



**DPM 5063: INTRODUCTION TO MARKETING
RESEARCH**

**DETERMINANTS OF CUSTOMER RE-PATRONAGE
INTENTION OF 99SPEEDMART**

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DECLARATION

We hereby declare that:

1. This undergraduate business project is the end of results of our own work and that due acknowledgment have been given in the references to all sources of information be they printed, electronic or personal.
2. No portion of this business has been submitted in support of any application for any other diploma or qualification of this or any other polytechnics or other institute of learning.
3. Equal contribution has been made by each group member in completing the business project.
4. The word count of this business proposal is 10394 words.

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Date : 3 April 2020

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Last but not least, heartfelt appreciation towards each member of this group as each of us given all of our efforts and times to complete and function well without cooperation and coordination from each member.

Thank you.

LETTER OF TRANSMITTAL

7 April 2020

Pn Belinda Bong

Lecturer

Diploma in Marketing

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Dear Madam,

With great gratification, we submit our research report that you had assigned to us as an important requirement of Marketing Research course. Here is the report 'The determinants of Customer Re-patronage Intention of 99Speedmart' and the details of research findings that you asked us to conduct.

Our study of analyzing as well as learning research contents, problem statement, methodology designs ,data analysis, scaling, interpretation & report preparation for a particular problem will help us know about a lot of information to conduct any research.

We had try to make the comprehensive report within the time. Any short of suggestion regarding the report would be greatly acknowledge .If you need any additional information or assistance in the overview of our report regarding the topic, please ask us.

Sincerely,

Siti Zulaika Binti Nasrul

Ummu Nadiah Binti Badrul Hisham

Nur Farzana Binti Azahari

Nursyasya Auni Binti Mat Zaini

Ahmad Mukhriz Bin Misnan

Diploma in Marketing

LETTER OF AUTHORIZATION

Ahmad Mukhriz Bin Misnan

Politeknik Sultan Salahuddin Abdul Aziz Shah,

Persiaran Usahawan,

Seksyen U1, 40150 Shah

Alam, Selangor.

9 December 2019

Re: Letter of authorization of The Determinants of Customer Re-patronage Intention of 99Speedmart

To whom concern:

I hereby Ahmamd Mukhriz Bin Misnan ask the authorization to process any and all documents in my name, and sign on my behalf.

The authorization is valid for 5 months from December 2019 to April 2020.

Signature,

AHAMD MUKHRIZ BIN MISNAN

ABSTRACT

The competitive retailing market compels retailers to strive for customer satisfaction and retention. Customer satisfaction increases the likelihood of strengthening customer loyalty and re-patronage intentions. This study is to investigate on the elements that encourage customer to make repeat purchase at 99Speedmart. When the research being carried out at 99Speedmart Indah Alam Condominium, we can tell that there are four independent variables that affect customer re-patronage intention such as staff attitude, merchandise management, environment and productivity. This quantitative approach was conducted using probability sampling by distributing 150 questionnaire to the customer of 99Sppedmart Indah Alam Condominium. After analyzing the data by SPSS software, the hypothesis and linear progression between variables have been tested. Based on the study, we can find out the factors that influence the most on customer re-patronage intention towards 99Speedmart. The results of this paper contributes to the 99Speedmart by improving the customer re-patronage intention in retail industry. Retail industry meeting customer's expectation by reducing the gaps between customers' needs and wants to gain sustainable competitive advantage among their competitor. In the future, similar studies should be conducted on other 99Speedmart outlets with additional variables that contribute to the customer re-patronage intention.

Keywords: staff attitude, merchandise management, environment, productivity, customer re-patronage intention

CHAPTER I

INTRODUCTION

1.1 Introduction

This chapter discusses the introduction of retail store industry in Malaysia and analysis of retail store and case study on 99Speedmart in Indah Alam Condominium.

1.1.1 Background of the 99Speedmart

Starting at year 1987, 99 Speedmart with form of a traditional “mom and pop” sundry mart called Pasar Raya Hiap Hoe by Mr. Lee Thiam Wah in Tepi Sungai Klang. Mr. Lee starts a business with very humble beginning and only through personal interaction with suppliers and customers. After doing business for 5 years, which is in 1992, the first store of that name 99 opened in Klang Utama. Pasar Mini 99 named by Mr. Lee with a move for realizing the vision to build an integrated chain. Selection of number 99 symbolizes longevity and continuity in Chinese is the underpinning philosophy behind his vision.

With sheer dedication and hard work, Mr. Lee expands Pasar Mini 99 to eight other outlets in Klang all chain store format within 6-year operation in year 1992 to 1998. branches were opened at the time was at Klang Utama, Taman Sentosa, Bukit Kapar, Taman Eng Ann, Sri Andalas, Kampung Jawa, Port Klang, and Pekan Meru. In 2000, in the midst of the glory that lifted 99 mini markets in the eyes of all, 99 Speedmart launched with the opening of its new branch in Batu Belah, Klang. To make the chain Increase market penetration and share, they have their own intensive expansion strategy.

99 Speedmart also use the approach in rural areas and set-up to enhance comfort as well as ease of shopping around the area residents gets their daily convenience. A new distribution centre was conceived in the October 2002 at a cost of RM6.5 million to meet the logistics demands of the rapidly expanding chain of 99 Speedmart outlets. This warehouse is an 80,000 square feet facility complete with centralized stacking, storage and warehousing capabilities. In a year 2006, 99 Speedmart made their history when they receive its first Consumer Choice

Award from the Ministry of Domestic Trade, Malaysia. This milestone marking award is evidence for 99 Speedmart®'s success in winning customers' hearts and minds.

The second distribution centre was conceived in late 2007, and completed in July 2008. After running the business around 11 years, on 1st November 2008, 99 Speedmart launches its 100th outlet in Pinggiran Batu Caves. 99 Speedmart's 200th outlet in Bandar Baru Selayang, Batu Caves is opened on 27th, June at year 2010. As planned during 2009.

Finally, 3rd warehouse locate at Balakong Jaya been successfully start operate on 14 October 2011. 300th outlets open at Banting Sg Emas at 25th December 2011. Until now, 99 Speedmart empires have expanded to several states in Malaysia, including Selangor, Kuala Lumpur, and Negeri Sembilan with 300 outlets and 3 distribution warehouses.

1.1.2 Background of the research

Retail store is a place where almost everyone got their own need by going there and purchase the things that they wanted to, regardless of age and which background that they came from, retail store is surely one of the places that they will surely one of the places that they will surely go to buying their personal needs. 99Speedmart is one of the retail store that is running in Malaysia.

99Speedmart started in 1987 as a small grocery store and up to now have more than 300 branches throughout Malaysia. Not many knows about 99Speedmart that offers far cheaper price compared to any other retail stores in Malaysia. 99Speedmart mini markets have more than 3000 kinds of groceries offered and highly organized environment easier for customers to choose and find the desired item themselves. They will put these mini markets strategically positioned in close proximity to residential areas and neighborhood customers to facilitate their daily expenditure.

Nowadays 99Speedmart supported by three distribution centers with a size of 80,000square feet, 65,000 square feet and the third distribution center with size of more than 100,000 square feet. 99Speedmart able to achieve economies of scale in bulk purchasing of goods, thus helping to improve efficiency and reduce costs. At 99Speedmart, they always offer low prices every day and saving can be delivered to all customers.

However, many retailers are still running older legacy systems that aren't lending themselves well to integrating with today's digital technology that has brought about retailer's websites and mobile apps. While employee productivity is an ongoing issue and most likely always will be, it has started to become a bigger challenge in today's environment. Always looking for ways to do more with less, we see more and more employee positions taking on greater responsibilities which often equates to one person doing what was the work of two. Management must find ways to connect and engage with employees and see the why behind what they are doing.

Inventory management is a major challenge for today's retailer. Product being sold in stores and online all across the country, inventory management must be on point in order to fulfill orders and minimize customer complaints due to the inability to fulfill orders. Legacy systems must be updated to be able to keep accurate up-to-date inventory for all locations both physical and online. Retailers can also keep distribution centers dedicated to the fulfillment of online orders as well to keep the inventory for online orders separate from those in stores.

