



**FACTORS INFLUENCING CUSTOMERS VISITING SHOPPING MALLS IN KUALA
LUMPUR**

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business
Administration (Hons.) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM KAMPUS BANDARAYA MELAKA**

JUNE 2015



BACHELOR OF BUSINESS ADMINISTRATION HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

DECLARATION OF ORIGINAL WORK

I, **(AZLINA BINTI SHAHABUDDIN)**, I/C NUMBER: **(920108-14-6370)**

I, **(NOOR ROSNANI BINTI OSMAN)**, I/C NUMBER: **(901126-11-5233)**

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- 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: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

Date: 3 JULY 2015

Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Enclosed here is the research entitled "FACTORS INFLUENCING CUSTOMERS VISITING SHOPPING MALLS IN KUALA LUMPUR" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

I hope this report will fulfill the requirement of Bachelor of Business Administration with Honors and also achieved the objective of this study.

Thank you,
Yours faithfully,

AZLINA BINTI SHAHABUDDIN
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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The objective of this study is to examine the relationship between four hypotheses which is the relationship between convenience, diversity, comfort and facility with shopping malls in Kuala Lumpur. For this purpose of this study, the descriptive research was deployed. Convenient sampling has been utilised with 150 respondents as the sample size which 100 usable questionnaires were answered and collected from the respondents based on their consent and voluntary basis.

The result revealed that all of the hypotheses shows a positive relationship and significant between each other. As recommendations, the mall management should provide a pleasant environment for shoppers and provide more facilities especially for disabled person. Other recommended independent variables are mall essence and edutainment.

By using the analysed generated by SPSS (Statistical Package for Social Science), results are analysed and deductions being drawn. Finally, the findings from this study will make shopping malls the first choice in order to capture the shoppers' attention towards the factors that influence customers visiting shopping malls in Kuala Lumpur.