flexibility. Social media marketing, search engine optimisation (SEO), content marketing, and influencer marketing are all examples of digital marketing techniques. The success of digital marketing is dependent on the effective and efficient application of such strategies. The purpose of this research is to analyse how digital marketing capabilities improve digital marketing success and the impact of digital marketing success on customer loyalty.

### **2.3.2 Social media marketing**

Previous studies on social media marketing activities indicated that developing significant connections with consumers through digital channels is an innovative way of publicising a brand and reaching a huge number of individuals. Because of the rapid growth of communication technology, some social networking sites have emerged in recent years, pushing marketers to utilise them for effortlessly engaging, discussing, and collaborating with their customer. Company's ability to communicate with customers and enhance their brand has been greatly enhanced by the proliferation of online platforms and information platforms. A great amount of information can be exchanged and disseminated digitally via various web-based technologies that are part of social media platforms. Multiple terminologies have been proposed in the past to reflect the meaning of

social media sites, including "Web 2.0," "social networking tools," "social networking sites," and "blogs" (Khoa, B. & Huynh, T., 2023).

According to Khoa, B., et al (2023), the use of social media to discuss and market new or current goods or services has seen explosive growth in recent years due to the importance of social media marketing activities in influencing client purchase behaviour. Viewership of traditional forms of media has fallen since the introduction of online media that can be accessed via mobile devices. Customers frequently utilise social media platforms to learn crucial information about businesses, which has become the norm as the number of smartphones and other mobile devices has expanded. Furthermore, they may be used to assist marketers in learning more about their target demographics in order to better adapt their campaigns to specific customers. Because of these advantages, an increasing number of businesses are investing in internet marketing to persuade clients to make a purchase. Despite the fact that much has been published about social media marketing, few research has looked at how it affects buyer choice. The majority of earlier research on social media marketing activities focused on how they influence consumers' purchase intentions rather than electronic loyalty (Khoa, B. & Huynh, T., 2023).

Furthermore, numerous research studies use a variety of elements to assess social media marketing. Khoa, B., et al (2023) conducted a social media marketing research study that focused on elements such as trends, word of mouth, personalization, entertainment, and interactivity. Khoa, B., et al (2023) focused on four elements to assess the efficiency of social media marketing in the insurance industry: perceived risk, softness, interaction, and personalization. Furthermore, Khoa, B., et al (2023) examined the success of social media advertising by taking into account factors such as novelty, usability, perceived risk, adaption, and popularity. However, by integrating measures of information, interaction, perceived relevance, and amusement to investigate how these

affect user loyalty, this study expects to make a significant contribution to the present empirical literature on social media marketing. The findings may offer light on how these social media marketing traits influence customers' likelihood to remain loyal, particularly in online buying (Khoa, B. & Huynh, T., 2023).

### **2.3.3 Search engine optimisation (SEO)**

Astari, N. (2021) suggests that while some researchers argue that SEO is no longer the primary focus and using it as a marketing tool is futile, Google continues to innovate to prevent algorithms from manipulating and censoring pages or websites appearing at the top of Search Engine Result Pages (SERP) queries. It becomes crucial for businesses to decide on investing in SEO to ensure their visibility in consumer searches. To achieve this, the company's website should contain information matching the desired search terms, and content dissemination, indexing, and interpretation should be executed strategically to enhance visibility on search sites and ascend in search results. Despite being one of the most cost-effective marketing techniques, maintaining an SEO presence requires ongoing effort and dedication.

According to Glukhova, P. (2020), SEO, which focuses on delivering organic traffic to a website, is critical for marketing since it allows customers to find a brand in search engines. Marketers are investing in SEO to rank in the top three websites for relevant keywords. Research shows different click-through-rate (CTR) numbers, but there are similarities. If a website is not on the first page of search engine results pages, consumers are likely to not find it. Google's first position has a CTR of 28.5%, followed by 15.7%, 11%, 8%, and 2.5% for the tenth position. Google introduced featured snippets as a new way for companies to be noticed by consumers. The next aim for companies is to be featured on the top of search results with an estimated CTR of 23.3%, emphasising the dynamic nature of user interaction shaped by SEO, as stated by Glukhova

(2020). This can be seen when users search the digital landscape for products or services, SEO prominence on the first page of Google will be a precursor to brand recognition. This higher visibility fosters brand awareness and creates trust. Consistent brand visibility at the top of search results encourages consumers to associate credibility with the brand, establishing SEO as a vehicle for building customer loyalty based on trust. In addition to its technical complexity, SEO also has a significant impact on the user experience, combining technical optimization with the art of content relevance. Optimization efforts go beyond high rankings to include factors such as page load time, mobile responsiveness and overall content accessibility. Creating a positive user experience through these efforts becomes an important component of customer satisfaction, which has profound implications for customer loyalty (Rane, 2023).

#### **2.3.4 Content Marketing**

In a previous study, Lou, C., & Xie, Q., (2020) developed an elaborate theoretical framework that studied the relationship between brand content marketing and customer loyalty at various levels of product involvement. There are also numerous research studies that include various ideas and features to analyse digital content advertising. Khoa, B., et al (2023) focused on four elements to assess the impact of social media marketing on client loyalty: interactivity, amusement, informativeness, as well as perceived relevance.

According to Astari, N. (2021), when brands or corporations build content marketing campaigns on social media, they frequently lose control since the audiences actively participate in the content creation process. User-generated content (UGC) is content that is developed or produced directly by the audience. A single piece of online content such as blog, forum, or others can have a long-term impact on their company's reputation. As a result, marketers must exert control over content generation on the internet. Content creators owned by companies must be

creative in content creation, not only in topics that need to draw attention, but also in abilities in linking and tying information created indirectly to the primary target companies, brands, and goods. Furthermore, content must be adjusted for various platforms. For example, mobile marketing content must be modified to the size of the screen so that it is clear, succinct, and concise. An effective content production strategy will increase consumer interest in the material offered. With the pandemic, people's use of smartphones and digital gadgets has increased, as has their time on the internet. Content generation is a fantastic chance for a marketing strategy that may be tackled in a variety of ways. One of them is digital storytelling. Digital storytelling is a novel approach to establishing and maintaining a company's reputation. It is a method of telling the company's history and developing a brand story (Astari, N., 2021).

In content marketing, brands are built on the foundation of trust and credibility, so they can be regarded as the go-to authority in their industry through high-quality, informative content. When customers find valuable information through a brand's content, they are more likely to trust the brand and see it as a reliable source. A fundamental aspect of customer loyalty is the ability to build trust between the company and its customers. With content marketing, brands can reach out to their audiences on a personal level. Content can be tailored to address a brand's target audience's specific needs and interests in order to foster a sense of connection and relatability. The personalised approach helps to build emotional connections with customers, which leads to an increase in loyalty. The loyalty of customers increases when they feel their preferences are understood and catered to by a company. Brands can also engage directly with their customers through content marketing's interactive nature, especially through social media platforms. The engagement provides brands with the opportunity to respond to customer feedback, address concerns, and demonstrate their commitment to customer satisfaction (Riserbato, 2021). A positive

customer experience can be enhanced and loyalty can be built through content interactions. The participatory nature of customer-generated content (UGC) plays a significant role in strengthening the bond between the brand and its customers (Astari, N, 2021). Customer involvement fosters loyalty because they feel a sense of belonging and ownership.

### **2.3.5 Influencer marketing**

According to Astari, N. (2021), only 36% of the 75% of customers that engage in influencer marketing believe it is effective. In addition, Stackla Firm research discovered another fact about consumers: they believe that seeing celebrities or influencers has a higher impact on their purchase decisions than seeing family and friends. However, the findings of current study on influencer marketing among professionals in 2020 different. According to Astari, N. (2021), influencers are "as influential as ever" for young customers. According to the survey, compared to the previous year, 54% grew to 70%; evidence reveals that 13-18-year-olds are more likely to follow online influencers. Furthermore, the information indicates that 58% of Gen Z and 48% of millennials made purchases based on the recommendation of an influencer. Another valuable element is that young customers are interested in how celebrities and influencers handle situations such as the COVID-19 pandemic and quarantine. This study of the market demonstrates that influencer marketing is a new trend and a fantastic chance for businesses and brands to reach customers and obtain sales, particularly from young people (Astari, N., 2021).

According to Kasmi, S. et al. (2019), Most influencers profit from Instagram and YouTube, however this varies based on the sort of business. Working with influencers on Facebook, Twitter, LinkedIn, or Snapchat is possible. There are numerous reasons why influencers are "necessary" for doing business in today's industry. To begin with, influencers not only help in attracting new customers, developing a community, initiating actions, strengthening the idea or brand, and

growing brand recognition, but they also help in the development of loyalty. Followers believe in their influencer, making it easier for them to sell various items or services while ensuring a high investment return (ROI). Client relationship management (CRM) combined with influencers, on the other hand, has the potential to significantly revolutionise marketing operations. They are one of the greatest techniques to promote in the world of marketing since people trust them and the prices are relatively minimal compared to other strategies for promotion. As a result, influencers play an increasingly essential role in digital marketing for customer loyalty (Kasmi, S. et al., 2019).

The influencers serve as trusted figures, fostering credibility and trust among their followers. As a result of this trust, influencers are able to influence the purchase decisions of customers and, thereby, facilitate customer loyalty. With influencers, brands are aligned with values that resonate with their market, creating a genuine connection with consumers. A further benefit of influencers is that they cultivate dedicated following bases around niches, which is crucial for building community. Using influencers as an advocate can enhance engagement between the brand and its audience, as well as enhance the relationship between the brand and its influencer. With this in mind, the audience and the endorsed brand are likely to be able to develop a stronger bond. They offer their audience a more intimate connection and a heightened sense of relatability. As influencers use their personal connections to endorse brands, it has the potential to foster long-term customer loyalty and encourage repeat purchases. They offer their audience a more intimate connection and a heightened sense of relatability with their review. An influencer with a substantial social media presence, as well as a wide, diverse following, is a valuable asset for boosting a brand's visibility and reach by utilising their influence (Kofluence, 2023). Using this strategy enables a brand to gain new customers and to expand its social media following, which will help the brand to attract new customers who may not have been aware of the brand previously.