99Speedmart outlet has the same problems. Research are being carried out to analyze 99Speedmart internal and external environment, identifying its strength, weaknesses, threats, opportunities and their SWOT analysis tool. Furthermore, it is to develop strategic marketing solution to add-value further to 99Speedmart organization. Last but not least, to recommend the key solution to be implemented to strengthen further 99Speedmart's position as the mini market's leader in Malaysia.

1.2 Problem statement

99Speedmart have their some weaknesses which is insufficient staff. The 99Speedmart doesn't have many staff compared with other supermarket where more staff available to assist customers. In 99Speedmart, we had to walk all the way to the check-out counter to inquire when we have any queries. There are only 2 counters in every outlet. Sometimes during peak hours, customers had to wait in a long queue. Some customers, who are impatient to wait, put back the items on the shelf and walk out from the premise. Besides that, during peak hours, usually staffs are not enough to attend to customer's queries and to replenish the items on the shelf.

Next, the store layout and arrangements is very poor. Finding items in other store like Tesco is much easier than 99Speedmart where every lane is labeled properly and items are grouped in a good manner. 99Speedmart had a less catchy or attractive arrangement and lacked proper labels for their lanes. They don't place much effort in making their display attractive. 99Speedmart had also faced complaints on lack of competitive pricing, lack of product assortment, poor customer service and absence of consumer online feedback communication. .

The important issue for this case is we found that there is a delay in stock distribution, which is from distribution center to outlet. This delaying of this distribution is not only impact in managing the inventory, it also gives impact to cleanliness to the outlet and store room. This is because when all the stock had been delayed came together and causing the full store room and messy space and rack since the employee not enough time to manage the stock. Based on the model of customer satisfaction towards convenience store by Theodoridis & Chatzipanagiotou (2009), this study aims to provide a better understanding of consumer satisfaction and thereby expectations on customer re-patronage intention towards convenience store.

Otherwise, The 99Speedmart is attempting to differentiate itself by offering low price items with its own ideas and strategies but other hypermarkets are doing the same thing. All hypermarkets now continue discounting and offering a variety of products through product development, promotional activity and better distribution and so on in order to attract consumers. Major competitors for 99Speedmart are Mydin, Tesco, Giant and more. This competitors keeps on growing because people willing to pay in order to get better and quality product. At the same time, this competitor has their loyal customers who will remain with them. Suppliers too tend to

give special services to these competitors who are bigger than 99Speedmart in market. For example, recently there was some low stock of Fern leaf full cream milk powder in the market. The item was not available in most of the 99Speedmart's outlets. But Tesco, Giant, Carrefour and other big retailers managed to get the stocks. This is because when supplier was running low on these item, they allocate the items to these big retailers first.

Lastly, technological factors can be barriers to 99Speedmart. The new technologies benefit both customers and the company. Technology consists of inventions, new discoveries, research, information technology, internet, transportation, waste removal and so on. Technology helps in creating new market opportunities to promote the products even the outlet more often and wide. So 99Speedmart should observe the current environment closely. For example, technology can make customers more satisfied because the goods can readily available and shopping becomes more convenient. Electronic Point of Sale (EPoS), electronic scanners have greatly improved the efficiency of distribution and stocking activities in Hypermarket.

1.3 Research objective

- i. To identify factors that affect customer re-patronage intention
- ii. To determine factors that influence the most on customer re-patronage intention
- iii. To examine the relationship between customer re-patronage intention towards staff attitude merchandise arrangement, environment and productivity.

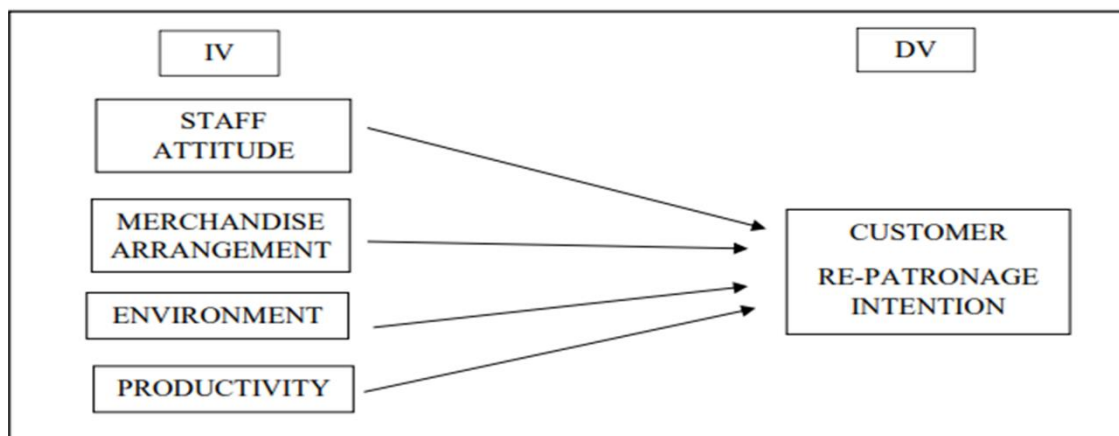
1.4 Research question.

- i. What are the factor that affect the staff attitude, merchandise management, environment and productivity towards customer re-patronage intention?
- ii. What are the factors that influence the most on customer re-patronage intention?
- iii. What are the relationship between staff attitude, merchandise management, environment and productivity towards customer re-patronage intention?

1.5 Research Framework

The present paper developed a conceptual framework (see Figure 1), which aims to examine the predictive ability as well as the nature and strength of relationship between staff attitude, merchandise management, environment, productivity and customer re-patronage intention. All constructs were conceptualized to fit better into the current study setting. The repatronage intention construct has been conceptualized as a customer's likelihood of revisiting the 99Speedmart during the coming month by adopting the definition of Hellier et al. (2003).

Figure 1: The conceptual framework of the study



1.6 Hypothesis Development

Hypothesis 1	Staff attitude has a positive relationship towards customer repatronage intention
Hypothesis 2	Merchandise management has a positive relationship towards customer re-patronage intention
Hypothesis 3	Environment has a positive relationship towards customer repatronage intention
Hypothesis 4	Productivity has a positive relationship towards customer repatronage intention

1.7 Scope of the research

99Speedmart should train and advice staff to be more friendly to customer. Besides, they should improve staff management in the outlet. Other than that, improve their merchandise arrangement and lastly their outlet manager should be more alert about the outlet environment.

1.8 Significance of the research

The study will be undertaken to find out the customer re-patronage intention to 99Speedmart in Indah Alam Apartment.

Benefiting the study are the various sectors as follows:

1.8.1 The Management

The direct recipients of the research are the management of the 99Speedmart. Any improvement of 99Speedmart management technique can pave the way of producing better services towards them.

Furthermore, the information of the research can be used by management to provide a great long-term performance for the company. Other than that, this study can also be used for

them to discover the level of service innovations of the 99Speedmart so that they can clearly compare the 99Speedmart with other retail shop.

1.8.2 The Store

This research will help the 99Speedmart to manage the store with a proper ways by upgrading their services in making sure that customer experiences maximum level of satisfaction and leads to customer re-patronage intention.

Besides, this research can also help them in identifying their competitors strategies in a better way to strive be a better retail store to defense with their competitor. It is important for retail shop to develop customer focused services by making an effort to understand customer's expectation.

1.8.3 The Customer

The main purpose of this research is to identify whether the staff attitude, environment, merchandise management and productivity will affect customer re-patronage intention to 99Speedmart.

This research benefit customer to have a better service provided by the 99Speedmart. Besides, with the improved facilities, customer will get a broad variety of products.

1.9 Definition of terms

1.9.1 Staff Attitude

According to Kenrick, Neuberg & Cialdini 2005

Attitudes are favorable or unfavorable evaluations of particular person, people, objects, events or ideas. An attitude is a psychological state of mind. It is the way a person thinks about situations, and it ultimately determines a person's behavior.

1.9.2 Merchandise Arrangement

According to Adam Hayes 1993

Merchandising is the arrangement of products in a physical or online store. Merchandising includes the determination of quantities setting prices for goods and

services creating display designs, developing marketing strategies. More broadly, merchandising may refer to retail sales itself that is the provision of goods to end user customer.

