

THE INFLUENCE OF CUSTOMER SATISFACTION,
CUSTOMER TRUST AND SWITCHING BARRIERS ON
CUSTOMER RETENTION IN MALAYSIA
HYPERMARKETS

BY

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ABSTRACT

The objective of this research was to develop a conceptual model and examine the direct effects of customer satisfaction, trust and switching barriers on customer retention as well as the moderating effect of customer satisfaction on trust in Malaysia hyper markets. This descriptive research was conducted within the context of the retail hypermarkets in Kuala Lumpur.

There were 150 questionnaires which were employed as the means of data collection and analyzed by Statistical Package for Social Sciences version 17. This research confirmed the significant positive effects of customer satisfaction, trust and switching barriers on overall customer retention in Malaysia hypermarkets. It is also confirmed that customer satisfaction has a moderating roles on the trust of the customers in Malaysia hyper markets.

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