



**CUSTOMER PURCHASE INTENTION IN  
GENTING HIGHLAND PREMIUM OUTLET  
(GHPO)**

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**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
MELAKA KAMPUS BANDARAYA**

**JULY 2018**

**CUSTOMER PURCHASE INTENTION IN GENTING HIGHLAND PREMIUM  
OUTLET (GHPO)**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JULY 2018**



**BACHELOR OF BUSINESS ADMINISTRATION**  
**WITH HONORS (MARKETING)**  
**FACULTY OF BUSINESS ADMINISTRATION**  
**UNIVERSITI TEKNOLOGI MARA**  
**“DECLARATION OF ORIGINAL WORK”**

I am, Mohd Sharul Shafik bin Asmuni, (I/C Number: 951022-12-6469)

Hereby, declare that:

- ☐ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- ☐ This project paper is the result of my independent work and investigation, except where otherwise stated.
- ☐ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

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Date:

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## LETTER OF SUBMISSION

JULY 2018

The Head of Program,

Bachelor of Business Administration (Hons) Marketing,

Faculty of Business Management,

University Teknologi MARA,

Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah

73500 Melaka

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“CUSTOMER PURCHASE INTENTION IN GENTING HIGHLAND PREMIUM OUTLET”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

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MOHD SHARUL SHAFIK BIN ASMUNI

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

## **ABSTRACT**

This Research study is aimed to identify the factors of customer purchase intention in Genting Highland Premium Outlet, Pahang. The elements that will be examined were environment, tenant variety and promotion. Convenient sampling technique was used and adapted. Questionnaires were been adapted from various research journals that related to the topic and been distributed to 150 respondents around Kuala Lumpur area. Total 150 questionnaires were collected and were found usable. Data then been analyzed by using SPSS. Hence data been analyzed using several statistical analysis including demographic profile, reliability analysis, correlation test and multiple regression test. Furthermore, the result shows and confirmed that all of the variables are positively related towards customer purchase intention in Genting Highland Premium Outlet. As conclusion, the findings of this research study can be beneficial especially to the management of Genting and product brand.