1.9.3 Environment

According to Levy and Weitz 1992

The physical surrounding of the store is made up of many elements, including music, lighting, layout, directional signage and human elements. The effect of store environmental elements effects on shopper emotion, cognition, thinking, feeling, body comfort, and physiological state.

1.9.4 Productivity

According to Stefan Tangen 2002

Productivity defined as the relation between output (produced goods) and input (consumed resources) governing economic production activities. Productivity connected to the use and availability of resources. Productivity is reduced if resources are not properly used. High productivity is achieved when activities and resources in the manufacturing process add value to the produces products.

1.10 Conclusion

In conclusion, staff attitude, merchandise arrangement, environment and low productivity will increase customer re-patronage intention.

CHAPTER II

LITERATURE REVIEW

2.1 Introduction

Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market. Not surprisingly, considerable research has been conducted on these two concepts. Notably, the quality and satisfaction concepts have been linked to customer behavioral intentions like purchase and loyalty intention, willingness to spread positive word of mouth, referral, and complaint intention by many researchers (Olsen, 2002; Kang, Nobuyuki and Herbert, 2004; Söderlund and Öhman, 2005).

This study was designed to examine the relationship between service quality, customer satisfaction and customer re-patronage intentions in the context of the Indah Alam 99Speedmart. The respondents were 150 residents of Indah Alam Apartment who completed the self-administered questionnaire. Pearson Correlation analysis indicated that service quality and customer satisfaction had a direct positive effect on customer re-patronage intentions. Multiple Linear Regression highlighted customer satisfaction as a stronger predictor of re-patronage intentions compared to service quality.

Given these important issues that need to be addressed, the main purpose of this study was to examine the factors that affect customers' re-patronage intentions in the restaurant context. Specifically, this paper aims to examine the nature and strength of relationships between customer satisfaction, service quality and customer's re-patronage intentions. The predictive ability of satisfaction and service quality on re-patronage intention will also be analyzed.

2.2 Staff Attitude

Attitudes, according to Kenrick, Neuberg & Cialdini (2005) are favorable or unfavorable evaluations of particular person, people, objects, events or ideas. It is worthy to reinstate that it is only when staffs have been given proper induction about the organization structure, what the organization stand for, organizational goals and organizational ethics that managers can expect positive of favorable staff attitude. The service provided by employees plays an important role in consumers' evaluation of service performance (Broderick, 1999) because personal friendliness between the customer and the service employee is significantly associated with loyalty (Butcher et al., 2001).

An attitude is a psychological state of mind. It is the way a person thinks about situations, and it ultimately determines a person's behavior. (Kathy Lowe Edwin Jones David Allen, 2006) In the workplace, employees can have either a positive or negative attitude about specific work tasks, products or services, co-workers or management, or the company as a whole. Bad attitudes result in apathy to daily tasks. Positive attitudes among employees make workdays more enjoyable. Tasks are performed to a higher standard and without complaint.

When making a purchase, especially in a department store, it is often necessary to seek a salesperson's assistance and advice (Bettencourt and Brown, 1997; Hartline et al., 2000). Other research has shown that the service provided by the employee may affect customer satisfaction (Gwinner et al., 1998) perception of service quality, (Bolton et al. 2003) future consumption behavior (Chandon et al., 1997), and increase profits for the service organization (Butcher et al., 2001).

Poor employee performance will lead to customer dissatisfaction and behavior such as customer complaints and likelihood to switch to other service provider (Kozark & Rimmington, 2000). On the other hand, when employee gives commendable performance such as serving with a smile, it helps to improve the customer re-patronage intention towards 99Speedmart in Indah Alam Condominium. In support, studies found a positive relationship between service quality, customer satisfaction and behavioral intention (González, Comesaña, & Brea, 2007). The appearances of employees, the interaction of store employees, friendly and knowledgeable personnel are important for customer to have good store experience and will increase customer re-patronage intention.

2.3 Merchandise Management

Merchandising as activities which attributes to the sale of products to the consumers for their end-use helps in the attractive store display of products to increase sale and generate revenues for retail store. (Vahie and Paswan, 2006). Research on how store environment cues influence consumers' store choice decision criteria, such as perceived merchandise value and shopping experience costs, is sparse. Especially absent is research on the simultaneous impact of multiple store environment cues. The authors propose a comprehensive store choice. They then empirically examine the extent to which environmental cues influence consumers' assessments of a store on various store choice criteria and how those assessments, in turn, influence patronage intentions. (Julie Baker, A.parasuraman, Dhruv Grewal, Glenn 2002)

A method of rotating merchandise to encourage Sale of older merchandise first in a merchandise display shelving arrangement, comprising the Steps of providing first and Second shelving units each including (1) an upright Support assembly and (2) a plurality of shelves carried on and extending forwardly from the upright Support assembly, at least one of the shelving units also including openings in the upright Support assembly affording access to rear ends of the shelves for loading merchandise onto the shelves, moving the shelving units between a position in which rear Sides of the shelving units are disposed in confronting relation and wherein access to the rear end of at least one of the shelves through an opening is blocked and (2) another position in which the rear Sides of the shelving units are separated which facilitates placement of merchandise onto rear ends of at least one of the shelving units, and loading at least one of the shelving units from the rear Side with fresh merchandise.

2.4 Environment

The store environment created by combining a set of visual elements in the physical space of the store which are colors, displays and other decorative elements. The sense stimulation includes smell, air-conditioner, music, clarity (Theoriditis & Chatzipanagiotou 2009; Fiorito, Cho & Hofacker, 2008). In an experienced-oriented economy and experienceseeeking consumption in retailing, retailers and well as consumers, are relating more and more in-store experiences (Blackstrom & Johansson, 2006) Stores with a pleasant atmosphere are susceptible to increase the positive experience of purchasing and customer satisfaction (Koo, 2003; Orth & Green 2009)

Workplace design needs to take into account of a wide range of issues. Creating better and higher performing workplace requires an awareness of how workplace impacts behavior and how behavior itself drives workplace performance. Joroff et al. (2003) argues that in the relationship between work, the workplace and the tools of work, workplace becomes an integral part of work itself. Increasing workplace understanding is built on the recognition that space has different characteristics: it performs different functions and there are different ways people work.

People work individually and interact with others and this requires different workplace solutions. The actual physical layout of an office is extremely important when it comes to maximizing productivity. Baker et al. (2002) argue that consumers evaluate a store according to its design, and ambient environment; thus, the “store environment” includes the consumer’s perceptions about the store’s design, Ambient music however, is not the only factor in creating a pleasing environment; there are other intangible and equally important core services that must be considered (Wakefield and Baker, Sirohi et al., 1998; Baker et al., 2002)

This research follows Baker et al. (2003) different environment cues as the store environment dimension: (1) “store design cues” refers to all aesthetic-related objects; tangible and visible environment components exist in the forefront of the consumer’s perception; such are the most obvious sources of visual stimulation to the customer, and include internal and external architecture, decorations, color, product arrangement, signs, space arrangement etc (2) “store music cues” music is the intangible background condition of the environment, the no visual feeling can affect the consumer’s subconscious. This include music genre, volume, and environment noisiness.

According to Bellizzi and Hite (1002) found that the color of walls, lights, arrangements have subtle influence on the consciousness and behavior of customers. Warm colour more easily

attract people to shop in the store. The environment in the store and the emotional state of consumers may be important determinants of purchase behavior. This research has many pragmatic applications, because pleasure was associated with the amount of money spent and affinity for the store, whereas arousal was associated with money spent in the store, time spent in the store, and the number of items purchased in the store. This view is also supported by Ranaweera and Prabhu (2003) study that the effects of customer satisfaction on customer retention are found to be significant and positive. Specifically, the levels of customer satisfaction will influence the level of repurchase intentions and this is supported by past research in a wide variety of studies (Rust and Zahorik, 1993; Taylor and Baker, 1994; Patterson and Spreng, 1997; Bolton, 1998; Hellier et al., 2003).

2.5 Productivity

Productivity is commonly defined as a ratio of a volume measure of output to a volume measure of input use (OECD, 2001). In other words: “Productivity is a gauge of the relationship between production of goods and services and the factors of production used (labour, machinery, raw materials and so on) (Djellal/Gallouj, 2008, p. xi)”.

