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CHAPTER 1- INTRODUCTION **ABSTRACT**

This report is about the consumer purchase intention in Kota Kinabalu and what factors that contributes to consumer intention of purchasing Tilapia fish and what factors that contributes to consumer satisfaction towards the Tilapia fish.

A total of 200 respondents from different age were randomly selected. The researcher distributed questionnaires to the respondents which they fill out and also gave their opinion on what factors that contributed their intention of purchasing and their satisfaction towards the Tilapia Fish. Using quantitative analysis, the data obtained were analyzed using Microsoft excel and converted to pie chart and bar chart and percentage. From the information obtained, the main finding is that the taste of Tilapia fish, quality, price and benefit of buying Tilapia fish can influence the consumer intention and satisfaction to purchase Tilapia fish. The researcher hope that the research can give provide the Tilapia farmers and fisheries department to increase and commercialize Tilapia fish market time to time.