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“DECLARATION OF ORIGINAL WORK”

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Hearby declare that:

- This work has not previously been accepted in substance for any degree, any 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 is stated.

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

Signature: Bella Date: 29/12/2014

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## **ABSTRACT**

The purpose of this project paper is to study the factors influencing purchase intention of Starbuck's Coffee among customer in Kota Kinabalu. The researcher is focusing on the brand equity elements which are brand loyalty, brand awareness, brand association and perceived quality. Quantitative data collection method and the simple random sampling is used to aid the research. 87 questionnaires will be distributed to the respondents and will be analyzed by using the SPSS software. The research is conducted at Starbuck's Coffee Warisan Square Kota Kinabalu.

# CHAPTER ONE

## INTRODUCTION

### **1.0 Preamble**

*This chapter describe the related and the necessary information about Starbuck Coffee Company, which includes descriptions about the background of the research, objectives, significance, as well as the limitations encounter by the researcher.*

### **1.1 Research Background**

Starbucks Coffee has their own specialty to communicating every day with millions of customers with different product and more over twenty thousand retail stores in sixty five countries and one of it at Warisan Square Sabah, Kota Kinabalu. Starbuck's have six outlet store in Sabah which are located at Centre Point, Warisan Square, Ocenus, City Mall, 1 Borneo and KKIA. The study was conducted at Starbuck;s Coffee Warisan Square outlet. They have 13 staff which is called as partners. The operating hours are daily start from Sunday to Thursday start from 0800 to 0000 and Friday to Saturday start from 0800 to 0100. The basic facilities includes wifi, toilet, chairs, tables, condiment bars, store and merchandise display.