The productivity of firms in developing countries appears to be extremely low. Prior work, such as that summarized in James Tybout (2000) and World Bank (2004), has highlighted a set of issues around infrastructure, informality, regulations, trade policies, and human capital that reduce the productivity of firms in developing countries. To summarize, firms in developing countries are often badly managed, which substantially reduces their productivity. The author also finds that financial constraints are a binding factor for growth, notably in smaller firms.

An inadequate stock is when a management system can order too much raw materials which results in overstock (Doug Brinlee, 2011). This paper builds on, but also goes beyond, explanations of productivity growth that concentrate on the role of ICT investment and complementary practices in management and work organization. Product-based companies are increasingly turning to services when their core product markets become saturated (Sawhney et al., 2004). For example, software firms may offer maintenance, customization, and upgrading services (Cusumano et al., 2006).

One view, grounded in computer and engineering sciences, regards services as a control system (Lyons et al., 2006). Then the aim is to make more services efficient, seeking productivity gains from better controls and predictability. The other view, grounded in

economics and sociology, regards services primarily as co-produced with customers. This perspective focuses on the fact that some services will remain customized, requiring face-to-face contact, judgement, loyalty, and trust, which are the sources of creating and capturing value. In the former view, the role of human skills is minimized. In the latter, service delivery depends much on judgement-based work grounded in professional knowledge. Context is important in making such judgement, thus advantaging face-to-face rather than distant transactions.

Traditionally productivity measurement concepts have been established in manufacturing industries and have been adapted to the needs of this sector. Generally productivity measures there can be classified as single factor productivity measures or multi factor productivity measures. Single factor productivity measures relate a measure of output to a single measure of input such as labour or capital. Multifactor productivity measures are linking a measure of output to a bundle of inputs like capital and labour or all production factors (Total Factor Productivity).

Measuring productivity must not be an end in itself, especially against the background of the effort needed to capture all relevant input and output parameters. Productivity measurement is an element of productivity management. Such a management serves two basic purposes: planning and monitoring resource allocation and outcome. “The basic objective of productivity measurement is to establish the potential for improvement and make people accountable for the state of productivity” (Sahay, 2005, p. 19 f.)

Monitoring activities aim at comparing current figures with historical data, with information from other companies or departments of the same company. By comparing predefined target productivities and actual productivities, the deviations are being identified. The overall aim is to assure the competitiveness of the company. The guiding principle of the monitoring activities should be to assess how effective resources were combined and deployed in production of the outcome.

For a long time services have been regarded as being of inferior productivity. The application of productivity measurement concepts mentioned above on service activities resulted in productivity ratios far beyond manufacturing (Reckenfelderbäumer, 2008). This productivity gap has been regarded as service immanent (Meyer, 1987).

2.6 Customer Re-patronage Intention

Customer re-patronage intention is conceptualized as customer likelihood to revisit service provider (Hellier et al. 2003). Retaining customers has become an important goal for organizations. In the post-purchase phase, consumer evaluates services and decides whether he/she will develop ongoing relationships with the service provider. There are overwhelming arguments that it is more expensive to win new customers than to keep existing ones (Ennew & Binks 1996; Hormozi & Giles 2004). This is in line with Athanassopoulos, Gounaris & Stathakopoulos's (2001) argument that customer replacement costs such as advertising, promotion and sales expenses are high and it takes time for company with new customers to become profitable. Furthermore, the increase of retention rate could also imply greater positive word of mouth (Appiah-Adu 1999), decrease price sensitivity and future transaction costs (Reichheld & Sasser 1990) which would lead to better business performance (Fornell 1992; Bolton 1998).

Intentions are subjective judgements about how a person will behave in the future and usually serves as dependent variables in many service research and satisfaction models (Boulding et al., 1993; Soderlund and Ohman, 2003). Rust, Zahorik and Keiningham (1995) argues that repurchase intentions and actual repurchase patterns are not necessarily the same. Sunway Academic Journal 4 62 Butcher (2005) agreed that repurchase intention is regarded as a sound service outcome that is measurable. While Soderlund and Ohman (2003) consider repurchase intentions as intentions-as-expectations, Hellier et al. (2003, p. 1764) defined repurchase intention as 'the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances'.

Quality and customer satisfaction have long been recognized as playing a crucial role for success and survival in today's competitive market. Notably, the quality and satisfaction concepts have been linked to customer behavioural intentions like purchase and loyalty intention, willingness to spread positive word of mouth, referral, and complaint intention by many researchers (Olsen, 2002; Kang, Nobuyuki and Herbert, 2004; Söderlund and Öhman, 2005). The most commonly found studies were related to the 'antecedents, moderating, mediating and behavioral consequences' relationships among these variables – customer satisfaction, service quality, perceived value and behavioral intentions. However, there have been mixed results produced.

2.7 Conclusion

As the conclusion, we can conclude that through the study we can identify the determinants that are influencing the customer re-patronage intention which are staff attitude, merchandise arrangement, environment, productivity and chapter summary.

CHAPTER III

METHODOLOGY

3.1 Introduction

For this research, surveys, questionnaire and related to the topic, which is 99speedmart, has been conducted in order to get finding of the research for answering the hypothesis and research question in a more systematic way. As for the surveys and questionnaire, Google Docs has been used in order to create the printed questionnaire form (<http://99speedmartsurvey.tk>) and distribute it to target audience. With this, they can easily get access to it and do survey easily and shortly.

3.2 Research Design

Research design is defined as a detailed plan for conducting a research study's (Collis and Hussye, 2003) A research design is a clear objective derived from the research question, determination and statement of the general research approach or strategy adopted for the particular project.

3.2.1 Quantitative Design

Quantitative research is numerical data that collecting from questionnaire research was implant in this research for examine the staff attitude, merchandise management, environment and productivity that will affect the customer re-patronage intention on 99Speedmart.

3.2.2 Descriptive statistic

Descriptive statistics include measures of central tendency (averages - mean, median and mode) and measures of variability about the average (range and standard deviation) to describe how the independent variables (staff attitude, merchandise arrangement, environment, and productivity) affect the customer re-patronage intention in 99Speedmart. It is to indicate reader the data collected and used in the research project.

3.3 Population and sampling

Target population is a group of individuals that carries almost the same of characteristics of the population. The customer aged between 18 years old and above are the target population for this research as our respondents. Ranging from students to housewives, this sample of group had been used to conduct research's data and information. This is because most people in this group are working adults who possesses sufficient purchasing power. Due to the 99Speedmart location, expected to get respondents from Indah Alam Condominium residents that living there

3.3.1 Sampling frame

According to Hair, Black, Anderson and Tatham (2006), sample size affects the results by the ratio of observations to independent variables. A general rule is that the ratio for observations that are made for each independent variable in the variant should never fall below 5:1; the desired level is between 15 to 20 observations for each independent variables.

Total independent variable in the study = 4

20 respondents assigned to each variable = (20)(4)

= 80 respondents (minimum)

80 respondents is the minimum sample for this study. In order to generate a better analysis result for this study, 150 respondents will be selected.

3.4 Research Instrument Questionnaire

Design

Table 1: Sources used for questionnaire

Section	Variables	Adapted/ Self-created	Sources
A	Respondents demographic	Self-created	-
B	Staff Attitude	Adapted	Shaari, Noordin & Bong (2011) Lee, H., Lee, Y., & Yoo, D., (2000)
	Merchandise Management	Adapted	N.R.V Ramana Reddy, T.N. Reddy, and B. Abdul Azeem (2011)
	Environment	Adapted	Shaari, Noordin & Bong (2011) Lee, H., Lee, Y., & Yoo, D., (2000)
	Productivity	Adapted	Yang, H., Chang, K., (2011) Shaari, Noordin & Bong (2011)
C	Customer Repatronage Intention	Adapted	Shaari, Noordin & Bong (2011) Lee, H., Lee, Y., & Yoo, D., (2000)

Questionnaire

Printed questionnaires were chosen for this research because they are a reliable and quick method to collect information from multiple respondents in an efficient and timely manner. This is especially important when it comes to large projects, with several complex objectives, where time is one of the major constraints (Greenfield, 2002; Silverman, 2004; Bell, 2005). The survey consisted of 5 multiple-choice questions and 30 questions that the respondents had to answer. The aim was to conduct the survey with 150 customers of 99Speedmart. A customer was defined as a person who had purchased a product from 99Speedmart on the day of questioning.