### 2.3.6 Customer Loyalty

Customer loyalty is one of the most important factors influencing organisational outcomes like performance. Adam et al. (2020) discovered that digital marketing is connected with increased consumer satisfaction and loyalty. Client loyalty is defined as the step that comes before client repurchase behaviour. Overall consumer pleasure leads to customer loyalty. Thus, devoted customers are pleased and motivated to buy items and services. Customer loyalty definitions were divided into two categories: behavioural and attitudinal. Customer loyalty is defined as an attitude that leads to a relationship with a brand as well as behaviour related to previous purchases. Therefore, client loyalty should be defined by both attitudinal and behavioural factors. Customer loyalty dimensions are divided into a pair of categories: attitudinal and behavioural dimensions. According to Mohammad, A. A. S. (2022), attitudinal loyalty is established based on the client's cognitive sense, emotive sense, and intentional customer manner. Customer behavioural loyalty is the product of these three stages. Customer recommendations or positive word-of-mouth, customer intention to repurchase, and customer readiness to pay higher prices for specific items or services are examples of attitudinal loyalty, whereas behavioural loyalty shows actual purchase activity. The context of firm-customer interaction has altered with the introduction of digital technology, which is one of the most crucial elements of digital marketing for client loyalty. Mohammad, A. S. (2022) identified four digital marketing characteristics that improve customer loyalty in a study on the influence of digital marketing on customer loyalty. These are value-added qualities, content attributes, customer service attributes, and a constant appearance. According to Adam et al. (2020), digital marketing is important for consumer happiness and loyalty.



## 2.4 Hypotheses Statement

H1: There is a significant relationship between social media marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

H2: There is a significant relationship between search engine optimization (SEO) and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

H3: There is a significant relationship between content marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

H4: There is a significant relationship between influencer marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

## 2.5 Conceptual Framework

In this study, digital marketing strategies, including social media marketing, search engine optimization (SEO), content marketing, and influencer marketing, constitute the independent variables. Each of these strategies represents a specific approach to engaging customers in the digital realm.

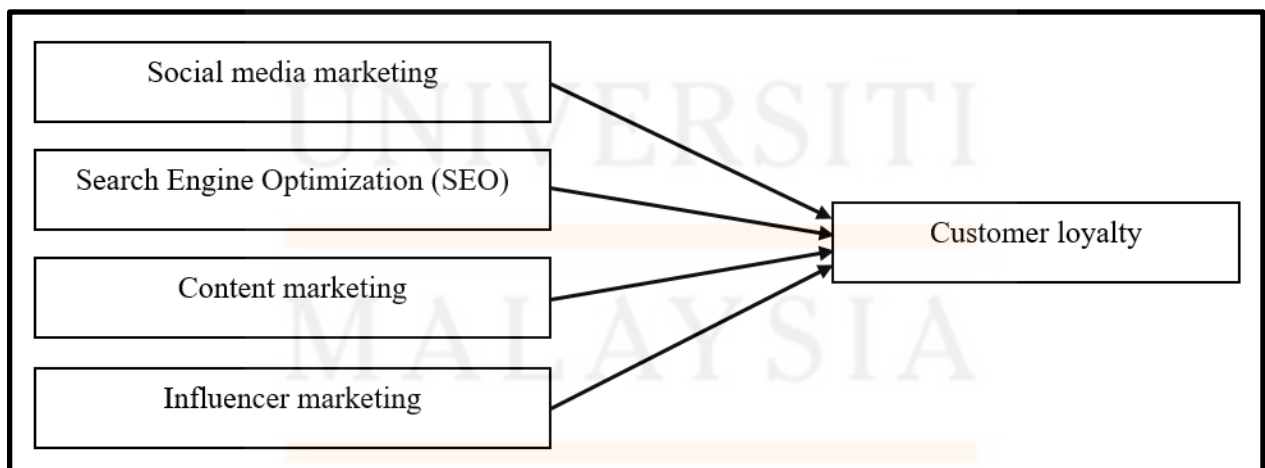


Figure 2.1: Framework of the study

## 2.6 Summary/ Conclusion

In summary, this chapter provides the basis for a comprehensive investigation of the impact of digital marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students. Using established theoretical models such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), it aims to shed light on how individuals perceive and adopt new technologies, particularly in the context of knowledge sharing via social media. The review of previous studies highlights the importance of various digital marketing strategies, including social media marketing, SEO, content marketing, and influencer marketing, in shaping consumer behaviour and brand engagement. This chapter conceptual framework presents these strategies as independent variables, each representing a unique approach to customer engagement in digital marketing.

## CHAPTER 3: RESEARCH METHODS

### 3.1 Introduction

Throughout this section, we will examine the methodological framework used to conduct this research. This section will delve into further details regarding the research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables and procedure for data analysis. Essentially, this chapter functions as a methodological guide, providing direction for the meticulous execution and systematic assessment of this research undertaking.

### 3.2 Research Design

A research design is a blueprint or plan for the collection, measurement, and analysis of data, created to answer your research questions (Ravi Bosco et al., 2022). Research with a quantitative design was the method employed in this study. In addition to measuring the link between the independent and dependent variables in this study, this helps in understanding it. To gather information and data, this study used both primary and secondary data collection methods

A survey will be conducted using the primary data collecting approach, with questionnaire sheets distributed to commerce students (SAK) at the Universiti Malaysia Kelantan from year 1 to year 4. Furthermore, this study collects secondary data from websites, journals, papers, academic research, and books which will be more supportive of the data acquired through primary research. Because there is more information accessible from previous studies, the secondary method is extremely beneficial and simple to collect data. This is how the study's primary and secondary data are gained.

### 3.3 Data Collection Methods

To collect information for the purpose of the study, students at the Universiti Malaysia Kelantan, would be given a questionnaire. Google Forms will be used to produce this survey. All

of these forms are distributed by posting Google Forms URLs on social networking platforms. This method takes some time to complete with all 256 samples. Respondents only need to click the link to access and complete the survey. The researcher is then shown the responses.

### **3.4 Study Population**

This study was conducted on the Impact of Digital Marketing On Customer Loyalty Among Universiti Malaysia Kelantan, Pengkalan Chepa students. There are 779 SAK students from year 1 to year 4 in Universiti Malaysia Kelantan. The survey will be conducted in Universiti Malaysia Kelantan. Respondents are from students. Respondents will involve both women and men. The rationale behind selecting SAK students as respondents lies in their academic focus on commerce and entrepreneurship. These students, undergoing a curriculum tailored to commerce and entrepreneurial principles, are likely to possess a nuanced understanding of the business landscape. Their perspectives on the impact of digital marketing on customer loyalty can be particularly insightful, given their academic emphasis on commerce-related subjects. This targeted approach ensures that the responses gathered are not only relevant but also offer a depth of understanding specific to the commerce and entrepreneurial domain, enhancing the applicability of the study's findings.

### **3.5 Sample size**

The number of people chosen and included in a research study from a broader population is referred to as sample size. Choosing an appropriate sample size is an important part of research technique since it can affect the validity and generalizability of your findings. Statistical considerations, study objectives, and resource constraints are often used to decide sample size. If there are 779 SAK students from year 1 to year 4 in Universiti Malaysia Kelantan, the researcher

just needs to collect feedback from 256 of them utilising the table. The table below displays Krejcie and Morgan's table.

Table 3.1: Number of SAK students from Year 1 to Year 4 in UMK

YEAR	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL
NUMBER OF STUDENTS	197	180	186	216	779

Table 3.2: Krejcie and Morgan's table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Source: Krejcie & Morgan (1970)

### 3.6 Sampling Techniques

Students from the Universiti Malaysia Kelantan took part in this study. This study employs purposive sampling as the chosen technique, where participants are deliberately selected based on specific characteristics that align with the research objectives. Purposive sampling, as opposed to random sampling, which gives each member of the population an equal chance of being chosen, allows for a targeted and planned selection procedure. The selection criteria are designed to ensure

that the chosen participants possess relevant insights and experiences related to digital marketing strategies and customer loyalty.

### **3.7 Research Instrument Development**

#### **I. Questionnaire Design**

This study uses a questionnaire as a research tool in order to conduct the research. Data will be obtained in order to provide an effective response to the research question. Google Forms will be used to distribute the questionnaire to respondents. It will consist of three sections. In Section A, demographic data about respondents is collected, including details such as age, gender, race, faculty, and program. Continuing with Section B, it comprises statements related to independent variables. These variables include social media marketing, search engine optimization (SEO), content marketing, and influencer marketing, all of which are centered toward independent variables. As for Section C, it contains statements concerning customer loyalty. For both Sections B and C, we will be using the Likert Scale to analyze the level of response from both sections.

#### **II. Likert Scale**

Likert scales enable researchers to obtain numerical assessments of subjective characteristics, resulting in quantifiable data that can be analyzed and presented in a manner consistent with how other quantitative data from evaluations are handled (South, Saffo et al. 2022). The statement or question is followed by five or seven responses. In this type of survey, respondents select the answer which most accurately demonstrates their mood or attitude towards the given statement. This Likert Scale will be used for both Section B (social media marketing, search engine optimization (SEO), content marketing, and influencer marketing) and Section C (customer loyalty). A 5-point Likert scale is

employed, offering respondents the option to express their agreement level, ranging from "Strongly Disagree" to "Strongly Agree."

