



**DETERMINANTS THAT INFLUENCE PURCHASE INTENTION OF  
GLOBAL BRANDS PRODUCT:  
A STUDY ON TABUNG HAJI SEREMBAN EMPLOYEES**

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## ABSTRACT

This study intends to investigate the determinants that influence purchase intention of global brands product among Lembaga Tabung Haji Seremban employee. Five objectives have been determined in this study. First, to identify if there is significant relationship between brand communication and intention to purchase global brands product. Second, to identify if there is significant relationship between service quality and intention to purchase global brands. Third, to identify if there is significant relationship between brand trust and intention to purchase global brands product. Next, to identify if there is significant relationship between brand loyalty and intention to purchase global brands. Lastly, to identify the most significant factor between independent variables and intention to purchase global brands product.

The population of the study consist of 45 employee of Tabung Haji Seremban while the sample consist of 40 respondent from all department of Tabung Haji Seremban. The data were collected by distributing hardcopy questionnaire and google forms. 33 from the respondent answer from google forms and seven more are from hardcopy questionnaire. Thus only 40 questionnaire were used in this study. To analyse the data, descriptive, correlation and regression analysis were used. From the correlation analysis conducted, the results revealed that there are significant positive relationship between all independent variables (brand communication, service quality, brand trust and brand loyalty) and dependent variable ( purchase intention of global brands product). Meanwhile, from regression analysis conducted, it was found that all variables did not give influence to purchase intention of global bands product. Last but not least, from the Model Summary derived from the analysis, it showed that all independent variables have major influences on purchase intention of global brands product by 58.6% and another 41.4% as influenced by other factors.

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