



**UNIVERSITI TEKNOLOGI MARA, SABAH
(KAMPUS KOTA KINABALU)**

**MARKETING RESEARCH ON CUSTOMER PERCEPTION TOWARD THE FACTORS
THAT INFLUENCE ESHAM CYBER CAFÉ
KUALA KRAI, KELANTAN**

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"In the name of Allah, The Merciful, The Beneficent"

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CHAPTER ONE

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ABSTRACT

This research is aimed to determine factors that influence customer perception towards Esham Cybercafe and which the most influencing factor from four independent variables is under studied. The research involves two variables; dependent variable (customer perception) and independent variables (pricing, service quality, place and sales promotion).

There are 100 respondents among customers at Esham Cybercafe Kuala Krai involved in this research. Information will be gathered using stratified data sampling method. Tool that will be used to analyze data is by using the Statistical Package of Social Science (SPSS).

At the end of this project paper, the researcher can concluded that there is a positive relationship between dependent variable with pricing, while other three independent variables, service quality, place and sales promotion have no positive relationship.