Participants were given 5 minutes to fill in the survey anonymously.

A set of self-administrated questionnaire in English with Malay translation was developed. The questionnaire comprised of three sections. The first section gathered respondents' demographic data, the second on items respective to measure employee performance and attitude, and the third on customer re-patronage intention with a five point

Likert choice ranging from 1 (strongly disagree) to 5 (strongly agree) utilized. 150 questionnaires were distributed to respondents who have stayed in Indah Alam Condominium.

The research will be carried out at Indah Alam Condominium and 99Speedmart market. The research used printed questionnaire that consist of three parts, section A, section B and section C.

Section A will be ask about respondent demographic profile and consist of 5 question, which is age, gender, income, employment status, and how often do they go to 99Speedmart Section B divided into 4 parts and each parts contains 5 questions:

- i. Part A will be mentioned about staff attitude.
- ii. Part B will be focused on merchandise management in the store
- iii. Part C will discuss about the environment around 99Speedmart
- iv. Part D will explore about productivity of the management

Section C only have one part consists of 5 question and emphasized about customer repatronage intention to 99Speedmart.

3.5 Method of Data Analysis

3.5.1 Likert Scale

This research uses the five-point Likert Scale Questionnaire as the response format(Zikmund, 2003) defined Likert Scale as a measurement of attitudes which make respondent show how strongly they agree or disagree and carefully built statement that listed from very positive to very negative towards an attitudinal object. A five-point Likert-type scale was used to increase response rate and response quality along with reducing respondents frustration level (Babakus and Mangold, 1992). The five point can label as:

1. Strongly Dissatisfied
2. Dissatisfied
3. Neither dissatisfied nor satisfied
4. Satisfied
5. Strongly satisfied

Table 2: Likert Scale

Measurement	Numerical
Strongly disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

3.5.2 Pilot Test

Reliability of the questionnaire using a pilot test is carried out. Reliability refers to random error in measurement. Reliability indicates the accuracy or precision of the measuring instrument (Norland, 1990). Reliability analysis is important so that we will not overlook some important dimensions or included some irrelevant ones because errors are prone to occur in the measurement of variables (Sekran, 20007)

The most commonly used statistic is Cronbach’s Coefficient Alpha (using IBM SPSS). Cronbach’s alpha will be used which it is reliability coefficient that indicates how well the items are positively correlated to one another (Sekran, 2007) the closer the Cronbach’s alpha is to 1, the higher the internal consistency reliability. This statistic Table 4 shows the Cronbach’s alpha reliability coefficient.

Table 2: Cronbach’s Alpha Reliability Coefficient

Cronbach’s Alpha	Internal Consistency
$a \geq 0.9$	Excellent
0.9 a 0.8	Good
0.8 a 0.7	Acceptable
0.7 a 0.6	Questionable
0.6 a 0.5	Poor
$0.5 \leq a$	Unacceptable

3.5.3 Descriptive Analysis

Descriptive analysis is the area of data analysis that focuses on finding the best course of action in a scenario given the available data. It’s related to both descriptive analytics but emphasizes actionable insights instead of data monitoring. Frequency distributions were obtained for all the personal data and classification variables (Sekaran, 2007). Descriptive

statistic such as means and standard deviations were obtained for the interval scaled independent and dependent variables.

3.5.4 Pearson Correlation

Correlation is a technique for investigating the relationship between two quantitative, for example, continuous variables, and staff attitude and customer re-patronage intention. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. It ranges from value of -1 to +1. The value indicates the strength relationship (Coakes and Streed, 2003). The rule of thumb about pearson correlation size is followed as Table 4 (hair, Babin, Anderson and Tatham, 2006)

The rule of thumb will be used by the researcher to indicate the range of the correlation results. Correlation coefficient that range from 0.2 to 0.3 indicated weak relationship, 0.4 to 0.6 shown moderate relationships. The result of 0.6 and above showed a strong relationship. Results of zero means there is no relation between the variables.

The purpose of this report is to test relationship between independent variable which is tangible, reliability, assurance, responsive and empathy towards customer satisfaction. The outcome is important for 99Speedmart to further understand on customer re-patronage intention.

Table 3 :Pearson Correlation

Size of Correlation	Interpretation
0.90-1.00 (-0.90 to -1.00)	Very high positive (negative) correlation
0.70-0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50-0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30-0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00-0.30 (-0.00 to -0.30)	Negligible correlation

3.6 Conclusion

As a whole, this chapter discussed on the type of research method that been chosen to carry out the analysis and finding for this research in order to investigate the relationship between staff attitude, merchandise management, environment, productivity and customer repatronage intention.

CHAPTER IV

DATA ANALYSIS

4.1 Introduction

This chapter describes the analysis result that was obtained through the questionnaire data. IBM SPSS statistical tool version 25 was used to process the primary data from the questionnaire to testify whether the hypothesis is supported.

This chapter will first elaborate about the pilot testing data collection which will determine if our sample not only understand the question but also understands them in the same way.

4.2 Pilot Test

A total of 30 respondents were sampled through electronic questionnaires using Google Form to determine the reliability of the questionnaire using Cronbach's Alpha. The Cronbach's Alpha of this questionnaire is 0.928 which is excellent in internal consistency.

Table 4: Cronbach's Alpha Reliability Result

Cronbach's Alpha	N of item
0.928	30

4.3 Reliability Analysis

The first test carried out on the data was the reliability test on the multi-item instrumentals used in this research. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable: staff attitude, merchandise management, environment, productivity and customer re-patronage intention. It is a reliability measure coefficient that reflects how well items in a set are positively correlated to one another.

The results obtained as shown in table 5 and indicates that the Cronbach's Alpha value for the measuring items of independent variables and dependant variables. The Cronbach's Alpha for voluntarily was low at 0.879 and was accepted base on the minimum Cronbach's alpha value of .50 specified by (Sekaran, 2003). Staff attitude, merchandise management, environment, productivity and customer re-patronage intention have Cronbach alpha values greater that 0.70 and indicates inter – item consistency. None of the items were deleted in the test, as the reliability of inter item was high.

Table 5: Summary of reliability analysis

Variables	Number of item	Number of items discarded	Cronbach's Alpha
Staff Attitude	5	-	0.922
Merchandise Management	5	-	0.879
Environment	5	-	0.892
Productivity	5	-	0.896
Customer re-patronage intention	5	-	0.931

4.4 Frequency Analysis

A total of 75 questionnaires which were distributed to the customer of 99Speedmart in Indah Alam Condominium were collected. It was found that most customer were females (61.3%), and a small part of the customer is male (38%).

Table 6 summarizes the gender of the respondents.

Table 6: Gender

	Frequency	Percent
Male	57	38.0
Female	92	61.3
Total	150	100.0

As for the respondents age, it was found that customers below 20 years old were the regular customers with 46.0%, 21-30 years old (37.3%), 31-40years old (12.7%), and customer above 41 years old total of (4%). Table 7 summarizes the age of the respondents.

Table 7: Age

	Frequency	Percent
Below 20 years old	69	46.0
21-30 years old	56	37.3
31-40 years old	19	12.7
Above 41 years old	6	4.0
Total	150	100.0

As for the respondents employment status, there were 58.7% of students, 28.0% of workers, 4.7% self-employed and 8.7% of other employment status. Table 8 summarizes the employment status of respondents.

Table 8: employment status

	Frequency	Percent
Students	88	58.7
Workers	42	28.0
Self-employed	7	4.7
Others	13	8.7
Total	150	100.0

Out of 150 respondents, the income level of customer below RM1000 were 70.0%, RM1001 to RM3000 were 28.0%, RM3001-RM5000 were 8.0% and above RM5001 were 1.3%. Table 9 summarizes the income level of respondents. **Table 9: Income level**

	Frequency	Percent
<RM1000	105	70.0
RM1001-RM3000	31	20.7
RM3001-RM5000	12	8.0
>RM5000	2	1.3
Total	150	100.0

As for how often did the customer come to 99Speedmart, the answer mostly were once a week (30.7%), 2-3 times a week (26.7%), every month (24.7%) and once a year (18.0%). Table 10 summarizes the frequency of respondent come to 99Speedmart.

