

**TO SHARE OR NOT?  
FACTORS INFLUENCING WORD OF MOUTH  
COMMUNICATION**

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**MASTER OF SCIENCE MANAGEMENT  
UNIVERSITI UTARA MALAYSIA  
JUNE 2014**

**TO SHARE OR NOT?**  
**FACTORS INFLUENCING WORD OF MOUTH COMMUNICATION**

**By**  
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**Thesis Submitted to**  
**Othman Yeop Abdullah Graduate School of Business,**  
**UNIVERSITI UTARA MALAYSIA,**  
**In Partial Fulfillment of the Requirement for the Master of Sciences**  
**(Management)**

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## ABSTRAK

Kajian penyelidikan ini dilaksanakan bertujuan untuk menentukan factor-faktor yang mempengaruhi komunikasi mulut dikalangan pengguna telefon bimbit. Selain itu, ia bertujuan adalah untuk mengetahui pengaruh memeriksa lima faktor yang terdiri daripada tanggapan nilai, kualiti perkhidmatan, kepuasan pelanggan, kecintaan jenama dan kepercayaan jenama dalam mempengaruhi komunikasi mulut. Perhubungan yang dihipotesiskan diuji menggunakan maklumbalas kaji selidik daripada sampel 400 responden. Kajian ini telah dijalankan di kalangan generasi muda dari Universiti Utara Malaysia (UUM), Sintok Kedah. Data diproses dengan menggunakan kaedah analisis kuantitatif. Data yang diperolehi dianalisis menggunakan perisian “Statistical Package for the Social Sciences” (SPSS) versi 19.0. Kaedah-kaedah yang digunakan dalam menganalisis data adalah Ujian Normal, Ujian Kebolehpercayaan, Analisis Deskriptif, Analisis ANOVA, Analisis Ujian T Sampel Bebas, Ujian Kolerasi Pearson Pekali dan Analisis Regresi Berganda. Dapatan kajian menunjukkan bahawa lima pembolehubah bersandar mempunyai hubungan positif yang kuat dengan komunikasi mulut. Selain itu, hasil kajian menunjukkan bahawa kecintaan jenama mempunyai hubungan positif yang paling kuat dengan komunikasi mulut dengan nilai korelasi 0.802, diikuti dengan kepercayaan jenama dengan nilai korelasi 0.793. Di samping itu, ujian regresi yang telah dijalankan menunjukkan bahawa kepercayaan jenama dan kecintaan jenama adalah faktor-faktor yang paling kuat mempengaruhi komunikasi mulut.

**Kata kunci: Kualiti perkhidmatan, Tanggapan nilai, Kepuasan pelanggan, Kepercayaan jenama, Kecintaan jenama, Komunikasi mulut.**

## **ABSTRACT**

The objective of this study is to determine the factors that will influence on word of mouth communication among mobile phone users. In this study, five factors which are perceived value, perceived quality, customers' satisfaction, brand love and brand trust are examined to determine whether these factors influenced word of mouth communication. Hypothesized relationships are tested using survey responses from a sample of 393 respondents. This study was conducted among young adults from Universiti Utara Malaysia (UUM), Sintok Kedah. The data were analysed using Statistical Package for the Social Sciences (SPSS) version 19.0. The methods used in analysing the data are Normality test, Reliability test, Descriptive Analysis, ANOVA, Independent Sample T-Test, Pearson Correlation Analysis and Multiple Regression Analysis. The findings indicated that all the five independent variables have a strong positive relationship with word of mouth. In addition, the results showed that brand love had the strongest significant positive relationship with word of mouth communication with correlation value of 0.802, followed by brand trust with correlation value of 0.793. Pearson correlation analysis that was conducted showed that brand trust and brand love are the strongest factors influencing word of mouth communication.

**Keywords: Perceived value, Perceived quality, Customer satisfaction, Brand love, Brand trust, Word of mouth communication.**

## ACKNOWLEDGEMENT

By the grace of god, I'm thankful to have the opportunity to further my studies at the Universiti Utara Malaysia.

First of all, I would like to grab this opportunity to thank my respected supervisor, Mr. Haji Mohamad Zainol Abidin Bin Adam, Senior Lecturer, College of Business, Universiti Utara Malaysia, who has given me guidance and advice to complete this research proposal. Without his valuable suggestions, dedication and guidance in my learning process, this research would not have been possible. It was his persistency and consistency which kept me on track. Sir, thank you for your time and remarkable effort.

In addition, I would like to thank my beloved parents, Mr Goh Cheng Hong and Madam Ng Bee Yen, who have been caring, providing everlasting love, supportive and motivating all the way through my study period. Their concerns were always a major source of strength to me. They taught me to give my best in what I do and become stronger through adversity. I appreciate their understanding and their support although I have not been able to travel home more often and spend more quality time with them. Not forgetting to my darling sister, Kalice Goh Chin Lu, for being my role model by giving always gave me moral support and instilling me the inspiration to set high goals. Thank you for keeping me strong and alive.

Finally, I would like to show my appreciation to all my beloved friends that always supported and helped me during my study period.

From the depth of my heart, I thank everyone.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.0 Chapter Introduction**

In this chapter, an overview and background of study will be discussed. A problem statement will follow. Next, the purpose and research questions in this study will be outlined. Significant of study and organization of study will also be discussed at the end of the chapter.

### **1.1 Background of the Study**

Satisfying demanding and unique needs and wants of customers and making them loyal towards the offering of any company is the ultimate goal of every organization. In the consumer market, as stated by Taghizadeh, Taghipourian and Khazaei (2013), loyalty is an essential goal and also is a key element for a company to build long-term sustainability and growth since loyal consumers is more willingness to make recommendations, advice and suggestions. Furthermore, being a loyal consumer is not enough if the consumer does not a possess loyalty behavior. This loyalty behavior refers to action that is being done explicitly by consumers such as promoting and sharing companies' offerings to friends and family. This loyalty action is known as word of mouth (WOM). Nowadays marketers are very concerned about word of mouth communication in promoting a service or product. Word of mouth communication is an essential element for consumer marketers. In addition, word of mouth communication is a strong form of promotion and a source of information that significantly influenced consumers' attitudes and behaviors.



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