



FACTORS THAT INFLUENCED PURCHASE INTENTION TOWARD
PRIVATE LABEL PRODUCTS AMONG EMPLOYEES IN
MELAKA INTERNATIONAL COLLEGE OF SCIENCE AND TECHNOLOGY
(MiCoST)

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BACHELOR OF BUSINESS
ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS) FACULTY OF
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KAMPUS BANDARAYA MELAKA

DECEMBER 2018

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

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (INTERNATIONAL BUSINESS) FACULTY
OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA
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DECEMBER 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS) FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION
OF ORIGINAL WORK”**

I, Zakirah binti Zaid (I/C Number: 960502-02-5880)

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

Signature:

Date: 20th December 2018

Zakirah Binti Zaid

LETTER OF SUBMISSION

Madam Rahayu Binti Hasan

Lecturer of UiTM Melaka City Campus

Faculty of Business Management

Universiti Teknologi MARA 110,

Off Jalan Hang Tuah 75300 Melaka.

Dear, Madam Rahayu Binti Hasan

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**Factors that Influenced Purchase Intention Toward Private Label Products Among Employees in Melaka International College of Science and Technology (MiCoST)** ” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Yours sincerely,

Zakirah Binti Zaid

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ABSTRACT

This study is to determine the relationship between store image, perceived quality and familiarity towards purchase intention of private label products among employees of Melaka International College of Science and Technology (MiCoST). A quantitative approach and descriptive research design was used in this study. There three hypotheses were proposed to test the relationship between store image, perceived quality and familiarity with the purchase intention toward private label products.

The research instrument was structured by questionnaires. All staff of MiCoST was been selected for this study. For this study, there were 120 of population and 92 workers have been selected for the sample. This study used simple random sampling technique to select the sample of this research. Besides that, multiple regression analysis, correlation and frequency were used to determine the relationship between store image, perceived quality, familiarity and purchase intention toward private label products.

Based on this study, there is a significant relationship between store image and perceived quality with purchase intention toward private label products. The study also showed that there was no significant relationship between familiarity and the purchase intention toward private label products. All the results conducted by Statistical Package for the Social Science (SPSS) Software.