Table 10: Frequency of respondent come to 99Speedmart.

	Frequency	Percent
Once a week	46	30.7
2-3 time a week	40	26.7
Every month	37	24.7
Once a year	27	18.0
Total	150	100.0

4.5 Mean Analysis

Based on Table 11, mean analysis carried out to determine whether the mean of each group differs from the overall mean and allows data to be graphically visualized. Standard deviation is what influences customer re-patronage intention among variable.

Based on Table 11, variable that scores the highest standard deviation is “The store is spacious” with a score 0.999, followed by “The display of merchandise in an appealing manner” with a score 0.995 and “I will repeat purchase at 99Speedmart in the future” with a score 0.985.

Table 11: Mean Analysis

Variables	Mean	Standard Deviation
Staff Attitude	3.28	0.798
Staff serve me with a smile	3.13	0.920
Staff answer my question in a pleasant way	3.30	0.932
Staff do the work according to the work ethic	3.35	0.905
Staff always willing to help me	3.36	0.900
Staff works efficiently	3.29	0.915
Merchandise Management	3.25	0.829
The store layout is not crowded	2.92	1.090
The display of merchandise in an appealing manner	3.19	0.995
The products are arranged assorted to the section which makes me easier to choose	3.38	1.001
Price tag is properly attached to the product	3.29	1.000
99Speedmart offers variety of goods	3.49	0.968
Environment	3.24	0.787
The environment is clean	3.37	0.856
The lighting is adequate	3.51	0.865
The store have a nice fragrance	3.11	0.949
The store is spacious	3.03	0.999
I am satisfied with the environment of 99Speedmart	3.19	1.028
Productivity	3.31	0.849
The store accepted e-cash payment	3.47	1.001
The cashier works efficiently during payment	3.54	0.924

The product expired constantly updated	3.33	1.013
The number of available counter is sufficient	3.09	0.927
The staff always restock on shelf product from time to time	3.13	1.127
Customer Re-patronage Intention	3.46	0.852
I have a good experience with 99Speedmart	3.37	0.937
I am satisfied with the service provided by 99Speedmart	3.35	0.934
I am satisfied with the product bought from 99Speedmart	3.64	0.892
I will recommend this 99Speedmart store to my friends	3.43	1.058
I will repeat purchase at 99Speedmart in the future	3.54	0.987

4.6 Correlation

Table 11 shows the Pearson Correlation findings that were used to analyze the relationship between independent variable (staff attitude, merchandise management, environment, and productivity) between customer re-patronage intention.

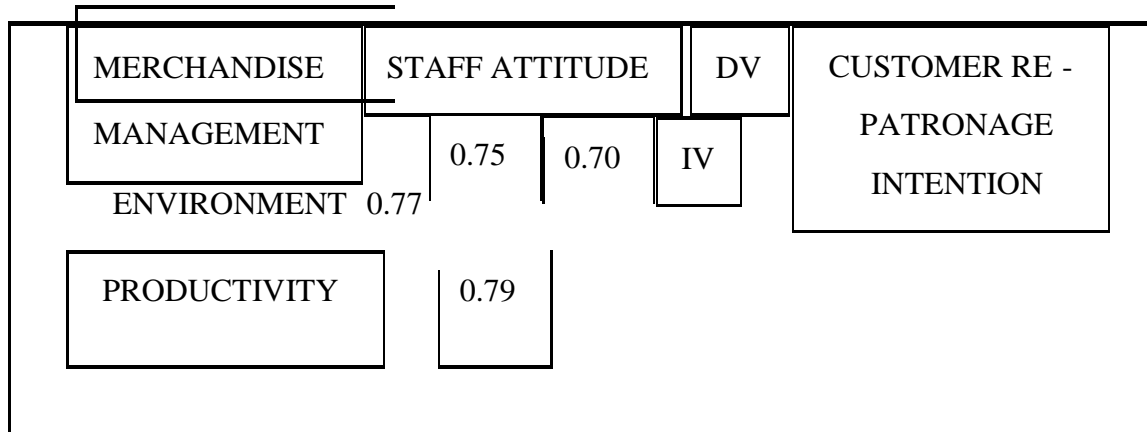
**Table 11: Correlation between independent variable
(staff attitude, merchandise management, environment, and productivity)**

Independent Variables	Customer Re-patronage Intention (Pearson Correlation)
Staff Attitude	0.702**
Merchandise Management	0.752**
Environment	0.767**
Productivity	0.790**

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

The result shows a remarkable positive relationship that exists among staff attitude, merchandise management, environment, productivity and customer repatronage intention. Productivity has the highest association with re-patronage ($r=0.790$, $p<0.01$), environment ($r=0.767$, $p<0.01$), merchandise management ($r=0.752$, $p<0.01$), and the staff attitude ($r=0.702$, $p<0.01$) have the least relationship with re-patronage intention.

4.7 Summarize on conceptual framework



4.8 Summarize of Hypothesis Testing

Figure 2: Hypothesis Result

Table 12: Hypothesis Results

Hypothesis	Results
Staff attitude has a positive relationship towards customer repatronage intention	Accepted
Merchandise management has a positive relationship towards customer re-patronage intention	Accepted
Environment has a positive relationship towards customer repatronage intention	Accepted
Productivity has a positive relationship towards customer repatronage intention	Accepted

4.9 Conclusion

In conclusion, different analysis method has been used in order to analyze different type of data obtained. All the analysis had proven all the independent variable has significance on the customer re-patronage intention on 99Speedmart.

Chapter V

DISCUSSION

5.1 Introduction

With the growing popularity of retail industries, there has been a corresponding proliferation of research. Managing better service and store that leads to customer satisfaction and customer re-patronage intention is a complex and persistent challenge.

There is a need for more in-depth understanding.

5.2 Discussion of hypothesis and finding

Hypothesis 1: Staff attitude has a positive relationship towards customer repatronage intention

The correlation analysis shows in table 12 that staff attitude has a positive relationship towards customer re-patronage intention. The relationship is ($r=0.702$, $p<0.01$). Thus, Hypothesis 1 is accepted.

Prior research suggests that salespeople play a critical role in influencing consumers' moods and satisfaction (Grewal and Sharma 1991). In a consumer market context, the interaction of consumers with front line staff becomes paramount in determining the quality of the relationship as consumers often do not differentiate between the person providing the service and the organization (Bitner, 1990). In order for service organizations to compete more effectively it behaves them to better understand the nature of service relationships from the consumers' perspective (De Wulf et al., 2001; Gwinner et al., 1998)

The result of this research is supported by Jay and Hu (2007). They find out that the company image and customer loyalty are directly linked with the staff attitude with the store service performance. In effect, the moments of truth that were created through service minded employees actions were found to be an important contributing factors. Relationship quality captures the attitudinal element of consumer loyalty through relationship commitment.

Hypothesis

Therefore, it can be concluded here that employees performance helped the 99Speedmart to enhance store image that in term enticed customers to remain loyal by returning to the store and recommending the store to others.

2: Merchandise management has a positive relationship towards customer re-patronage intention

The correlation analysis shows in table 12 that merchandise management has a positive relationship towards customer re-patronage intention. The relationship is ($r=0.752$. $p<0.01$). Thus, Hypothesis 2 is accepted.

As environmental psychology theory argues, the most important role of a space (in this case, the store) is its ability to facilitate the goals of its occupants (Canter 1983). For many shoppers, the goal is convenience, which includes getting in and out of the store quickly and finding the merchandise they seek easily. Layout is an example of a design cue that may influence customers' expectations of their efficient movement through a store (Titus and Everett 1995).

Merchandise presentation is a key issue in store management (Levy & Weitz 1998) Retailers coordination of items, making sure that complementary products are well matched or consistent on key attributes such as color, style, and design. Merchandise displays that are well coordinated on these key attributes may create or enhance a store's image, attract consumer attention, and influence feeling, shopping experience, shopping behavior, and purchase outcomes.