### III. Nominal scale

A nominal scale is used to divide data into different groups or categories without establishing any relationship in terms of size or ranking between these groups or categories. Demographic information is collected in Section A of the questionnaire using a nominal scale. The questions in this section include information related to race and gender.

### IV. Ordinal scale

Ordinal scales divide data into distinct, ordered categories or groups in statistics. The categories on this scale have a clear order and hierarchy, which is to say that one category is better than another, but the distances between them are not necessarily equal. The questions were asked about the age and year of study that was collected from the demographic section from Section A.

## **3.8 Measurement of the Variables**

Measurement, in the context of research, is the process of assigning numbers to the characteristics of objects or events following specific rules (Richard, 2015). It's important to understand that it's the measurement scale that quantifies these characteristics, not the objects or events themselves. In our study, each section and question involves a unique set of variables that are measured systematically using a series of measurement items.

In the demographic questions of Section A, we used both nominal and ordinal scales to categorise different aspects of the sample. The nominal scale was employed for variables like student gender and race, where categories have no inherent order. On the other hand, the ordinal

scale was utilised to measure variables such as age and year of study, where categories have a meaningful order.

In Sections B and C, a Likert scale was implemented, allowing respondents to choose from five response options. This scale spans from "1 - strongly disagree" through "2 - disagree," "3 - neutral," "4 - agree," and concludes with "5 - strongly agree." This approach provides a more nuanced and detailed assessment of respondents' opinions or attitudes.

Table 3.3: Likert scale

STRONGLY DISAGREE 1	DISAGREE 2	NEUTRAL 3	AGREE 4	STRONGLY AGREE 5
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### 3.9 Procedure for Data Analysis

In this section, we outline the detailed plan for analysing the data collected in the study. The analysis will be conducted using the statistical software SPSS (Statistical Package for the Social Sciences). The primary aim is to explore the relationship between digital marketing strategies (Social Media Marketing, SEO, Content Marketing, and Influencer Marketing) and customer loyalty.

#### 3.9.1 Data preparation

In the data preparation phase, meticulous attention will be devoted to ensuring the dataset's cleanliness and coherence. Raw data will undergo a rigorous cleaning process, eliminating any inconsistencies or missing values, to guarantee the integrity of the dataset. Each participant's responses pertaining to the digital marketing strategies (Social Media Marketing, SEO, Content Marketing, and Influencer Marketing) and customer loyalty variables will be methodically coded into numerical representations. This coding procedure not only facilitates seamless data entry into the statistical software but also lays the foundation for a structured and efficient analysis. Through



these preparatory steps, the dataset will be transformed into a reliable and organised format, ready for in-depth statistical exploration and interpretation.

### **3.9.2 Reliability Test**

The reliability of the data will be assessed through a comprehensive reliability test. This crucial step ensures that the measurement instruments used to gauge digital marketing strategies and customer loyalty exhibit consistency and stability. Internal consistency metrics, such as Cronbach's alpha, will be calculated for each construct, providing a quantitative measure of the reliability of the survey instruments. A high Cronbach's alpha value indicates a reliable and internally consistent set of survey items, reinforcing the credibility of the data and the subsequent analyses.

### **3.9.3 Descriptive Statistics**

Essential measures like mean, median, and standard deviation will unveil the dataset's central tendencies and variability. Simultaneously, frequency distributions will visually capture response prevalence for digital marketing strategies and customer loyalty variables. These analyses provide foundational insights, shaping subsequent in-depth interpretations.

### **3.9.4 Correlation Analysis**

Correlation analysis serves as a crucial step in understanding the relationships between digital marketing strategies (Social Media Marketing, SEO, Content Marketing, and Influencer Marketing) and customer loyalty. Correlation analysis serves as a crucial step in understanding the relationships between digital marketing strategies (Social Media Marketing, SEO, Content Marketing, and Influencer Marketing) and customer loyalty. Utilizing the Spearman correlation coefficient, the research will quantify the strength and direction of these relationships and evaluate their statistical significance. The results, encapsulating correlation coefficients, significance levels,

and noteworthy trends, will provide valuable insights into the nuanced dynamics of how digital marketing strategies impact customer loyalty in this academic context.

Table 3.4: Grading table of correlation coefficient

Size of correlation coefficient	Strength of correlation
0	No correlation
0.01-0.19	Very weak
0.20-0.39	Weak
0.40-0.59	Moderate
0.60-0.79	Strong
0.80-1.00	Very strong

Source: Yan, Z., et al. (2019)

**3.9.5 Multiple Regression Analysis**

Multiple regression analysis is employed to identify the digital marketing strategies with the most significant impact on customer loyalty. Treating customer loyalty as the dependent variable and Social Media Marketing, SEO, Content Marketing, and Influencer Marketing as independent variables, this analysis quantifies the unique contribution of each strategy. Through regression coefficients and significance testing, the study pinpoints strategies that substantially influence customer loyalty, providing actionable insights for marketers to tailor and prioritize their efforts effectively. The results aim to guide strategic decision-making in the dynamic digital marketing environment.

**3.9.6 Interpretation**

In the interpretation phase, the study will meticulously analyse the results derived from correlation and multiple regression analyses. These findings will be contextualised within the research framework, unravelling the nuanced dynamics between digital marketing strategies and customer loyalty. Interpretation will focus on dissecting the significance of identified relationships, understanding the magnitude of impact, and pinpointing strategies that play pivotal roles in

shaping customer loyalty. Through this analysis, the study aims to draw actionable insights, providing a clear understanding of how specific digital marketing approaches influence customer loyalty, thus contributing substantively to the research objectives.

### **3.10 Summary / Conclusion**

This chapter served as the methodological backbone of the study. It meticulously outlined the research design, data collection methods, and instrument development processes. The study's population was precisely defined, and rigorous sampling techniques were applied, ensuring a diverse and representative sample. The research instrument, a Google Form questionnaire, was thoughtfully developed to capture nuanced insights on digital marketing strategies and customer loyalty.

Additionally, a systematic procedure for data analysis was detailed, encompassing crucial steps from data cleaning to advanced statistical analyses like correlation and multiple regression. These methods were chosen judiciously to extract meaningful insights from the data collected. In essence, this chapter not only ensured the study's methodological rigour but also paved the way for a profound exploration of the complex interplay between digital marketing strategies and customer loyalty, promising significant contributions to the realm of marketing research.

## **CHAPTER 4: DATA ANALYSIS AND FINDINGS**

### **4.1 Introduction**

This chapter presents the results of the data analysis based on the distribution of questionnaires to respondents. The total number of respondents in this study is 256. The study's findings are summarised through reliability analysis, descriptive analysis, correlation analysis and regression analysis. The Statistical Package for Social Science (SPSS) programme is used to analyse the data. The outcome of this data is then statistically analysed in this chapter.

### **4.2 Preliminary Analysis**

The pilot study is used to conduct the preliminary analysis in this study. A pilot study is a test of the entire trial procedures on a small sample of prospective participants to ensure that any flaws with trial conduct are recognised, to the greatest extent possible, so that protocols can be revised before the full trial begins. The pilot study's goal is to detect any errors in the research approach that will be used. The pre-testing questionnaires were provided to 30 respondents who were required to complete the pilot test questionnaires before the questionnaires were disseminated extensively to the remaining respondents. Following the completion of the pilot test, the researcher will conduct a reliability test to assess the dependability and accuracy of the data collected. Table 4.1 shows the results of the reliability analysis, and all variables are significant with Cronbach's Alpha values more than 0.7. This demonstrates that the correlation between variables is very high.

Table 4.1: The results of reliability Cronbach's Alpha for the questionnaires

VARIABLES	NUMBER OF ITEM	CRONBACH'S ALPHA
Social Media Marketing	5	0.887
Search Engine Optimization (SEO)	5	0.888
Content Marketing	5	0.891
Influencer Marketing	5	0.903
Customer Loyalty	5	0.892

Table 4.1 indicates the results of reliability Cronbach's Alpha for the questionnaires. Based on the result, the value of Cronbach's Alpha show that the questionnaire is above 0.8 which means that the result is very good and excellent. According to Heir et. al. (2003), the range of Cronbach's Alpha level is providing as <0.90 (Excellent), 0.80 to <0.90 (Very good), 0.70 to <0.80 (Good), 0.60 to <0.70 (Moderate) and 0.60 (Poor).

The first independent variables, social media marketing showed excellent reliable (5 item; a=0.887). Second independent variables, search engine optimization (SEO) showed excellent reliable (5 item; a=0.888). Next independent variables, content marketing very good reliable (5 item; a=0.891). The last independent variable is influencer marketing showed excellent reliable (5 item; a=0.903). The dependent variables customer loyalty results how excellent reliable (5 item; a=0.892).

### 4.3 Demographic Profile of Respondents

Section A of the questionnaires indicates the respondent's demographic profile. This part will be summarised using descriptive analysis because it will aid in the conclusion of a vast amount of data in a logical manner.

Using descriptive analysis, it is considerably easier and saves time to discover the percentage of demography of 256 UMK commerce students. Section A of the questionnaires

displays the respondent's demographic data. Section A comprises five questions about the age, gender, race, religion, and year of study. This question is tailored to the researcher respondent, who is mostly interested in UMK commerce students. The following discussion will then justify the demographics and information gathered from the respondents.

