



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

**PRISCHELIE LISA BINTI JOHN
2015282698**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
DECEMBER 2018**

DECLARATION OF ORIGINAL WORK



CAWANGAN SABAH

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT**

“DECLARATION OF ORIGINAL WORK”

I, PRISCHELIE LISA BINTI JOHN, I/C NUMBER: 930319-12-5106

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.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: DECEMBER 2018

TABLE OF CONTENTS

| | |
|------------------------------|----------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENT | v - vii |
| LIST OF TABLE | viii |
| LIST OF FIGURE | ix |
| ABSTRACT | x |
| | |
| CHAPTER 1 | 1 |
| INTRODUCTION | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Statement of Problem | 2 |
| 1.3 Research Objectives | 3 |
| 1.4 Research Questions | 3 |
| 1.5 Scope of Study | 4 |
| 1.6 Significant of Study | 4 |
| | |
| CHAPTER 2 | 5 |
| LITERATURE REVIEW | 5 |
| 2.1 Introduction | 5 |
| 2.2 Advertising | 5 |
| 2.3 Services | 6 |
| 2.4 Benefits | 6 |
| 2.5 Brand Awareness | 7 |
| 2.6 Research Framework | 8 |
| 2.7 Research Hypotheses | 9 |

LIST OF TABLE

| | | |
|--------|---|----|
| 4.1.1 | Age | 16 |
| 4.1.2 | Gender | 17 |
| 4.1.3 | Marital Status | 18 |
| 4.1.4 | Education Level | 19 |
| 4.1.5 | Government Sector | 20 |
| 4.1.6 | Length of Service | 21 |
| 4.1.7 | Monthly Income | 22 |
| 4.1.8 | How did you know about KOPEKS | 23 |
| 4.1.9 | Where is the place you do your Financial Services? | 24 |
| 4.1.10 | Why chose at that place? | 25 |
| 4.2.1 | Cross tabulation Government Sector * Monthly Income | 26 |
| 4.2.2 | Cross tabulation How they know * Education Level | 27 |
| 4.2.3 | Cross tabulation Place * Reason | 28 |
| 4.3.1 | Reliability Analysis | 29 |
| 4.3.2 | Correlation | 30 |
| 4.4 | Descriptive Statistics: Univariate Data Analysis | 31 |
| | Result of Multiple Regression Analysis | 32 |
| | Table Departments Questionnaire Distributed | 49 |

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.