



**FACTORS AFFECTING PURCHASE AND
REPURCHASE INTENTION OF
SAMSUNG GALAXY SMARTPHONE IN MELAKA**

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Fahmi Bin Nazarudin,

(I/C Number: 961114-14-5885)

Hereby, to 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 any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____ **Date:** _____

LETTER OF SUBMISSION

JULY 2018

The Head of Program
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Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**FACTORS AFFECTING PURCHASE AND REPURCHASE INTENTION OF SAMSUNG GALAXY SMARTPHONE IN MELAKA**” to fulfil the requirement as needed by the Faculty of Business Management, UniversitiTeknologiMARA.

Thank you.

Yours Sincerely,

Muhammad Fahmi Bin Nazarudin
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ABSTRACT

Samsung is one of the leading manufacturer and top seller in the world in the smartphone industry. Despite all the problems encountered by Samsung corporation, Samsung is still managed to maintain their performance and ranking as one of the giant in the smartphone industry. Throughout this study, the researcher will investigate what are the factors that can influence the purchase intention of Samsung Galaxy smartphone in Melaka. The independent variables are price, brand image, and features while the dependent variable is the purchase intention. A set of 200 questionnaire were distributed to the Samsung users living in Melaka and the data collected will be analyzed using Statistical Package for Social Sciences (SPSS) version 23. The findings shows that two out of three hypotheses were accepted. Price is rejected while brand image and features are accepted.

Key words: Samsung, Purchase Intention, Price, Brand Image, Features.