



**CORPORATE ABILITY AND CORPORATE SOCIAL
RESPONSIBILITY INFLUENCE ON PURCHASE
INTENTIONS OF GLENEAGLES
KOTA KINABALU, SABAH.**

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1.1 INTRODUCTION

This study is specifically investigates the corporate ability (CA) and corporate social responsibility (CSR) influence on purchase intention of Gleneagles Kota Kinabalu Hospital. The study is based on a primary data which have been collected from 120 respondents from Gleneagles Kota Kinabalu Hospital. This data is analysed using Statistical Package for Social Science (SPSS). The study has examined two factors which affecting the purchase intention of Gleneagles Kota Kinabalu such as Corporate Ability (CA) and Corporate Social Responsibility (CSR). The result of the study had reveal that the purchase intention is more influence by corporate social responsibility and followed by corporate ability. The study will significantly prove to be great of help and guidance to the marketers in understanding how different factors can easily influence consumer purchase intention, so that marketers consider these factors accordingly while framing effective strategies to trigger the purchase intention of the customer.

education, and also increase in the household income (Sidiq Zawani, Wong, Busu, & Haniffah, 2004). With all of this changes, it will lead to the role of purchase decision to shift and yet the consumer is considering many factors before making any purchase decision (Mansuritchai, 2002).