

**A STUDY ON CUSTOMER ACCEPTANCE TOWARDS EXECUTIVE
BUS:
A CASE OF NICE IN KELANTAN**

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

**WAN NOR HASNITA BINTI WAN HAMID
(2009628952)**

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Marketing
University Technology MARA (UiTM)
Kota Bharu Campus, Wisma KUB, Jalan Sultan Ibrahim,
15050 Kota Bharu,
Kelantan.

05 Jan 2012

The Head of Program
Bachelor of Business Administration (Hons) (Marketing)
Faculty of Business Management
University Technology MARA (UiTM)
Kota Bharu Campus, Wisma KUB, Jalan Sultan Ibrahim,
15050 Kota Bharu,
Kelantan.

Dear Sir/Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (MKT 662)

Attached is the project paper titled "**A STUDY ON CUSTOMER ACCEPTANCE TOWARDS EXECUTIVE BUS: A CASE OF NICE IN KELANTAN**" for your kind evaluation as required by the Faculty of Business Management, UiTM.

Your kindness in accepting the thesis is very much appreciated.

Thank You.

You're sincerely,

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WAN NOR HASNITA BINTI WAN HAMID (2009628952)

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ABSTRACT

Transportation industry needs to remain competitive. One way of improving competitive advantage is to attract more customers and increase customers' acceptance. Customers' acceptance is importance for company's survival. Thus, this study has been conducted to determine how to build customers' acceptance to Konsortium Transnasional Berhad. Customers may accept due to high switching barriers or lack of real alternatives. Customers may also be accepting because they are satisfied and thus want to continue the relationship. The objective of this study is to determine the factors that influence customers' acceptance where the researcher focuses on four factors which are brand name, user characteristics, product characteristics, and advertising. The findings of this study will be beneficial to Konsortium Transnasional Berhad in ensuring its acceptance to Nice executive coach. In collecting data, the researcher used primary data (questionnaire) as a way to get feedback from the customers. Using non probability sampling, 100 respondents have participated on this study. In this research, the finding shows that brand name, user characteristics, and product characteristics have significant relationship towards dependent variable (customer acceptance)

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“In the name of Allah, The most Gracious and Peace be upon His Messenger, the holy Prophet Muhammad SAW.”

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THANK YOU

**WAN NOR HASNITA WAN HAMID
DECEMBER, 2011
Kota Bharu, Kelantan**