### 4.3.1 Age

Table 4.2: Frequency of age

AGE			
		Frequency	Percent
Valid	18 years old – 21 years old	55	21.5
	22 years old – 24 years old	172	67.2
	Above 25 years old	29	11.3
	<b>Total</b>	256	100

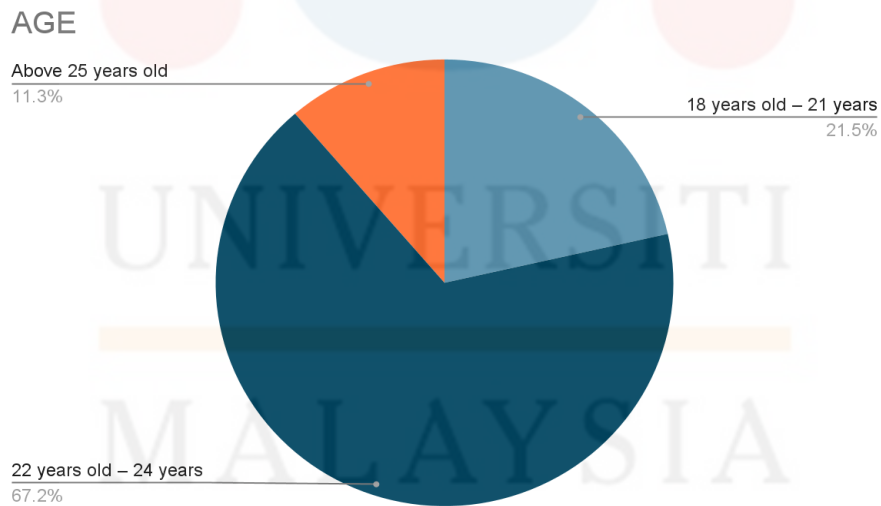


Figure 4.1: Frequency of age

Based on Table 4.2 and Figure 4.1, it shows the result of respondent age in percentage. There are three groups in age which is 18 years old – 21 years old, 22 years old – 24 years old, and Above 25 years old. From the result, 22 years old – 24 years old is the highest respondent with 67.2% (n=172), follow by 18 years old – 21 years old with 21.5% (n=55) and the lowest one is Above 25 years old with percentage of 11.3% (n=29).

### 4.3.2 Gender

Table 4.3: Frequency of gender

GENDER			
		Frequency	Percent
Valid	Male	91	35.5
	Female	165	64.5
	Total	256	100

GENDER



Figure 4.2: Frequency of gender

Table 4.3 and Figure 4.2 showed the result of gender distributions of the respondents. The percentage of the male respondent is 35.5% equal to 91 students, while, female respondent gains 64.5% equal to 165 students. This show that female respondent is higher than male respondent.

### 4.3.3 Race

Table 4.4: Frequency of race

RACE			
		Frequency	Percent
Valid	Malay	212	82.8
	Chinese	33	12.9
	Indian	11	4.3
	<b>Total</b>	<b>256</b>	<b>100</b>

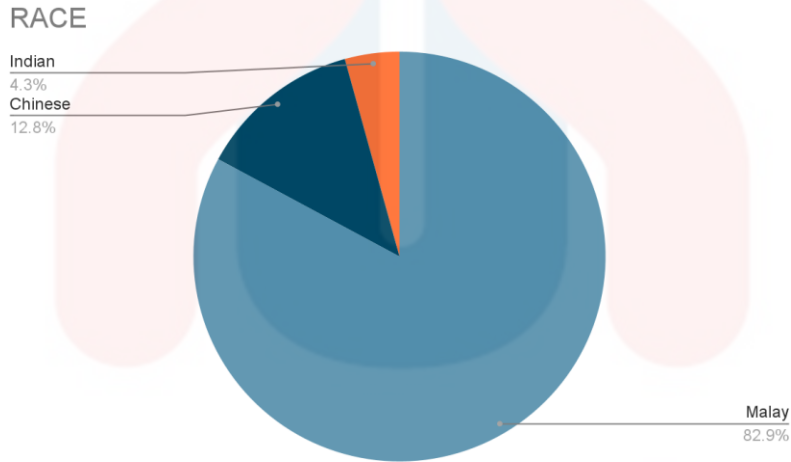


Figure 4.3: Frequency of race

Based on Table 4.4 and Figure 4.3, it shows the result of respondent race in percentage. There are three groups in race which is Malay, Chinese, and Indian. From the result, Malay is the highest respondent with 82.8% (n=212), follow by Chinese with 12.9% (n=33) and the third one is Indian with percentage of 4.3% (n=11).



### 4.3.4 Religion

Table 4.5: Frequency of religion

RELIGION			
		Frequency	Percent
Valid	Islam	215	84
	Cristian	7	2.7
	Hindu	8	3.1
	Buddha	26	10.2
	<b>Total</b>	<b>256</b>	<b>100</b>

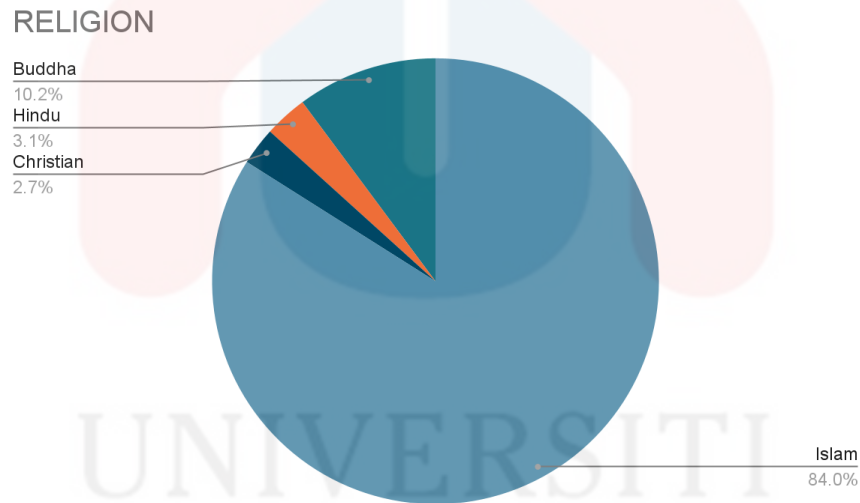


Figure 4.4: Frequency of religion

Based on Table 4.5 and Figure 4.4, it shows the result of respondent religion in percentage. There are four groups in religion which is Islam, Cristian, Hindu and Buddha. From the result, Islam is the highest respondent with 84% (n=215), follow by Buddha with 10.2% (n=26) and the third one is Hindu with percentage of 3.1% (n=8), and the Christian 2.7% (n=7) is the lowest percentage.

**4.3.5 Year of study**

Table 4.6: Frequency of year of study

YEAR OF STUDY			
		Frequency	Percent
<b>Valid</b>	<b>Year 1</b>	28	10.9
	<b>Year 2</b>	31	12.1
	<b>Year 3</b>	37	14.5
	<b>Year 4</b>	160	62.5
	<b>Total</b>	<b>256</b>	<b>100</b>

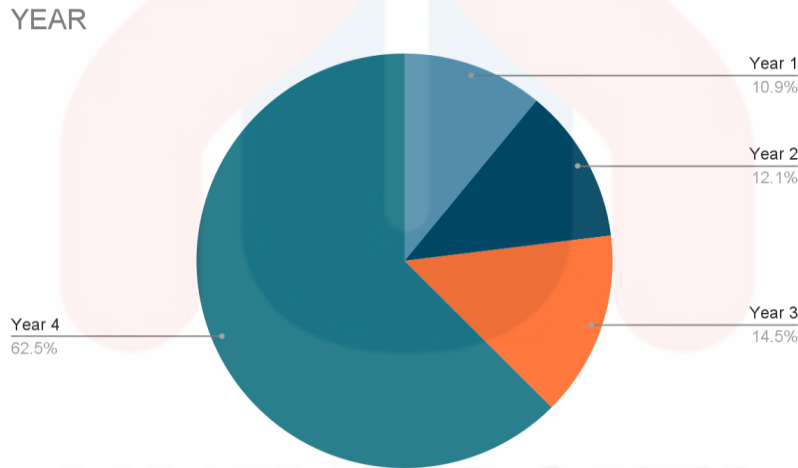


Figure 4.5: Frequency of year of study

The Table 4.6 and Figure 4. 5 show the percentage of year of study among respondents. The highest percentage for year of study is year 4 with 62.5% (n=160) and it follow by Year 3 with 14.5% (n=37). Year 1 is lowest percentage 10.9% (n=28) and Year 2 showing percentage with 12.1% (n=31).

#### 4.4 Descriptive Analysis

In this step, the researcher conducts analysis using the mean for each segment of independent and dependent variables. The goal of this study is to determine the impact of digital marketing on customer loyalty among Universiti Malaysia Kelantan students. Based on the findings, the researcher compared the means of independent and dependent variables for each question. Besides, based on the mean result, researcher can found out the answer of which item have strongly agreed, agree, partially agree, disagree and strongly disagree. The response from the respondent are measure by using the Likert Scale and where 1 strongly disagree, 2-disagree, 3 partially agree, 4-agree and 5 strongly agree. The table 4.7 shown level of mean:

Table 4.7: Level of mean

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly Disagree	0.01-1.00

#### 4.4.1 Social Media Marketing

Table 4.8: Mean of social media marketing

No	Item	N	Mean	Standard deviation	Level of agreement
1	I like to remain loyal to a brand that actively engages with me on social media.	256	4.43	0.641	Strongly agree
2	Social media marketing is the most effective tool for building and maintaining customer loyalty.	256	4.48	0.626	Strongly agree
3	Effective social media marketing strategies can mitigate the impact of negative customer experiences on loyalty.	256	4.44	0.623	Strongly agree
4	A brand's presence on social media platforms is a key factor in retaining loyal customers.	256	4.52	0.594	Strongly agree
5	An effective social media marketing strategy contributes to building and maintaining customer loyalty for businesses in today's digital age.	256	4.48	0.574	Strongly agree

Table 4.8 represents the first independent variable which is social media marketing variables. From the mean result above, the respondents are strongly agreed that they like to remain loyal to a brand that actively engages with me on social media at level 4.43. Respondents also strongly agree about the social media marketing is the most effective tool for building and maintaining customer loyalty at level 4.48. Then, respondents also strongly agree that effective social media marketing strategies can mitigate the impact of negative customer experiences on loyalty at 4.44. Respondent also strongly agree that a brand's presence on social media platforms is a key factor in retaining loyal customers at level 4.52. Next, respondent strongly agrees about an effective social media marketing strategy contributes to building and maintaining customer loyalty for businesses in today's digital age at mean level 4.48.