Hypothesis

3: Environment has a positive relationship towards customer re-patronage intention

The correlation analysis shows in table 12 that staff attitude has a positive relationship towards customer re-patronage intention. The relationship is ($r=0.702$. $p<0.01$). Thus, Hypothesis 3 is accepted.

Many previous empirical studies have shown how the physical environment influences customer satisfaction and customer re-patronage (Hui et al., 1997; Knutson & Patton, 1995; Mattila & Wirtz, 2001; Wkaefield & Blodgett, 1994). In examining customer re-patronage in the 99Speedmart industry, Knutson and Patton (1995) found five essential components of service innovation and stressed the importance of physical surroundings, such as decoration in influencing customer satisfaction and customer repatronage.

The store itself, however, can offer a unique atmosphere, or environment, that may influence the consumer's patronage decision (Kotler 1973). A key role store environment plays is to provide informational cues to customers about merchandise and service quality (Gardner and Siomkos 1985; Olson 1977; Zeithaml 1988). The retail store environment has a major influence on consumers' inferences about merchandise quality (Darden and Schwinghammer 1985; Olshavsky 1985)

Other than that, according to Bellizzi and Hite (1002) found that the color of walls, lights, arrangements have subtle influence on the consciousness and behavior of customers. This view is also supported by Ranaweera and Prabhu (2003) study that the effects of customer satisfaction on customer retention are found to be significant and positive

Hypothesis

4: Productivity has a positive relationship towards customer re-patronage intention

The correlation analysis shows in table 12 that productivity has a positive relationship towards customer re-patronage intention. The relationship is ($r=0.702$, $p<0.01$). Thus, Hypothesis 4 is accepted.

One of the vital thoughts that described the customers buying manner was the productivity of the store. Retail productivity has been considered important for society and for the individual retail firm (Bucklin, 1978; Ingene, 1984).

Productivity or efficiency deals with producing the maximum quantity of outputs for any given amount of inputs or the minimum use of inputs for any given amount of outputs. Good productivity improved the store image.

By comparing the controllable inputs and outputs of the inefficient outlet with the controllable inputs and outputs of a linear combination of the efficient reference outlets that comprise the frontier (a virtual outlet), the amount of slack in each of the variables can be computed. This helps the inefficient outlet identify how to allocate resources more efficiently and improve its productivity.

Store managers report using scanner data primarily for promotions and price setting (Bucklin and Gupta, 1999). The technology was originally intended to speed up customer check-out and reduce labor costs at the cash register as well as on the store floor, for example for price changes and the product expired constantly updated.

5.3 Theoretical Discussion

Store productivity has the strongest relationship towards customer re-patronage intention.

Retail productivity has been considered important for society and for the individual retail firm (Bucklin, 1978; Ingene, 1984). Productivity in the retail sector is notoriously hard to measure and not well understood. The link between chains and productivity is made most convincingly by Foster, Haltiwanger, and Krizan (2006), who find that virtually all productivity growth in retailing in the 1990s was due to store entry (particularly through chain expansion) and exit (particularly of nonchain stores).

Retail productivity is an important issue and a vast literature may be found on its definitions and measurements. The most widely used conceptualization of productivity has been as the ratio of outputs to inputs; total input productivity is defined as the ratio of outputs to a single input (Ingene 1982, Lusch and Moon 1994) Goods provides a list of possible measures of retail input and output. Outputs are usually measured as the number of transactions, physical units sold, value added, and sales. Inputs are measured as the hours of labour employed, number of employees, wages and salaries, area of selling, inventories and advertising.

Though simple to define, assessment of retail productivity based on simple ratios of outputs to inputs have been criticized for the following reasons improper measurement of outputs (Achabal et al., 1984; Parson, 1994); failure to account for changes in the quality of input and outputs over time across the stores (Donutt, 1984; Good, 1984); failure to account for the consumer's input to the process (Ingene, 1984, Oi, 1992); inability to separate differences in productivity from scale effects (Ratchford and Brown, 1985)

Hypothesis

As a results, customers are likely to evaluate this extensively as they form perceptions of quality and value. When the productivity of the store improved, the customer more likely come again in the future

5.4 Managerial Implication

Inconsistencies in maintaining productivity of the store are inevitable which can affect the outcome delivered. However, this can be prevented by improving the productivity delivered by the store.

One of the ways to improve productivity is to give proper measurement of outputs. Clever online time tracking and project management software exists to help the management to track productivity at a glance. By submitting time sheets electronically, employees track data more accurately and the management get an by-the-job look at how the store is performing. The manager checks the progress towards the store and can count the stock that needs to be updated at the end of the day and save more time.

Other than that, productivity measurement provides information on costs, time, output rate, and resource usage to allow decision making with respect to pricing, production scheduling, purchasing, contracting and delivery scheduling. Productivity analysis, together with other elements of a competitive strategy, may determine which products should be expanded and which should be phased out.

Furthermore, the 99Speedmart must have the ability to separate differences in productivity of scale effects. As important as productivity is to the continued economic development of the world, it is surprising that many do not know how to measure and manage it. The management should thoroughly check the changes in the quality of input and outputs over time. Productivity analysis, particularly the examination of trends, helps to identify problems before they become crises and permits early adjustment and corrective action.

Besides that, the management should monitor performance and provide feedback. The measurement system provides a means to check progress toward an objective. In addition, it can be a part of the employee's performance evaluation leading to rewards or disciplinary action. The management should identify which employees are completing the most jobs or logging the most hours to achieve the highest productivity.

Lastly, high productivity surely is important in improving the 99Speedmart sales and profit even in maintaining customer satisfaction. The 99Speedmart should improve

their productivity towards the store to be on top of retail industry. By this way, the 99Speedmart can improve the performance of the store.

5.5 Limitation of study

In this study, the researcher found some limitations that needs to be faced in conducting this study. Despite the useful findings of this study, this empirical study has several limitations that needs to be acknowledge.

The first limitations may be the researcher encountered some problems in the process of collecting information and data for this research work that is to get respond from respondent. This is because the respondents cannot give full cooperation's when the researchers distribute the questionnaire. One of the reasons is the respondents were rushing when they were answering the questionnaire.

Second, the findings in this study depend on the honesty of the respondents. It is known individuals would agree more on socially desirable answers and disagree more towards undesirable answers rather than truly express the feeling and opinions. Hence, because of researcher using questionnaire as data gathering tools, the respondents may not answer the questions exactly according to what they think.

Third, as researcher and also students, we faced problems such as limitations of time, cost and to distribute questionnaire manually and directly to the respondents. Due to time and resources constraints, the study is limited as it consists of a small sample size of 150 respondents.

Lastly, the findings of this study cannot be generalized extensively in Malaysia, as he cope of the is confined to the Indah Alam Condominium 99Speedmart in Shah Alam.

Therefore, caution may be needed before generalizing the findings to the whole country.

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APPENDIX : QUESTIONNAIRE

Section A: Demographic Data

A survey on customer's re-patronage intentions towards 99Speedmart

Target respondent: To be completed by customers of 99Speedmart

Sasaran responden: Dilengkapkan oleh pelanggan 99Speedmart

Purpose: The information gathered through this questionnaire will be used as part of research into customer re-patronage intentions towards 99Speedmart

Tujuan: Maklumat yang dikumpul melalui soal selidik ini akan digunakan sebagai sebahagian daripada penyelidikan ke arah niat sokongan pelanggan ke arah 99Speedmart.

Confidentially: Please note that the response you provide are completely anonymous and confidential. The research outcome and report will not include reference to any individuals. The compiler of questionnaire has sole ownership of completed questionnaire and the questionnaire will be destroyed after completion of the research

Silit: Sila ambil perhatian bahawa respons yang anda berikan adalah tanpa nama dan akan dirahsiakan. Hasil dan laporan penyelidikan tidak akan merujuk kepada mana-mana individu.

Pengkompil soal selidik akan dimusnahkan setelah selesai penyelidikan ini.

