

## **Customer Satisfaction Factors and Its Relationship with Customer Loyalty in Semiconductor Industry**

**Hishamuddin Ismail<sup>1</sup>, Ali Khatibi<sup>2</sup> and V. Thiagarajan<sup>3</sup>**

<sup>1,2</sup>*Faculty of Business and Law, Multimedia University, Melaka, Malaysia*

<sup>3</sup>*Faculty of Management, Multimedia University, Cyberjaya, Malaysia*

*E-mail: <sup>2</sup><ali.khatibi@mmu.edu.my>*

**KEYWORDS** Consumer. Industry. Services. Product

**ABSTRACT** The objective of this research paper is to study the factors that influence customer satisfaction and the nature of relationship between the customer satisfaction and customer loyalty in the semiconductor industry. The research identified that the following as the most essential elements that contribute to the customer satisfaction in this industry, they are, cost of ownership, the quality of services, the aspect of delivery, and the quality and performance of product. As for the relationship between customer satisfaction and customer loyalty, the correlation analysis indicates that there is a positive and substantiated relationship between the two constructs. This implies that the higher the level of customer satisfaction, the greater the possibility of the customer becoming more loyal.