#### 4.4.2 Search Engine Optimization (SEO)

Table 4.9: Mean of search engine optimization

No	Item	N	Mean	Standard deviation	Level of agreement
1	When I find the company's website easily through search engines, it positively influences my trust in the brand.	256	4.49	0.567	Strongly agree
2	I am more likely to be loyal to a company whose website appears prominently in search engine results.	256	4.46	0.612	Strongly agree
3	A user-friendly website resulting from SEO efforts enhances my overall satisfaction with the company, increasing my loyalty.	256	4.51	0.581	Strongly agree
4	I am more likely to recommend this company to others if I can quickly find their website through search engines.	256	4.53	0.531	Strongly agree
5	Companies that appear at the top of search results are more likely to have products/services I can trust, leading to my loyalty.	256	4.49	0.594	Strongly agree

Table 4.9 represents the second independent variable which is search engine optimization variables. From the mean result above, the respondents are strongly agreed that when they find the company's website easily through search engines, it positively influences their trust in the brand at level 4.49. Respondents also strongly agree about they are more likely to be loyal to a company whose website appears prominently in search engine results at level 4.46. Then, respondents also strongly agree that an user-friendly website resulting from SEO efforts enhances their overall satisfaction with the company, increasing their loyalty at 4.51. Respondent also strongly agree that they are more likely to recommend this company to others if they can quickly find their website through search engines at level 4.53. Next, respondent strongly agrees about companies that appear

at the top of search results are more likely to have products/services they can trust, leading to their loyalty. at mean level 4.49.

#### 4.4.3 Content Marketing

Table 4.10: Mean of content marketing

No	Item	N	Mean	Standard deviation	Level of agreement
1	The content marketing will influence me to make a repeat purchase decision.	256	4.50	0.546	Strongly agree
2	Content marketing is more effective than other marketing methods for promoting new products.	256	4.54	0.544	Strongly agree
3	Visualisation on infographic content marketing gives me a better and long-lasting impression.	256	4.51	0.546	Strongly agree
4	I am more interested in seeing product/service content in the form of videos (motion, ads, live, audio).	256	4.52	0.567	Strongly agree
5	I am more interested in seeing the marketing or description of the product/service content in the form of images (digital banners, posters).	256	4.50	0.567	Strongly agree

Table 4.10 represents the third independent variable which is content marketing variables. From the mean result above, the respondents are strongly agreed that the content marketing will influence them to make a repeat purchase decision at level 4.50. Respondents also strongly agree about the content marketing is more effective than other marketing methods for promoting new products at level 4.54. Then, respondents also strongly agree that visualisation on infographic content marketing gives them a better and long-lasting impression at 4.51. Respondent also strongly agree that they are more interested in seeing product/service content in the form of videos (motion, ads, live, audio) at level 4.52. Next, respondent strongly agrees about they are more

interested in seeing the marketing or description of the product/service content in the form of images (digital banners, posters) at mean level 4.50.

#### 4.4.4 Influencer Marketing

Table 4.11: Mean of influencer marketing

No	Item	N	Mean	Standard deviation	Level of agreement
1	Influencer marketing has a significant impact on my decision to make purchases related to products or services.	256	4.48	0.644	Strongly agree
2	Influencer marketing helps me discover new products or services that I wouldn't have known about otherwise.	256	4.51	0.567	Strongly agree
3	I trust influencer reviews as much as I trust reviews from friends and family.	256	4.45	0.678	Strongly agree
4	I believe that influencer marketing is a cost- effective strategy for brands to gain and retain customers.	256	4.46	0.599	Strongly agree
5	I am likely to recommend products or services endorsed by social media influencers to your peers.	256	4.48	0.600	Strongly agree

Table 4.11 represents the fourth independent variable which is influencer marketing variables. From the mean result above, the respondents are strongly agreed that influencer marketing has a significant impact on their decision to make purchases related to products or services at level 4.48. Respondents also strongly agree about the influencer marketing helps them discover new products or services that they wouldn't have known about otherwise at level 4.51. Then, respondents also strongly agree that they trust influencer reviews as much as they trust reviews from friends and family at 4.45. Respondent also strongly agree that they believe that influencer marketing is a cost- effective strategy for brands to gain and retain customers at level

4.46. Next, respondent strongly agrees about they are likely to recommend products or services endorsed by social media influencers to their peers at mean level 4.48.

#### 4.4.5 Customer Loyalty

Table 4.12: Mean of customer loyalty

No	Item	N	Mean	Standard deviation	Level of agreement
1	I am willing to pay a premium for products/services offered by the company due to my loyalty to the brand.	256	4.38	0.768	Strongly agree
2	I actively seek out the company's products/services when I need them, indicating my loyalty.	256	4.43	0.665	Strongly agree
3	I will recommend the company's product or loyalty programme to a friend or family member as proof of my loyalty to the brand.	256	4.43	0.677	Strongly agree
4	Loyalty programs, such as points, discounts or cashback, significantly influence my decision to remain loyal to a brand.	256	4.48	0.619	Strongly agree
5	I will remain loyal to a brand when I consistently receive high-quality products and services.	256	4.50	0.614	Strongly agree

Table 4.12 represents the first dependent variable which is customer loyalty variables. From the mean result above, the respondents are strongly agreed that they are willing to pay a premium for products/services offered by the company due to their loyalty to the brand at level 4.38. Respondents also strongly agree that they are actively seek out the company's products/services when they need them, indicating their loyalty at level 4.43. Then, respondents also strongly agree that they will recommend the company's product or loyalty programme to a friend or family member as proof of their loyalty to the brand at 4.43. Respondents also strongly agree that loyalty programs, such as points, discounts or cashback, significantly influence their



decision to remain loyal to a brand at level 4.48. Next, respondent strongly agrees that they will remain loyal to a brand when they consistently receive high-quality products and services at mean level 4.50.

**4.5 Normality Test**

Table 4.13: Result of test of normality

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_SMM	.223	256	.000	.852	256	.000
MEAN_SEO	.228	256	.000	.852	256	.000
MEAN_CM	.224	256	.000	.836	256	.000
MEAN_IM	.204	256	.000	.841	256	.000
MEAN_CL	.180	256	.000	.817	256	.000

a. Lilliefors Significance Correction

The table presents the results of tests of normality for different variables in the study, including social media marketing (SMM), search engine optimization (SEO), content marketing (CM), influencer marketing (IM), and customer loyalty (CL). The Kolmogorov-Smirnov and Shapiro-Wilk tests are employed to assess normality. The p-values for all variables are less than 0.05, indicating that the data significantly deviate from a normal distribution. The rejection of normality suggests that these variables may not follow a normal distribution pattern. Hence, the non-parametric Spearman Correlation Coefficient will be employed to conduct the correlation test.

## 4.6 Hypotheses Testing

Table 4.14: Correlation Result

			Correlations				
			SMM	SEO	CM	IM	CL
Spearman's rho	SMM	Correlation Coefficient	1.000	.928**	.900**	.837**	.831**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	256	256	256	256	256
	SEO	Correlation Coefficient	.928**	1.000	.904**	.831**	.817**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	256	256	256	256	256
	CM	Correlation Coefficient	.900**	.904**	1.000	.861**	.819**
		Sig. (2-tailed)	.000	.000	.	.000	.000
		N	256	256	256	256	256
	IM	Correlation Coefficient	.837**	.831**	.861**	1.000	.828**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	256	256	256	256	256
	CL	Correlation Coefficient	.831**	.817**	.819**	.828**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	256	256	256	256	256

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

### 4.6.1 Relationship between social media marketing and customer loyalty

*H1: There is a significant relationship between social media marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.*

The correlation analysis reveals a very strong positive relationship between social media marketing (SMM) and customer loyalty (CL) with a correlation coefficient of 0.831 ( $p < 0.01$ ).

Therefore, H1 is supported, indicating that there is a significant and positive correlation between social media marketing efforts and customer loyalty among Universiti Malaysia Kelantan students.

#### **4.6.2 Relationship between search engine optimization (SEO) and customer loyalty**

*H2: There is a significant relationship between search engine optimization (SEO) and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.*

The correlation coefficient of 0.817 ( $p < 0.01$ ) demonstrates a very strong positive relationship between search engine optimization (SEO) and customer loyalty (CL). Hence, H2 is supported, suggesting a significant and positive correlation between SEO strategies and customer loyalty among the targeted student population.

#### **4.6.3 Relationship between content marketing and customer loyalty**

*H3: There is a significant relationship between content marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.*

Content marketing (CM) shows a very strong positive correlation with customer loyalty (CL) with a coefficient of 0.819 ( $p < 0.01$ ). This result supports H3, indicating a significant and positive relationship between content marketing efforts and customer loyalty.

