



**TO INVESTIGATE THE SIGNIFICANCE OF MARKETING MIX (7P'S) THAT  
INFLUENCES THE CONSUMER SELECTION OF SHOPPING CENTERS IN  
MELAKA TENGAH**

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**(HONS) MARKETING**

**FALCULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**JULY 2014**

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**MODE B**

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

**FALCULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FALCULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF WORK”**

**I, Stephanie Unyang anak George, (911004136050)**

**I, Suliza anak Lambu, (I/C Number 900717135062)**

**Hereby, declare that,**

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

**Signature:\_\_\_\_\_**

**(STEPHANIE UNYANG ANAK GEORGE)**

**Date: July 2, 2014**

**Signature:\_\_\_\_\_**

**(SULIZA ANAK LAMBU)**

**Date: July 2, 2014**

## **LETTER OF SUBMISSION**

**JULY 2014**

**The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 OFF Jalan Hang Tuah  
73500 Melaka**

**Dear Sir/Madam,**

### **SUBMISSION OF PROJECT PAPER**

**Attached is the project paper title “TO INVESTIGATE THE SIGNIFICANCE OF MARKETING MIX (7P’S) THAT INFLUENCES THE CONSUMER SELECTION OF SHOPPING CENTERS IN MELAKA TENGAH” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.**

**Thank you.**

**Yours sincerely,**

**Stephanie Unyang anak George  
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## **ABSTRACT**

The paper assesses the significance of the 7p's of marketing in influencing consumer selection of shopping center among consumer in Melaka Tengah. Research objective for this study is to define the significant relationship between independent variables (product, price, place, promotion, people, process and physical evidence) and dependent variable (customer selection of shopping center) and also to determine the most factors that highly influence consumer selection of shopping centers in Melaka Tengah. Data was gathered from a convenience sampling with 100 respondents using a questionnaire informed by 35-items construct based on the 7p's of marketing amongst the consumer in Melaka Tengah. Descriptive analysis, coefficient correlation analysis and regression analysis were employed to analyze the data by using Statistical Package for Social Science (SPSS) 20 version. The result shows that all of the 7p's of marketing has significant relationship with customer choice of shopping center in Melaka Tengah. However, among the 7p's marketing, product is the most factors that highly influence consumer selection of shopping centers in Melaka Tengah.