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**UNIVERSITI TEKNOLOGI MARA SABAH**

**KAMPUS KOTA KINABALU**

**FACULTY OF BUSINESS MANAGEMENT**

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**RESEARCH REPORT**

<b>COURSE</b>	<b>:</b>	<b>RESEARCH METHODOLOGY</b>
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## **ABSTRACT**

Universiti Teknologi Mara Kota Kinabalu is situated in Sepangar, Kota Kinabalu and has about 2000 students that are taking their Bachelor and Diploma level. This study attempt to measure the type of laptop that students preferred most and to determine the budget that students spend to upgrade their laptop. Our research aim on three objectives that are to determine what type of laptop that students preferred most, to identify students budget in upgrading their laptop and to determine the reason why students upgrade their laptop.

During this research, we are taking 82 respondents from seven different diploma courses to response with our questionnaire. After doing the research and analyzing it, most students preferred to choose ACER laptop and they spend their budget to upgrade laptop around RM50 to RM100. Other than that, most of the students gave their reason why they upgrade laptop because most of them wanted to add new hardware.

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