#### **4.6.4 Relationship between influencer marketing and customer loyalty**

*H4: There is a significant relationship between influencer marketing and customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.*

Influencer marketing (IM) exhibits a very strong positive correlation with customer loyalty (CL) at a coefficient of 0.828 ( $p < 0.01$ ). Therefore, H4 is supported, signifying a significant and positive relationship between influencer marketing strategies and customer loyalty.

## 4.7 Linear Regression Analysis

### 4.7.1 Model Summary

Table 4.15: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 <sup>a</sup>	.614	.608	.35104

a. Predictors: (Constant), IM, SEO, CM, SMM

b. Dependent Variable: CL

The model summary provides key statistics to assess the quality of the regression model. The coefficient of determination (R-squared) is 0.614, indicating that approximately 61.4% of the variability in customer loyalty (CL) can be explained by the combined influence of Influencer Marketing (IM), Search Engine Optimization (SEO), Content Marketing (CM), and Social Media Marketing (SMM).

### 4.7.2 ANOVA

Table 4.16: ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.277	4	12.319	99.972	.000 <sup>b</sup>
	Residual	30.930	251	.123		
	Total	80.207	255			

a. Dependent Variable: CL

b. Predictors: (Constant), IM, SEO, CM, SMM

The ANOVA table assesses the overall significance of the regression model. The regression sum of squares is 49.277, with 4 degrees of freedom, resulting in a mean square of 12.319. The F-statistic is 99.972, and the associated p-value is highly significant at 0.000, suggesting that the overall regression model is a good fit.

### 4.7.3 Coefficients

Table 4.17: Coefficients

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.361	.219		1.649	.100	-.070	.793
SMM	.352	.119	.319	2.963	.003	.118	.586
SEO	.072	.125	.062	.579	.563	-.174	.318
CM	.052	.129	.043	.403	.687	-.202	.306
IM	.435	.076	.408	5.711	.000	.285	.585

a. Dependent Variable: CL

The equation: Customer loyalty = 0.361 + 0.352 (social media marketing) + 0.072 (SEO) + 0.052 (content marketing) + 0.435 (influencer marketing)

Thus, every unit increase in social media marketing, customer loyalty increases 0.352, SEO, content marketing and influencer marketing remain unchanged. Similarly, every unit increase in SEO, customer loyalty increases 0.072, social media marketing, content marketing and influencer marketing remain unchanged. Besides, every unit increase in content marketing, customer loyalty increases 0.052, social media marketing, SEO and influencer marketing remain unchanged. Furthermore, every unit increase in influencer marketing, customer loyalty increases 0.435, social media marketing, SEO and content marketing remain unchanged.

The p-value for social media marketing (0.003) and influencer marketing (<0.001), which is less than 0.05, suggests that the coefficient is statistically significant.

The p-value for SEO (0.563) and content marketing (0.687) is more than 0.05. Thus, SEO and content marketing is not a significant predictor of customer loyalty.

#### 4.8 Summary / Conclusion

This chapter undertook a thorough analysis of data to investigate the relationships between digital marketing strategies and customer loyalty among Universiti Malaysia Kelantan students. The preliminary analysis ensured the reliability of our measurements, and the demographic profile of respondents provided essential contextual information. The descriptive analysis revealed strong positive perceptions of social media marketing, search engine optimization, content marketing, influencer marketing, and customer loyalty among respondents.

Validity and reliability tests affirmed the robustness of the measurement instruments, and normality tests confirmed data distribution. Correlation analysis supported our hypotheses, showing significant positive connections between digital marketing strategies and customer loyalty. Linear regression highlighted that Influencer Marketing had the most substantial impact on customer loyalty, emphasizing its strategic importance.

## CHAPTER 5: DISCUSSION AND CONCLUSION

### 5.1 Introduction

This chapter will focus on discussion about the data analysis that was already carried out in Chapter 4. The key findings will be explained, along with the study implications, the study limitations, suggestions for further study, and a summary of the overall research.

### 5.2 Key Findings

This chapter will focus on discussion about the data analysis that was already carried out in Chapter 4. The key findings will be explained, along with the implications of the study, the limitations of the study, recommendations/suggestions for future study, and overall conclusion of the study.

Table 5.1: The study key findings

Research Question	Hypothesis Result	Finding
What is the relationship between social media marketing and customer loyalty?	p=0.000 (p<0.01) r= 0.831	There is a very strong positive relationship between social media marketing (SMM) and customer loyalty (CL). Thus, Hypothesis 1 is accepted.
What is the relationship between search engine optimization (SEO) and customer loyalty?	p=0.000 (p<0.01) r= 0.817	There is a very strong positive relationship between search engine optimization (SEO) and customer loyalty (CL). Thus, Hypothesis 2 is accepted.
What is the relationship between content marketing and customer loyalty?	p=0.000 (p<0.01) r= 0.819	Content marketing (CM) shows a very strong positive correlation with customer loyalty (CL). Thus, Hypothesis 3 is accepted.
What is the relationship between influencer marketing and customer loyalty?	p=0.000 (p<0.01) r= 0.828	Influencer marketing (IM) exhibits a very strong positive correlation with customer loyalty (CL). Thus, Hypothesis 4 is accepted.
What is the most important factor that influences customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students?	SMM=0.319 IM=0.408	Based on the result of multiple linear regressions, influencer marketing has the highest standardised coefficient beta value. Therefore, influencer marketing is the most important factor that influences customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students.

### 5.3 Discussion

The researchers have four independent variables (IV) that need to be investigated in this study. The four IVs are social media marketing, search engine optimisation (SEO), content marketing, and influencer marketing. The dependent variable for this study is customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students. Thus, according to the findings of this study, there is a relationship between the dependent variable and the independent variables.

To examine the relationship between social media marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students, the findings of the study reveal a robust and statistically significant positive relationship between social media marketing (SMM) and customer loyalty (CL), with a p-value of 0.000 ( $p < 0.01$ ) and a correlation coefficient ( $r$ ) of 0.831. This indicates that as social media marketing activities increase, customer loyalty also intensifies.

Previous studies in the realm of social media marketing converge with the key findings of this research, emphasizing the indispensable role of digital channels in nurturing customer loyalty. The study's identification of a strong positive relationship between social media marketing and customer loyalty resonates with existing literature recognizing the transformative impact of these platforms on consumer behavior. For instance, research conducted by Khoa, B., et al. (2023), underscores the rapid growth of social media usage for marketing, attributing it to the escalating importance of these platforms in influencing customer purchasing decisions. The decline in viewership of traditional media further underscores the paradigm shift in information gathering, with consumers increasingly turning to social media platforms for crucial business-related information. Moreover, the acknowledgment of mobile accessibility as a driving force aligns with prior research, highlighting the necessity for businesses to adapt their marketing strategies to cater to the mobile-centric landscape. This study significantly contributes to the existing body of



knowledge by incorporating measures such as information, interaction, perceived relevance, and amusement, addressing a research gap and offering a nuanced understanding of how these specific traits influence customer loyalty. In conclusion, the study not only validates existing literature but propels it forward, providing comprehensive insights for businesses aiming to harness the power of social media effectively for enhanced customer loyalty, especially within the dynamic landscape of online buying among university students.

To study the relationship between search engine optimization (SEO) on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students, the finding asserts a remarkably strong positive correlation between search engine optimization (SEO) and customer loyalty (CL), substantiated by a compelling statistical foundation: a p-value of 0.000 ( $p < 0.01$ ) and a correlation coefficient ( $r$ ) of 0.817. This assertion finds resonance in the comprehensive insights offered by Astari (2021) and Glukhova (2020). Astari's study underscores the perpetual relevance of SEO in the face of debates regarding its efficacy, emphasizing the imperative for businesses to strategically invest in SEO to ensure visibility in consumer searches. The study aligns with the current findings, suggesting that ongoing and dedicated SEO efforts play a pivotal role in fostering customer loyalty. Furthermore, Glukhova's exploration of SEO's impact on organic traffic, click-through rates, and user interaction reinforces the study's conclusion that a potent SEO strategy significantly influences consumer behavior and brand recognition. The introduction of featured snippets as an evolving aspect of SEO, as highlighted by Glukhova, further bolsters the argument for the positive relationship between SEO and customer loyalty, emphasizing the dynamic nature of user interactions shaped by effective SEO practices.

Rane's (2023) contribution complements these perspectives by delving into the multifaceted nature of SEO, extending beyond technical optimization to encompass factors like

page load time, mobile responsiveness, and overall content accessibility. This aligns seamlessly with the study's emphasis on the broader aspects of SEO that contribute to a positive user experience, a crucial component of customer satisfaction and loyalty. Therefore, the amalgamation of insights from Astari, Glukhova, and Rane, alongside the robust statistical support, provides a comprehensive narrative affirming the pivotal role of SEO in cultivating customer loyalty through brand visibility, trust-building, and the enhancement of overall user experience.

Besides, to determine the relationship between content marketing on customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa Students, based on Table 5.1, content marketing (CM) shows a very strong positive correlation with customer loyalty (CL). This underscores the pivotal role of content marketing in influencing customer loyalty, suggesting that as brands strategically utilize content to engage and connect with their audiences, customer loyalty intensifies. The results align with the theoretical framework proposed by Lou and Xie (2020), who studied the relationship between brand content marketing and customer loyalty across various levels of product involvement. Additionally, Khoa et al.'s (2023) research, which assessed the impact of social media marketing on client loyalty, provides a complementary perspective on the multifaceted nature of content elements contributing to loyalty.

