



A STUDY ON FACTOR THAT INFLUENCING TO  
THE RECOGNITION OF RADICARE BRAND  
NAME AMONG ITS CUSTOMER AT HOSPITAL  
TEMERLOH

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## ABSTRACT

Corporations in industrialized countries have widely recognized that the success and prosperity of their organizations depend on their ability to introduce their brand name. The purpose of this research is to study the factors that maybe contribute to the recognition of brand name of an organization. Three factors have been identified which were quality services, company image, and the effectiveness of spread of information about the company.

The fieldwork for this research was carried out at one of the company that provided the total Healthcare support services which is Radicare (M) Sdn. Bhd at Temerloh, Pahang. In getting the data and information needed, the primary data have obtained from the survey method. The survey instrument in which questionnaires, have been used in this study. It involved a structured questionnaire given to the respondents to elicit specific information. The sample for this study was the staffs of Temerloh Hospital. One hundred (100) sets of questionnaires have been distributed personally to one hundred respondents but only 72 are usable. Data are analyzed using Reliability Test, Descriptive analysis, Pearson Correlation Analysis, Crosstabulation Analysis, and Multiple Regression Analysis through SPSS Program.

Overall, the finding of this study has come up with a new research model according to the sources of previous study. From the study it indicated that, quality services is the most influence factor in explaining to the recognition of company brand name. This result suggests that the brand name can be a key strategy for the firm to enjoy comparative advantages.

TABLE OF CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTERS	
CHAPTER I	
1 INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	2
1.3 Problem Statement	4
1.4 Research Question	5
1.5 Research Objective	6
1.6 Hypotheses	7
1.7 Limitations of Study	8
1.8 Scope of Study	9
1.9 Significance of Study	10
CHAPTER II	
2 LITERATURE REVIEW	
2.1 The Importance towards the Recognition of Company Brand Name	12
2.2 Broad Definition of Brand	15
2.3 Customer's Evaluation towards Brand	16
2.4 Theoretical Framework	19
CHAPTER III	
3 RESEARCH METHODOLOGY AND DESIGN	
3.1 Data Collection	21
3.1.1 Primary Data	21
3.1.2 Secondary Data	22
3.2 Sampling Technique	24
3.3 Sample Frame/Population	25
3.4 Procedure for Analysis of Data	25
CHAPTER IV	
4 DATA ANALYSIS AND INTERPRETATION	
4.1 Introduction	27
4.2 Respondent Profile	27
4.3 Respondent Response	30
4.3.1 Reliability Test	30
4.3.2 Summary Response of Respondent	31