



**FACTORS THAT DRIVE THE CONSUMERS PURCHASE DECISION OF KPJ
HEALTHCARE**

SYAKIRAH BINTI ROHAYUDIN

2014728575

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

Alhamdulillah, all praise to the Almighty that I am finally able to finish this research paper. I decided to take this opportunity to extend my thanks to everyone who has been a strong support for me throughout my journey in completing this paper. First of all, I am highly indebted to my lecturer advisor, Dr. Akmal Aini Othman for her aspiring guidance, advice, and constructive comments. I have gained great knowledge from her.

Apart from that, my gratitude also goes to KPJ Healthcare Berhad for giving me the opportunity to conducting my study as well as the staffs who have been cooperative in helping me getting a little information. Lastly, my appreciation goes out to my parents and friends for an incredible motivation, moral and financial support.

TABLE OF CONTENTS

LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
ORIGINAL LITERATURE WORK DECLARATION	vii
ABSTRACT	viii

CHAPTERS

1 Introduction

1.1 Background of the Company	1
1.2 Introduction of the study	2
1.3 Problem Statement	3
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Scope of the Study	6
1.7 Significance of Study	6
1.8 Limitation of Study	7

2 Literature Review

2.1 Introduction	9
2.2 Factors that drive the consumers' purchase decision of KPJ Healthcare	9
2.2.1 Advertisements	
2.2.2 Word-of-Mouth	
2.2.3 Brand	

Abstract

KPJ Healthcare Berhad is one of the leading providers of premium healthcare services, and also was known internationally. Comparing from the year 2015 to the year 2016, their revenue has seen an increment. However, it is not an easy step for them. Over the years they have carried out a lot of marketing efforts to engage as many customers as they can all over the world. To perform that, they needed a huge budget in ensuring the effectiveness of the marketing and advertising strategy. This is where we see that understanding the reason behind customers purchase is significant in order for KPJ to come out with a good marketing strategy afterward –a strategy that is cost-effective. This research involves determining the factors that influence the consumers to choose KPJ Healthcare, and what makes it the preferable choice amongst consumers both of Malaysia and the foreign consumers. This research is also conducted with the aim to investigate the reason for the consumers' purchase and their preferences towards the service of KPJ Healthcare. Based on the secondary data resources that is already collected and gathered from various journals, few determinants can be developed and those include; advertising, brand, Word-of-Mouth and perceived quality.

Chapter 1

Introduction

1.1 Background of the Company



As a leading provider of premium healthcare services, KPJ's unique quality of care is seen through their synergistic strength. They have leverage on integrated network to provide top quality services and advanced facilities across the healthcare spectrum, from specialist consultation to the most complex of surgeries.

Operating for more than 33 years, KPJ Healthcare Berhad currently has 25 hospitals in Malaysia, two hospitals in Indonesia, one hospital in Bangladesh and a share in a hospital in Thailand. Over the years, their number of patients served has recorded a nice increment and this can be said due to their strong network of hospitals in Malaysia.

It is important that a hospital to be recognized by accreditation bodies, such as the Malaysian Society for Quality in Health (MSQH) and the Joint Commission International (JCI). Some patients seek for hospitals accreditation in choosing for the right healthcare provider. By getting the accreditation means that a hospital is able to maintain a certain standards, processes and service quality professionals. Most of KPJ Hospitals have that and they also have been accorded with several awards.