



**THE IMPORTANCE OF BRAND EQUITY TO
UNIVERSITY COLLEGE SABAH
FOUNDATION (UCSF)**

**MOHD SYUWARI BIN ABDUH
2015126767**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH**

JUNE 2018

DECLARATION OF ORIGINAL WORK



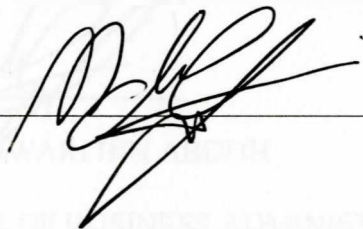
**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, MOHD SYUWARI BIN ABDUH, (I/C Number: 930629-12-5531)

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: _____

25 / 5 / 2018

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

1.1	Background of Study	1-2
1.2	Statement of Problem	3
1.3	Research Objectives	4
1.4	Research Questions	4
1.5	Scope of Study	5
1.6	Significant of Study	6
	1.6.1 The Researcher	6
	1.6.2 The Organization	6

CHAPTER 2

LITERATURE REVIEW

2.1	Brand Equity	7-8
2.2	Brand Awareness	9
2.3	Brand Association	10
2.4	Perceived Quality	11
2.5	Research Framework	12
2.6	Research Hypotheses	12-13

CHAPTER 3

RESEARCH METHODOLOGY

3.1	Source of Data	14
	3.1.1 Primary Data	14
	3.1.2 Secondary Data	15
3.2	Research Design	15

LIST OF TABLES

Table:		Page
Table 4.1:	Respondent's Gender	20
Table 4.2:	Respondent's Age	22
Table 4.3:	Respondent's Marital Status	23
Table 4.4:	Respondent's Ethnic Group	24
Table 4.5:	Respondent's Educational Level	25
Table 4.6:	Respondent's Occupation	26
Table 4.7:	Cross Tabulation Gender* Age	27
Table 4.8:	Cross Tabulation Marital Status* Ethnic Group	28
Table 4.9:	Cross Tabulation Education Level* Occupation	29
Table 4.10:	Cross Tabulation Age* Marital Status	30
Table 4.11:	Cross Tabulation Gender* Marital Status	31
Table 4.12:	Cross Tabulation Age* Occupation	32
Table 4.13:	Cross Tabulation Gender* Ethnic Group	33
Table 4.14:	Summary of Scale Reliability Analysis	34
Table 4.15:	Pearson Correlation Analysis	35
Table 4.16:	Descriptive Statistic: Univariate Data Analysis	36
Table 4.17:	Result of Multiple Regression Analysis	39

ABSTRACT

The purpose of this research is to study on the importance of brand equity to University College Sabah Foundation (UCSF). Branding is considered as the most crucial element to develop sustainable strategies agreed among universities and colleges. However, because of the uncommon nature of the service, the result is more likely to become adverse. The objective of this research is to identify the importance of brand equity to University College Sabah Foundation and also come out with the suggestions and recommendations for University College Sabah Foundation in order to develop sustainable strategies. This research was done by distributing 291 questionnaires that were distributed manually and using electronic method in selected area which is within the internal organization of University College Sabah Foundation. Findings showed three areas of their greatest concerns which are brand awareness, brand association and perceived quality. Further, this paper highlighted the things that are necessary and needed improvement.