Astari's insights (2021) on user-generated content (UGC) and the challenges brands face in maintaining control over content creation resonate with the discussion on content marketing. The study emphasizes the need for creativity in content creation and tailoring content for various platforms, aligning with Astari's recommendation for adjusting content for mobile screens. Moreover, Astari introduces the concept of digital storytelling, suggesting that brands can leverage storytelling to build and maintain their reputation. This aligns with the idea that content marketing goes beyond informational value; it also plays a crucial role in storytelling, fostering emotional

connections with customers. Riserbato's (2021) focus on the interactive nature of content marketing, particularly on social media platforms, further supports the discussion, emphasizing how brands can directly engage with customers to build loyalty through addressing concerns and demonstrating commitment to customer satisfaction.

Moreover, regarding to the objective 4, influencer marketing (IM) exhibits a very strong positive correlation with customer loyalty (CL) at a coefficient of 0.828 ( $p < 0.01$ ). This indicates that as businesses leverage influencer marketing strategies, there is a significant and positive impact on customer loyalty. Astari's (2021) insights on the effectiveness of influencer marketing among young customers align with this finding, revealing a substantial increase in the percentage of young individuals following online influencers and making purchasing decisions based on their recommendations. The study also corroborates Kasmi et al.'s (2019) assertion that influencers play a pivotal role in attracting new customers, building community, and enhancing brand recognition, ultimately contributing to customer loyalty.

Furthermore, Kasmi et al. (2019) highlight the multifaceted benefits of influencers, including their ability to foster credibility and trust among followers, influence purchasing decisions, and create genuine connections with consumers. The study underscores the influential role of influencers in cultivating dedicated followings and fostering a sense of relatability. Kofluence's (2023) perspective on influencers as valuable assets for boosting brand visibility and reach further supports the discussion, emphasizing how influencers contribute to building long-term customer loyalty. The engagement and endorsement by influencers create an intimate connection between the audience and the brand, fostering a stronger bond that encourages repeat purchases.

Last but not least, to study the most important factor influencing customer loyalty among Universiti Malaysia Kelantan, Pengkalan Chepa students, the results indicate that among the factors examined (social media marketing, search engine optimization (SEO), content marketing, and influencer marketing), influencer marketing (IM) emerges as the most significant predictor of customer loyalty, with a notable unstandardized coefficient (B) of 0.435 and a standardized coefficient (Beta) of 0.408. This implies that for every unit increase in influencer marketing, customer loyalty is predicted to increase by 0.435 units.

This finding aligns with previous studies supporting the influential role of influencer marketing in shaping customer loyalty. Astari (2021) emphasizes the effectiveness of influencer marketing among younger demographics, noting a substantial increase in individuals making purchasing decisions based on influencer recommendations. Kasmi et al. (2019) corroborate this by highlighting the multifaceted benefits of influencers in fostering credibility, trust, and community building, all of which contribute to customer loyalty. Kofluence's (2023) perspective on influencers as valuable assets for brand visibility and reach further reinforces the notion that influencer marketing significantly influences customer loyalty.

#### **5.4 Implications of the Study**

This study has implications for both academic and practical domains within digital marketing and customer loyalty. The robust positive correlations established between social media marketing, search engine optimization, content marketing, influencer marketing, and customer loyalty underscore the pivotal roles these digital marketing strategies play in shaping the loyalty landscape among students at Universiti Malaysia Kelantan. This elucidation implies a strategic imperative for businesses targeting this demographic, emphasising the need for meticulous optimization of digital marketing endeavours to fortify and augment customer loyalty.

The study also offers special insights into the particular facets of each digital marketing strategy that determine customer loyalty, providing nuanced insights into the specific aspects of each scheme. A marketer's ability to discern factors such as the presence of a brand on social media, the prominence of its search engine results, the effectiveness of its content marketing, and influencer collaborations provides a prescriptive compass, allowing them to tailor strategies with precision, aligned with the distinct preferences and behavioural patterns of the target audience.

The study also underscores the importance of factoring in demographic considerations, such as the age, the gender, the race, the religion, and the year of study, when devising digital marketing campaigns. The realisation of these characteristics facilitates the creation of more tailored and resonant strategies as a result of taking into account the diverse array of preferences and predilections within the target demographics, thereby providing a more effective message for your business.

### **5.5 Limitations of the Study**

Regardless of the essential insights gained from this investigation, it is critical to acknowledge and express the inherent constraints that are intertwined within the boundaries of the research. Due to the focus on University of Malaysia Kelantan students, this study is characterized by a degree of specificity that might not readily translate to broader demographic spectrums or to diverse institutional contexts elsewhere. The relatively large but constrained sample size necessitates caution in attempting to generalize the results beyond the cohort analyzed in order to avoid bias entering into the research.

As a result, any findings from this study should be limited to the intended population and not extended to a larger population. Furthermore, the findings should not be construed as conclusive, but rather as symptomatic of the phenomenon under investigation. Because responses

are contingent on the veracity and knowledge of the participants regarding the accuracy and truthfulness of the responses, relying on self-reported data introduces an extra possible complicating component. The study's cross-sectional design, which took a single time snapshot of the phenomena, underscores the importance of exercising caution when attributing causality to observed associations, highlighting the potential influence of temporal dynamics on observed behavior.

### **5.6 Recommendations/Suggestion for Future Research**

Following this study's findings, several recommendations emerge for future research endeavors. First of all, cross-cultural analyses are crucial to the evaluation of this investigation regardless of its specific geographical and cultural context. Understanding how digital marketing strategies influence customer loyalty across diverse cultural and geographical landscapes would provide a deeper understanding of how these dynamics are shaped by contextual nuances.

Further, a comparative analysis of the relative efficacy of diverse digital marketing channels could be a valuable way to uncover nuanced insights regarding their relative effectiveness. Having a better understanding of which channels have the most influence on eliciting customer loyalty would provide practitioners with strategic and targeted guidance on marketing approaches that will maximize customer loyalty.

There is a need for qualitative research methodologies, such as interviews or focus groups, to complement quantitative research findings by exploring the subjective nuances and experiential dimensions that facilitate perceptions of digital marketing and loyalty as a result of digital marketing. As a result of taking this holistic approach, we could be able to gain a more comprehensive understanding of the intricate factors that influence customer loyalty and impede its development in the digital era.

A final point to be made is that intervention studies can be used to assess pragmatically. The application of targeted digital marketing interventions and subsequent evaluation of their effects on customer loyalty would be a very practical way of gaining practical insights into the effectiveness of specific strategies in digital marketing. Using this applied approach could help marketers bridge the gap between theoretical frameworks and real-world outcomes, in order to guide them in refining their approaches for enhanced customer engagement and loyalty. With the help of these avenues for future research, the field stands poised to enhance its knowledge of the symbiotic relationship between digital marketing strategies and customer loyalty as it brings together these several avenues for future studies.

### **5.7 Overall Conclusion of the Study**

The findings of this study significantly contribute to our understanding of the dynamics between digital marketing strategies and customer loyalty within Universiti Malaysia Kelantan, Pengkalan Chepa students. Business and marketers targeting this demographic need to recognize the importance of insightful digital marketing in fostering and strengthening customer loyalty, highlighting the importance of strong positive correlations. This study's design has nuanced limitations, which must be considered when interpreting these findings. The specific contextualization of the results and the reliance on self-reported data require caution when extending generalizability beyond the study's specific parameters.

The spearman correlation analysis revealed strong positive correlations between each digital marketing variable and customer loyalty, highlighting the important role of social media engagement, search engine optimization, content marketing, and influencer marketing in influencing brand loyalty among university students. The subsequent multiple regression analysis revealed that these digital marketing strategies could explain a significant portion of the variation

in customer loyalty, emphasizing the importance of a well-rounded and strategic approach to digital marketing for fostering brand allegiance.

As a starting point for future investigations, this study provides a roadmap for more in-depth explorations and nuanced inquiries, motivating scholars and practitioners to explore the complexities of digital marketing. Throughout dynamic and varied contexts, it promotes a deeper understanding of their multifaceted relationships with customer loyalty. As a result of this research, new dimensions will be revealed that promise to integrate new dimensions to the ever-evolving landscape of digital marketing and customer loyalty.



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## APPENDIX A – Draft of Questionnaire

### “IMPACT OF DIGITAL MARKETING ON CUSTOMER LOYALTY AMONG UNIVERSITI MALAYSIA KELANTAN STUDENTS”

Assalamualaikum and hi to all dear respondents,

We are final year students from the Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “Impact of Digital Marketing on Customer loyalty among Universiti Malaysia Kelantan students”. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purposes only.

1. MUHAMMAD ADAM ISKANDAR BIN AB.WAHAB A20A1490
2. NUR ADIHA BINTI MOHAMAD YUNUS A20A1651
3. NURUL SYAHIDAH BINTI AHMAD KUSAIRI A20A1893
4. SIEW KAI ERN A20A2271

#### SECTION A: DEMOGRAPHIC INFO

##### ***BAHAGIAN A: MAKLUMAT DEMOGRAFI***

You are required to place a tick (/) at the appropriate answer.

*Anda dikehendaki meletakkan tanda (/) pada jawapan yang sesuai.*

1. Age/*Umur*:

Below 18 years old/ <i>Tahun 18 ke bawah</i>	
18 years old – 21 years old/ <i>Tahun 18 – tahun 21</i>	
22 years old – 24 years old/ <i>Tahun 22 – tahun 24</i>	
Above 25 years old/ <i>Tahun 25 ke atas</i>	

2. Gender/*Jantina*:

Male/ <i>Lelaki</i>	
Female/ <i>Perempuan</i>	

3. Race/*Bangsa*:

Malay/ <i>Melayu</i>	
Chinese/ <i>Cina</i>	
Indian/ <i>India</i>	
Others/ <i>Lain</i>	

4. Religion/*Agama*:

Islam	
Christian	
Hindu	
Buddha	
Others/ <i>Lain</i>	

5. Year/*Tahun*:

Year 1/ <i>Tahun 1</i>	
Year 2/ <i>Tahun 2</i>	
Year 3/ <i>Tahun 3</i>	
Year 4/ <i>Tahun 4</i>	

UNIVERSITI  
MALAYSIA  
KELANTAN

**SECTION B: DIGITAL MARKETING STRATEGIES**

**BAHAGIAN B: STRATEGI PEMASARAN DIGITAL**

This section is aimed at understanding your perceptions about various digital marketing strategies.

