INFLUENCING FACTORS THAT BUILD BRAND PERCEPTION TOWARDS NORTH BORNEO UNIVERSITY COLLEGE

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JULY 2020

ACKNOWLEDGEMENT

Researcher would like to express an appreciation to all those who provided researcher the ability and possibility to complete this report. A special gratitude researcher would like to give to her final year paper advisor, Ms. Bernardette Jacynta Henry, whose helped in contributing stimulation of suggestions and encouragement, as well helped researcher in coordinating the project especially in writing this report. Furthermore, researcher also would like appreciate the advisor whose had invested their full effort in researcher video presentation that provide comment and advice in which helped in improving researcher's presentation skills. Researcher also would like to appreciate her parents, her siblings and friends for their unquantifiable love and financial assistance during this period.

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CHAPTER 1

INTRODUCTION

This chapter will start with the background of study, which provided an overview North Borneo University College (NBUC). Some aspects on brand perception specifically towards this private university also had been highlighted. The researcher had observed that the people commonly would do a comparison on several universities; specifically based on individuals' perception. Therefore, researcher believed that brand perception had become an important aspect where the marketers can use as their mechanism in enhancing their services on educational field. The problem statement addresses the various potential issues which been identified further in the study. This is then followed by the statement of research questions, research objectives, scope of study and the significant of study.

1.1 Background of Study

Every organization has long used a certain perception to define their brand as a way to create a point of differentiation between their products and/or services from their competitors' products and/or services (Ali et al., 2016). The way to create an image that defines the brand itself which mainly based on a certain perception also might slightly differ among organization; whereby in this study context, the university itself as an organization. Therefore, the main idea of this study is to analyse the brand aspect which specifically about brand perception on North Borneo University College as one of the private university that located in Kota Kinabalu, Sabah. North Borneo