The Study of Antecedents of Customer Loyalty Towards Established Mobile Service Providers in Malaysia

Master of Business Administration

Nicole Yap Chen Yan

(CGA 070068)

UNIVERSITY OF MALAYSIA

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Nicole Yap Chen Yan

Bachelor of Communication (1st Class Honours) Public Relations

University of Tunku Abdul Rahman, Malaysia

2006

Submitted to Graduate School of Business

Faculty of Business and Accountancy

University of Malaya, in partial fulfillment

of the requirement for the Degree of

Master of Business Administration