



THE FACTORS INFLUENCING CUSTOMERS PURCHASE DECISION AT  
PARKSON MAHKOTA PARADE AMONG INTERNATIONAL BUSINESS  
STUDENTS OF UiTM CAWANGAN (MELAKA) KAMPUS BANDARAYA

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## **ABSTRACT**

The researcher has decided to focus on the ‘Factors Influencing on Purchase Decision at Parkson Mahkota Parade among International Business Students of UiTM Cawangan (Melaka) Kampus Bandaraya. The researcher is going to study further more on the purchase decision of UiTM International Business students towards Parkson in order to investigate whether or not these factors have a relationship with the purchase decision towards this retail mall. These factors include product, value for money, shopping experience and loyalty programme.

The survey is conducted at UiTM Cawangan (Melaka) Kampus Bandaraya in Melaka area. The sample size for this study is 70 International Business students of UiTM Cawangan (Melaka) Kampus Bandaraya especially those who going for retail industry. Data obtained using two methods that are primary and secondary data. Respondent are required to answer the questionnaires that contain element that potentially have relationship with the product decision towards this retail mall. Data are analyzed using Reliability Test, Frequency and Descriptive Statistic through SPSS Program. Based on SPSS Program a clear findings and result is observed.

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