1. Age

<input type="checkbox"/>	Below 20 years old
<input type="checkbox"/>	21-30 years old
<input type="checkbox"/>	31 – 40 years old
<input type="checkbox"/>	Above 41 years old

2. Gender

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

3. Employment Status

<input type="checkbox"/>	Students
<input type="checkbox"/>	Workers
<input type="checkbox"/>	Self Employed
<input type="checkbox"/>	Other

4. Income Level

<input type="checkbox"/>	<RM1000
<input type="checkbox"/>	RM1001-RM000
<input type="checkbox"/>	RM3001-RM5000
<input type="checkbox"/>	Above RM5000

5. How often do you go to 99Speedmart

<input type="checkbox"/>	Once a week
<input type="checkbox"/>	2-3 times a week
<input type="checkbox"/>	Every month
<input type="checkbox"/>	Once a year

Section B: Independent Variable

Staff Attitude

1-Strongly Disagree	2-Disagree	3-Natural	4-Agree	5-Strongly Agree			
Staff Attitude - <i>Sikap Pekerja</i>							
Staff serve me with a smile <i>Pekerja menyambut saya dengan senyuman</i>			1	2	3	4	5
Staff answer my question in a pleasant way <i>Pekerja menjawab soalan saya dengan penuh sopan</i>			1	2	3	4	5
Staff do the work according to the work ethic <i>Pekerja membuat kerja mengikut etika kerja</i>			1	2	3	4	5
Staff always willing to help me <i>Pekerja sentiasa rela membantu saya</i>			1	2	3	4	5
Staff works efficiently <i>Pekerja bekerja dengan cekap</i>			1	2	3	4	5

Merchandise Arrangement

1-Strongly Disagree	2-Disagree	3-Natural	4-Agree	5-Strongly Agree	
Merchandise Arrangement - <i>Susunan Barangan</i>					
The store layout is not crowded <i>Susun atur kedai tidak sesak</i>	1	2	3	4	5
The display of merchandise in an appealing manner <i>Barang dipaparkan dengan cara yang menarik</i>	1	2	3	4	5
The products are arranged assorted to the section which makes me easier to choose <i>Susunan barangan disusun mengikut seksyen yang memudahkan saya untuk membuat pilihan</i>	1	2	3	4	5
<i>Price tag is properly attached to the product</i> <i>Tanda harga dipaparkan dengan betul pada produk</i>	1	2	3	4	5
99Speedmart offers variety of goods <i>99Speedmart menawarkan pelbagai produk</i>	1	2	3	4	5

Environment

1-Strongly Disagree	2-Disagree	3-Natural	4-Agree	5-Strongly Agree	
Environment - <i>Persekitaran</i>					
The environment is clean <i>Persekitaran kedai yang bersih</i>	1	2	3	4	5
The lighting is adequate <i>Cahaya di dalam kedai yang mencukupi</i>	1	2	3	4	5
The store have a nice fragrance					

<i>Kedai mempunyai bau yang menyenangkan</i>	1	2	3	4	5
The store is spacious <i>Kedai mempunyai ruang yang luas</i>	1	2	3	4	5
I am satisfied with the environment of 99Speedmart <i>Saya berpuas hati dengan persekitaran 99Speedmart ini</i>	1	2	3	4	5

Productivity

1-Strongly Disagree	2-Disagree	3-Natural	4-Agree	5-Strongly Agree	
Productivity – <i>Daya pengeluaran</i>					
The store accepted e-cash payment <i>Kedai menerima pembayaran e-tunai</i>	1	2	3	4	5
The cashier works efficiently during payment <i>Juruwang bekerja dengan cekap semasa pembayaran</i>	1	2	3	4	5
The product expired constantly updated <i>Produk yang sudah tamat tempoh sentiasa dikemaskini</i>	1	2	3	4	5
The number of available counter is sufficient <i>Bilangan kaunter yang mencukupi</i>	1	2	3	4	5
The staff always restock on shelf product from time to time <i>Pekerja sentiasa mengemaskini stok di rak dari masa ke semasa</i>	1	2	3	4	5

Customer Re-patronage Intention

1-Strongly Disagree	2-Disagree	3-Natural	4-Agree	5-Strongly Agree
Customer Re-patronage Intention				
I have a good experience with 99Speedmart				

<i>Saya mempunyai pengalaman yang baik dengan 99Speedmart</i>	1	2	3	4	5
<i>I am satisfied with the service provided by 99Speedmart Saya rasa berpuas hati dengan servis yang disediakan oleh 99Speedmart</i>	1	2	3	4	5
<i>I am satisfied with the product bought from 99Speedmart Saya berpuas hati dengan barang yang dibeli dari 99Speedmart</i>	1	2	3	4	5
<i>I will recommend this 99Speedmart store to my friends Saya akan mengesyorkan kedai runcit ini kepada rakan saya</i>	1	2	3	4	5
<i>I will repeat purchase at 99Speedmart in the future Saya akan ulangi pembelian ke 99Speedmart ini pada masa akan datang</i>	1	2	3	4	5

LIST OF TABLE

Cronbach’s Alpha based on pilot test

Cronbach’s Alpha	N of item
0.928	30

Cronbach’s Alpha based on actual data

Cronbach’s Alpha	N of item
0.942	150

Frequency

Gender

	Frequency	Percent
Male	57	38.0
Female	92	61.3
Total	150	100.0

Age

	Frequency	Percent
Below 20 years old	69	46.0
21-30 years old	56	37.3
31-40 years old	19	12.7
Above 41 years old	6	4.0
Total	150	100.0

Employment status

	Frequency	Percent
Students	88	58.7
Workers	42	28.0
Self-employed	7	4.7
Others	13	8.7
Total	150	100.0

Income level

	Frequency	Percent
<RM1000	105	70.0
RM1001-RM3000	31	20.7
RM3001-RM5000	12	8.0
>RM5000	2	1.3
Total	150	100.0

Frequency of respondent come to 99Speedmart.

	Frequency	Percent
Once a week	46	30.7
2-3 time a week	40	26.7
Every month	37	24.7
Once a year	27	18.0
Total	150	100.0

Descriptive Statistic

	Mean	Std. Deviation	N
Staff attitude	3.2867	.79846	150
Merchandise arrangement	3.2547	.82994	150
Environment	3.2427	.78769	150
Productivity	3.3120	.84900	150
Customer re-patronage	3.4653	.85247	150

Mean and standard Deviation

Variables	Mean	Standard Deviation
Staff Attitude	3.28	0.798
Staff serve me with a smile	3.13	0.920

Staff answer my question in a pleasant way	3.30	0.932
Staff do the work according to the work ethic	3.35	0.905
Staff always willing to help me	3.36	0.900
Staff works efficiently	3.29	0.915
Merchandise Management	3.25	0.829
The store layout is not crowded	2.92	1.090

The display of merchandise in an appealing manner	3.19	0.995
The products are arranged assorted to the section which makes me easier to choose	3.38	1.001
Price tag is properly attached to the product	3.29	1.000
99Speedmart offers variety of goods	3.49	0.968
Environment	3.24	0.787
The environment is clean	3.37	0.856
The lighting is adequate	3.51	0.865
The store have a nice fragrance	3.11	0.949
The store is spacious	3.03	0.999
I am satisfied with the environment of 99Speedmart	3.19	1.028
Productivity	3.31	0.849
The store accepted e-cash payment	3.47	1.001
The cashier works efficiently during payment	3.54	0.924
The product expired constantly updated	3.33	1.013
The number of available counter is sufficient	3.09	0.927
The staff always restock on shelf product from time to time	3.13	1.127
Customer Re-patronage Intention	3.46	0.852
I have a good experience with 99Speedmart	3.37	0.937
I am satisfied with the service provided by 99Speedmart	3.35	0.934
I am satisfied with the product bought from 99Speedmart	3.64	0.892
I will recommend this 99Speedmart store to my friends	3.43	1.058
I will repeat purchase at 99Speedmart in the future	3.54	0.987

Pearson Correlation

		Staff attitude	Merchandise arrangement	Environment	Productivity	Customer repatronage
Staff attitude	Pearson Correlation	1	.724**	.764**	.689**	.702**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Merchandise arrangement	Pearson Correlation	.724**	1	.810**	.818**	.752**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Environment	Pearson Correlation	.764**	.810**	1	.835**	.767**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Productivity	Pearson Correlation	.689**	.818**	.835**	1	.790**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Customer repatronage intention	Pearson Correlation	.702**	.752**	.767**	.790**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150
**. Correlation is significant at the 0.01 level (2-tailed).						