A STUDY ON KOPEKS BRAND A WARENESS AMONG
GOVERNMENT EMPLOYEES IN THE DISTRICT OF
PAPAR SABAH

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DECEMBER 2018

DECLARATION OF ORIGINAL WORK

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"DECLARATION OF ORIGINAL WORK"

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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 degree or any other degrees.

❑ This project paper is the result of my independent work and investigation, except where otherwise stated.

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ABSTRACT

Brand awareness is included in an important element to be as a success organization in order to compete with others organizations that have the same activities. The aim of this study was to investigate and study on KOPEKS brand awareness among government employees in the district of Papar, Sabah. This study has focused on three variables which are advertising, services, and benefits. The study sample was composed of total respondents 176 in the government departments (federal, state, and GLC) near to town of Papar. The result of factor analysis revealed two variables are significant factors and only one variables not significant where the respondents have knowledge and aware about KOPEKS. This research can provide management to get information and recommendation how KOPEKS can increase the awareness among government employees about KOPEKS services.