



FACTORS INFLUENCE BRAND EQUITY OF QU PUTEH

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DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, Nursyahirah Binti Abu Bakar Azmi

(I/C NUMBER : 940607-14-6680)

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 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 :

Date : June 2016

## **LETTER OF TRANSMITTAL**

June 2016

Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER ( MKT 672)**

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project paper entitled “Factors Influence Brand Equity of Qu Puteh” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Nursyahirah Binti Abu Bakar Azmi

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(BBA Hons Marketing)

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## **ABSTRACT**

The purpose of this study is, to identify the factors influence brand equity of Qu Puteh among Intekma staff. The research is based on a sample of 36 respondents who is the staff of Intekma Resort. The results show that endorser credibility and self – brand connection influence brand equity of Qu Puteh.

***Key words* : Endorser Credibility, Self – Brand Connection, Brand Equity**