

DECLARATION OF ORIGINAL WORK

DECLARATION OF ORIGINAL WORK



**A STUDY ON CONSUMER PERCEPTION
TOWARDS RENTAL OF POTTED PLANTS
SERVICE OFFERED BY LIKAS FLORA**

UNIVERSITI TEKNOLOGI MARA

DECLARATION OF ORIGINAL WORK

MASNAH BINTI ABDUL HAMID
2004332642

(Masnah Binti Abdul Hamid, (IC Number: 800012-0012))

Herewith, declare that:

This work has not previously been accepted in substance for any degree
**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU CAMPUS**

All verbatim extract have been distinguished by quotation marks and
sources of my information have been specifically acknowledged.

NOVEMBER 2006

Signature:

Date:

UNIVERSITI
TEKNOLOGI MARA
KOTA KINABALU CAMPUS

ACKNOWLEDGEMENT

PAGE

Firstly, I would like to praise and thank Allah S.W.T for giving me the healthiness and patience to complete this project paper.

A very special word of appreciation goes to my beloved advisor Pn Hasnawati Guliling for her continuous suggestions, advises, critiques and invaluable support in presenting project paper in a complete manner.

To my second examiner Tuan Haji Wahi, I also want to thank him for the assistance and suggestions in making this project paper complete. Not forgetting, thank you to Mr Shamlis Salisi, my course Coordinator of Bachelor Business Administration (BBA Marketing) for his commitment to us and for me especially in giving me his advice and courage me to be patient and strong in completing my practical and research. Besides that, he also gives me and my friends' full information about this subject and gives his support for us to complete our study.

To my boss, Puan Hajah Liza Suriana Peter and all other staffs of Likas Flora, thank you for the co operation and ideas and information that given to me. InsyaAllah, I will try my very best in delivering this research.

I also want to acknowledge with great respect my parents for their love; encouragement and support have been exemplary.

Those whose names are not mention here, I would like to extend my warmest gratitude for the kind assistance through out the research for their physical, material and emotional support.

CHAPTER 2: LITERATURE REVIEWS

God Bless.

2.1	House Plants	12
2.2	Perception	12

TABLE OF CONTENTS

	PAGE
Declaration of original work	i
Letter of submission	ii
Acknowledgement	iii
Table of contents	iv
Abstract	x
CHAPTER 1: INTRODUCTION	
CHAPTER 3: RESEARCH METHODOLOGY	
1.0 Overview	1
1.1 Company profile	2
1.2 Background of Study	3
1.3 Scope of study	4
1.4 Problem Statement	5
1.5 Objectives of Study	6
1.6 Research Questions	7
1.7 Theoretical Framework	8
1.8 Limitations of Study	9
1.9 Significance of the study	10
1.10 Definition of Terms	11
CHAPTER 2: LITERATURE REVIEWS	
2.1 House Plants	12
2.2 Perception	12

2.3	Sustainability: Consumer Perception and Marketing Strategies	13
2.4	Service Quality	14
2.5	Ideal and Reality	15
2.6	Plants in offices <i>interpretation (Overview)</i>	16
2.7	Caring for Plants in Retail Setting	16
2.8	Growing for Profit Managing Crop Mix According to the Market	17
2.9	Appreciating House Plants	19
2.10	On the Success of Floristar <i>management of flower</i>	19
4.1.5	Perception towards flower maintenance	30
CHAPTER 3: RESEARCH METHODOLOGY <i>color of plants</i>		31
3.1	Primary Data <i>attention towards variety of flower offered</i>	22
4.1.1.1	Face-to-face interview <i>written materials</i>	33
4.1.1.2	Questionnaires <i>needs fulfilling specific needs</i>	34
4.1.1.3	Telephone interviews <i>spouse promises</i>	35
4.1.1.4	Observation <i>towards performance of first time service</i>	36
4.1.12	Perception towards departure and arrival time	37
3.2	Secondary Data <i>in towards staff sincere interest in solving problems</i>	23
4.1.2.1	Internal Data <i>towards staff willingness to help</i>	38
4.1.2.2	External Data <i>towards staff dress</i>	40
4.1.16	Perception towards staff knowledge in answering question	41
3.3	Sampling Procedure <i>towards those who answering the telephone</i>	24
4.1.3.1	Population <i>relation to improve rental of potted plants service</i>	43
4.1.3.2	Sampling Frame	
4.1.3.3	Sampling Technique	
4.1.3.4	Sample Size	
4.1.3.5	Data Analysis Procedure	

ABSTRACT

This research paper is the final requirement for final year students of the Bachelor of Business Administration (Hons) Marketing course. This project consists of three chapters: (1) An introduction, (2) Literature Reviews, (3) Research Methodology including the bibliography. This research is mainly about 'A Study on Consumer Perception towards Rental of Potted Plants Services offered by Likas Flora. It serves three main purposes; to study consumer perceptions towards rental of potted plants service offered by LF,'to identify customer service strategies needed for rental of potted plants services and to suggest promotional strategies to improve potted plant for rent service.

It is important to know consumer perception in order to improve the service quality a business offered. Yet many business organizations don't pay as much attention to what their customer perception is as what they really want. The same arise to nursery industry which involved potted plants or houseplant product and services. That's because their main target is focusing on landscaping area as they don't know that rental of potted services is also important and can gives profit too. A nursery should get to know what their customer perception as this can help them to improve their services and to serve a better service. This research will be conducted among the existing customer of LF who 'buy' the rental of potted plants services offered in order to determine the problem, opinion and also to get feedback to enable them meet their expectations. In fact, this research will help in finding ways to make customer to stay and also gaining new customers.