Please mark your answer based on the scale from 1 to 5.

*Bahagian ini bertujuan untuk memahami persepsi anda tentang pelbagai strategi pemasaran digital. Sila tandakan jawapan anda berdasarkan skala dari 1 hingga 5.*

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>SOCIAL MEDIA MARKETING PEMASARAN MEDIA SOSIAL</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	I like to remain loyal to a brand that actively engages with me on social media.  <i>Saya lebih cenderung untuk kekal setia kepada jenama yang terlibat secara aktif dengan saya di media sosial.</i>	1	2	3	4	5
2.	Social media marketing is the most effective tool for building and maintaining customer loyalty.  <i>Pemasaran media sosial ialah alat yang paling berkesan untuk membina dan mengekalkan kesetiaan pelanggan.</i>	1	2	3	4	5
3.	Effective social media marketing strategies can mitigate the impact of negative customer experiences on loyalty.  <i>Strategi pemasaran media sosial yang berkesan boleh mengurangkan kesan pengalaman pelanggan negatif terhadap kesetiaan.</i>	1	2	3	4	5
4.	A brand's presence on social media platforms is a key factor in retaining loyal customers.	1	2	3	4	5

	<i>Kehadiran jenama di platform media sosial merupakan faktor utama dalam mengekalkan pelanggan setia.</i>					
5.	An effective social media marketing strategy contributes to building and maintaining customer loyalty for businesses in today's digital age.  <i>Strategi pemasaran media sosial yang berkesan menyumbang kepada membina dan mengekalkan kesetiaan pelanggan untuk perniagaan dalam era digital hari ini.</i>	1	2	3	4	5
<b>SEARCH ENGINE OPTIMIZATION (SEO)</b> <b>PENGOPTIMUMAN ENJIN GELINTAR (SEO)</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	When I find the company's website easily through search engines, it positively influences my trust in the brand.  <i>Apabila saya mencari tapak web syarikat dengan mudah melalui enjin carian, ia secara positif mempengaruhi kepercayaan saya terhadap jenama tersebut.</i>	1	2	3	4	5
2.	I am more likely to be loyal to a company whose website appears prominently in search engine results.  <i>Saya lebih cenderung untuk setia kepada syarikat yang tapak webnya muncul dengan ketara dalam hasil enjin carian.</i>	1	2	3	4	5
3.	A user-friendly website resulting from SEO efforts enhances my overall satisfaction with the company, increasing my loyalty.  <i>Laman web mesra pengguna hasil daripada usaha SEO meningkatkan kepuasan keseluruhan saya dengan syarikat, meningkatkan kesetiaan saya.</i>	1	2	3	4	5
4.	I am more likely to recommend this company to others if I can quickly find their website through search engines.  <i>Saya lebih cenderung untuk mengesyorkan syarikat ini kepada orang lain jika saya boleh</i>	1	2	3	4	5



	<i>mencari tapak web mereka dengan cepat melalui enjin carian.</i>					
5.	Companies that appear at the top of search results are more likely to have products/services I can trust, leading to my loyalty.  <i>Syarikat yang muncul di bahagian atas hasil carian berkemungkinan besar mempunyai produk/perkhidmatan yang boleh saya percayai, yang membawa kepada kesetiaan saya.</i>	1	2	3	4	5
<b>CONTENT MARKETING PEMASARAN KANDUNGAN</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	The content marketing will influence me to make a repeat purchase decision.  <i>Pemasaran kandungan akan mempengaruhi saya untuk membuat keputusan pembelian berulang.</i>	1	2	3	4	5
2.	Content marketing is more effective than other marketing methods for promoting new products.  <i>Pemasaran kandungan lebih berkesan daripada kaedah pemasaran lain untuk mempromosikan produk baru.</i>	1	2	3	4	5
3.	Visualisation on infographic content marketing gives me a better and long-lasting impression.  <i>Visualisasi pada pemasaran kandungan infografik memberi saya kesan yang lebih baik dan tahan lama.</i>	1	2	3	4	5
4.	I am more interested in seeing product/service content in the form of videos (motion, ads, live, audio).  <i>Saya lebih berminat untuk melihat kandungan produk/perkhidmatan dalam bentuk video (gerakan, iklan, langsung, audio).</i>	1	2	3	4	5
5.	I am more interested in seeing the marketing or description of the product/service content in the form of images (digital banners, posters).	1	2	3	4	5

	<i>Saya lebih berminat untuk melihat pemasaran atau penerangan kandungan produk/perkhidmatan dalam bentuk imej (banner, digital dan poster).</i>					
<b>INFLUENCER MARKETING PEMASARAN INFLUENCER</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	<p>Influencer marketing has a significant impact on my decision to make purchases related to products or services.</p> <p><i>Pemasaran influencer mempunyai kesan yang besar terhadap keputusan saya untuk membuat pembelian yang berkaitan dengan produk atau perkhidmatan.</i></p>	1	2	3	4	5
2.	<p>Influencer marketing helps me discover new products or services that I wouldn't have known about otherwise.</p> <p><i>Pemasaran influencer membantu saya menemui produk atau perkhidmatan baharu yang saya tidak tahu sebaliknya.</i></p>	1	2	3	4	5
3.	<p>I trust influencer reviews as much as I trust reviews from friends and family.</p> <p><i>Saya mempercayai ulasan influencer sama seperti saya mempercayai ulasan daripada rakan dan keluarga.</i></p>	1	2	3	4	5
4.	<p>I believe that influencer marketing is a cost-effective strategy for brands to gain and retain customers?</p> <p><i>Saya percaya bahawa pemasaran influencer ialah strategi kos efektif untuk jenama mendapatkan dan mengekalkan pelanggan.</i></p>	1	2	3	4	5
5.	<p>I am likely to recommend products or services endorsed by social media influencers to your peers?</p> <p><i>Saya mengesyorkan produk atau perkhidmatan yang disokong oleh pengaruh media sosial kepada rakan sebaya saya.</i></p>	1	2	3	4	5

**SECTION C: CUSTOMER LOYALTY**

**BAHAGIAN C: KESETIAAN PELANGGAN**

This section is designed to assess your loyalty towards the brand. Please mark your answer based on the scale from 1 to 5.

*Bahagian ini direka bentuk untuk menilai kesetiaan anda terhadap jenama. Sila tandakan jawapan anda berdasarkan skala dari 1 hingga 5.*

<b>Strongly Disagree (SD)</b>	<b>Disagree (D)</b>	<b>Neutral (N)</b>	<b>Agree (A)</b>	<b>Strongly Agree (SA)</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>CUSTOMER LOYALTY KESETIAAN PELANGGAN</b>		<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
1.	<p>I am willing to pay a premium for products/services offered by the company due to my loyalty to the brand.</p> <p><i>Saya sanggup membayar premium untuk produk/perkhidmatan yang ditawarkan oleh syarikat kerana kesetiaan saya kepada jenama tersebut.</i></p>	1	2	3	4	5
2.	<p>I actively seek out the company's products/services when I need them, indicating my loyalty.</p> <p><i>Saya secara aktif mencari produk/perkhidmatan syarikat apabila saya memerlukannya, menunjukkan kesetiaan saya.</i></p>	1	2	3	4	5
3.	<p>I will recommend the company's product or loyalty programme to a friend or family member as proof of my loyalty to the brand.</p> <p><i>Saya akan mengesyorkan produk atau program kesetiaan syarikat kepada rakan atau ahli keluarga sebagai bukti kesetiaan saya kepada jenama tersebut.</i></p>	1	2	3	4	5

4.	Loyalty programs, such as points, discounts or cashback, significantly influence my decision to remain loyal to a brand.  <i>Program kesetiaan, seperti mata ganjaran, diskaun atau pulangan tunai, mempengaruhi keputusan saya untuk kekal setia kepada sesuatu jenama.</i>	1	2	3	4	5
5.	I will remain loyal to a brand when I consistently receive high-quality products and services.  <i>Saya akan kekal setia kepada jenama apabila saya menerima produk dan perkhidmatan berkualiti tinggi secara konsisten.</i>	1	2	3	4	5

Thank you for your participation.

*Terima kasih atas penyertaan anda.*

Google Form Link: <https://forms.gle/fJ3NZtdCdK3nKqdRA>

**APPENDIX B - Gantt Chart**

<b>Research Activities</b>	<b>W1</b>	<b>W2</b>	<b>W3</b>	<b>W4</b>	<b>W5</b>	<b>W6</b>	<b>W7</b>	<b>W8</b>	<b>W9</b>	<b>W10</b>	<b>W11</b>	<b>W12</b>	<b>W13</b>
<b>PPTA Briefing</b>													
<b>Group Formed</b>													
<b>Discuss for research topic</b>													
<b>Meeting with supervisor</b>													
<b>Prepare draft for chapter 1</b>													
<b>Basic report writing workshop</b>													
<b>Chapter 1- Chapter3</b>													
<b>Develop questionnaire</b>													
<b>PPTA 1 Presentation</b>													
<b>Data Collection</b>													
<b>Data analysis workshop</b>													
<b>Data Analysis (SPSS)</b>													
<b>Carry out assigned tasks</b>													
<b>Submission of the final draft of the project research report</b>													

FKP

