



## LETTER OF TRANSMITTAL

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The Head of Programme,  
Bachelor of Business Administration (Hons) Business Economics,  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the Business Economics Project Paper titled “**FACTOR INFLUENCE CONSUMER BEHAVIOR ON SPENDING PATTERN AT AI-IKHSAN SPORT SDN BHD : CASE STUDY AT JUSCO AEON TEBRAU**” in order to fulfill the requirement as required by the Faculty of Business Management.

Thank you.

Yours sincerely,

(NURSYUHADA BINTI MUSTAFHA KAMARUDDIN)

2010464858

## ACKNOWLEDGMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

**“In the name of ALLAH, who is the Most Gracious, Most Merciful”**

Glory to Allah S.W.T, Most Gracious, the Most Merciful, and peace upon his messenger Holy Prophet Muhammad S.A.W. All the worship belongs to only Allah. I seek refuge to Allah from the wickedness within and from the evil deeds. I also praised to Allah S.W.T for giving me courage, time, strength, and knowledge to complete this project paper properly.

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## **ABSTRACT**

Sports are getting a new highlight in world nowadays. People learn that leading a healthy lifestyle give will more than they expecting. People like to do exercise in a very fashionable way. So, as an entrepreneur, Ali bin Hassan come out with an idea to join the sports retailer business. Provide a fashiobale sportswear yet comfortability included. From this statement tting a new highlight ithis paper will research about factor influence consumer behavior on spending pattern at aL-ikhsaN Sports Sdn Bhd, where case study at Jusco Aeon Tebrau. The problem statement of this research can be developed because the objectives of this study are to determine the relationship between location, price, customer services and quality of product to consumer behavior of aL-ikhsaN Sport Sdn Bhd. Research methodology using in this study is quantitative study, and this study was conducted to aL-ikhsaN Jusco Aeon Tebrau costumer. A survey was conducted through distributing questionnaires to customer from different background. A total of 110 self-administered questionnaires were distributed. Using quantitative analysis, the data was computed and analyzed by using SPSS program.