



**“CUSTOMER AWARENESS IN PURCHASING PERSONAL LOAN AT
KOPERASI PENDIDIKAN ISLAM MALAYSIA (UKHWAH) AND THE
ELEMENTS OF MARKETING MIX”**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA**

2009
DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, A.SAMAD BIN A.HAMID, (I/C Number: 850715-01-6497)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is 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:

LETTER OF SUBMISSION

30 OCTOBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER (MKT 220)

Attached is the project paper titled "CUSTOMER AWARENESS IN PURCHASING PERSONAL LOAN AT UKHWAH AND ELEMENTS OF MARKETING MIX" to fulfill the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely,

.....

(A.SAMAD BIN A.HAMID)

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Creating customer awareness is a core business challenge which has attracted considerable business attention. There many attributes that can develop customer awareness which are **Product, Price, Place and Promotion**. Creating customer awareness is vital because when a customer know the existence of a product, customer will tend to purchase if its can satisfy the need of customer. Customer awareness is the major driving force for business sustainability and in today's competitive global marketplace, it is recognized that high customer awareness is essential for the success of the firm.

From this research, we can conclude that the level of customer's awareness is high which is neither agree nor disagree that they are aware towards purchasing loan at UKHWAH. This is because the mean score is 4.40. We also can conclude that the most influence factor is price. This is because mean score for price is the highest with 4.152.. Lastly, we can conclude that independent variables of product and price have coefficient relationship with dependent relationship.