



**FACTORS THAT INFLUENCING CUSTOMER
AWARENESS TOWARD MALAYSIAN NATIONAL
NEWS AGENCY (BERNAMA) MOBILE NEWSROOM IN
THE SERVICE INDUSTRY**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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In the name of Allah, The most Gracious, The most Merciful. We praise Him and ask for His forgiveness. We are very thankful to Allah, who supplied us with the courage, the guidance, and health to finish this project paper.

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Abu Bakrah says, I heard the Prophet (SAW) saying:

“You should be a scholar, or a student, or a listener, or a lover of knowledge and scholars, and you should not be the fifth which makes you perish. ‘Ata’ said, Mis’ar said to me: You added a fifth point which we do not have. The fifth point is: To hate knowledge and its people.”

--- At-Tabarani;Al-Bazzar.

ABSTRACT

The purpose of this study is to study customer awareness toward Malaysian National News Agency (BERNAMA) Mobile Newsroom in the service industry. A questionnaire was developed and distributed to Felda Marketing Services Sdn Bhd, Kuala Lumpur. Data collected from 100 respondents were used to test the research model. It is found that the employees, in general, had positive acceptance toward BERNAMA Mobile Newsroom. The Pearson correlation test results showed that advertising, price and corporate reputation had significant relationship with customer awareness toward BERNAMA Mobile Newsroom. However, there are limitations throughout completing the research such as lack of data, lack of experience and time constraint. The samples for this study were randomly chosen from many departments in Felda Marketing Services Sdn Bhd and this limited sampling frame may affect the generalization of findings. Practical implications of this study suggest in order enhancing customer awareness, BERNAMA should focus on advertising, price and corporate reputation. Moreover, the results of this study provide valuable references for BERNAMA and researchers in the future.

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