



**BRAND AWARENESS OF HIGHER EDUCATION  
INSTITUTIONS:  
A CASE STUDY AT UTHM PAGOH CAMPUS**

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## DECLARATION OF ORIGINAL WORK



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### "DECLARATION OF ORIGINAL WORK"

I, Siti Nur Amira binti Jaafar, (I/C Number: 951108017116)

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: \_\_\_\_\_

A handwritten signature in black ink, appearing to be 'Siti Nur Amira binti Jaafar', written over a horizontal line.

Date: \_\_\_\_\_

20/12/2018

## LETTER OF TRANSMITTAL

26<sup>th</sup> December 2018

Mardziyana Mohamad Malom  
Ketua Pusat Pengajian (Ijazah)  
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JOHOR DARUL TAKZIM

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research report title "Brand Awareness of Higher Education Institution: A Case Study in UTHM Pagoh campus" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



(Siti Nur Amira binti Jaafar)

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## ABSTRACT

The purpose of this research paper is to create brand awareness of higher education institution at UTHM Pagoh campus. Brand awareness is important for any institution because it is significantly influences customers' purchase decision-making and judgment. Besides, it is easier for people to learn about the brand if the level of brand awareness is higher. This also will helps brand to register better in the minds of consumers. However, how universities manage the relationship with the students and how students perceive their institution's brand can have an impact on the attachment with the institution and in turn on students intentions to engage with the university in the future. Hence, this research has outline several important variables that will help to create brand awareness of higher education institution. The methodology used in this research paper is quantitative where a case study in used. The researcher distribute questionnaire to 100 respondent to do data collection and convenience sampling technique was applied in this research paper. All the data was analyze using SPSS version 22 where researcher do descriptive, reliability with the cronbach's Alpha of .869 and regression analysis. The findings indicate that word of mouth and customer satisfaction play a significant role in create brand awareness of UTHM Pagoh campus. Meanwhile, advertising also do give impact of the brand awareness but only by a small portion. This finding can give company an understanding on how to tackle their customer in term of brand awareness.

*Keyword: Brand Awareness, Word of Mouth, Advertising, Customer Satisfaction*