



THE INFLUENCE OF WOM (WORD OF MOUTH) IN
DECISION MAKING TO VISIT TAMU KPD

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ABSTRACT

The purpose of this project paper is to study the influence of Word of Mouth (WOM) in making decision to come and visit the Tamu KPD which is situated at Teluk Likas. The researcher is focusing on the sources of message and also the message content of Word of Mouth (WOM). For the aid of this research, quantitative data collection method and simple random sampling is used in aiding the research. The target population for the research is the citizens around the Kota Kinabalu. About 90 questionnaires are distributed to the respondents and will be analysed by using SPSS software.