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**A STUDY ON SECONDARY SCHOOL STUDENTS
AWARENESS TOWARD THE EXISTENCE OF JAIPETRA
COLLEGE WITHIN KOTA BHARU AREA**

AMINUDDIN MAT JUSOH

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

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UNIT RUJUKAN & PERKHIDMATAN PEMBACA

LETTER OF TRANSMITTAL

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(Hons) (Marketing) 04
Faculty of Business and Management
Universiti Teknologi MARA
23000 Dungun
Terengganu

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Dr. Wan Mansor Wan Mahmood
Marketing Internship (MKT 650) Lecturer
Faculty of Business and Management
Universiti Teknologi MARA
23000 Dungun
Terengganu

Sir,

MARKETING INTERNSHIP (MKT 650) REPORT

Enclosed herewith is my report entitled '*A study On Secondary School Students Awareness towards the Existence of JAIPETRA College within Kota Bharu Area*'.

With the submission of this report. I hope this research paper will meet the requirement and expectations of the Faculty of Business and Management, also meets the requirement and purpose of the marketing internship subject.

I hereby submit the project paper and hope you will find everything satisfactory.

Thank you

Yours faithfully,



(AMINUDDIN MAT JUSOH)
MATRIX NO: 97283543

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“In the name of Allah, the Merciful, the Beneficent”

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My Supervisor, Corporate Planner Manager, JAIPETRA College Kota Bharu.*
- *PUAN MUHAZITA ALIAS
The Course Tutor of Marketing, Department of Marketing and Management, Faculty of Business And management, MARA Institute of Technology, Terengganu Branch.*
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- *All Staff of ITM Terengganu Library*
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- *All those who had contributed in one way or the other.*

My success is your success too. May Allah bless you.

ABSTRACT

This research has been designed in order to examine the secondary school students' awareness towards the existence of JAIPETRA College. The study is to measure whether they are aware or not about the existence of JAIPETRA College. Among the assumptions set are the level of awareness towards the existence of JAIPETRA College is low, the different perception of the students about study in Kelantan and the awareness of students on JAIPETRA College vary from school to school.

A total of 100 respondents have been chosen as samples based on stratified random sampling. The data has been collected through questionnaires. All of the respondents were required to fulfill the questionnaires that had been distributed in ten schools around Kota Bharu area. The data collected has been presented in the table by using frequencies test for each question as it easier to understand and interpret. Cross tabulation and Chi-square rules will be used for hypothesis testing. It is to give guidelines in making decision to accept or to reject hypothesis.

From the total respondents 50 percent are from Arabic Secondary school and 50 percent from ordinary secondary school. 95 percent of the secondary school students are aware about the existence of private college in Kelantan. From the total respondents, 70 percent prefer to study at Private Higher Learning Institutions outside Kelantan. There is relationship between the gender and the place of HLI preferred to further study. But there is no relationship between awareness and interest to further study at PHLI and also the types of school. 51 percent are aware of the JAIPETRA College location, 76 percent are aware of JAIPETRA College concept, 60 percent are aware of JAIPETRA College courses, 45 percent are aware about JAIPETRA College approval and 25 percent are aware about intake session in JAIPETRA College. 95 percent of target customers preferred the Islamic + Professional Concept. Most of them, 42 percent read the Harakah Newspaper.

Therefore, several recommendations have been forwarded in order to increase the awareness and improve the quality of the service such as through effective advertising, publicity etc.

This project paper presents the ability of the researcher to interplay the theories learn and application to the real condition of conducting the research, concluding the real findings and present practical ideas to improve products and services at JAIPETRA College.

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