



UNIVERSITI TEKNOLOGI MARA

**EXPLORING THE INTENTION TO BUY SMALL AND MEDIUM ENTERPRISE
(SME) PRODUCT AMONG CONSUMERS in MELAKA TENGAH**

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BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD ZAHID BIN SAPIAN, (I/C Number: 920104-04-5441)

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: _____

LETTER OF SUBMISSION

July 2015

Mr Juan Rizal Sa'ari

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Dear Sir/Madam,

Submission of Project Paper (MKT 672)

With reference to the above matter, we student of BBA (HONS) Marketing would like to attach our project paper entitled “ Exploring the Intention to Buy Small and Medium Enterprise (SME) Product Among Consumers in Melaka Tengah” to fulfill requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You.

Yours Sincerely,

.....

Muhammad Zahid Bin Mohd Sopian

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Yours Sincerely,

.....

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ABSTRACT

This research paper is conducted to “**explore the intention to buy Small and Medium Enterprises (SMEs) product among consumers in Melaka Tengah**”. The objective of this study is to determine the level of intention to buy Small and Medium Enterprises (SMEs) product among consumer in Melaka Tengah and to examine the relationship between intention factors and the intention to buy Small and Medium Enterprises (SMEs) product among consumers in Melaka Tengah. In this study, the researcher had been distributed questionnaire to the 384 respondent were chosen by using simple random sampling. The SPSS was using to interpret the data for this study. The result shows that perceived cost, perceived quality, trust, and social influence have positive relationship between consumer intention buying. However, only trust has significant relationship between consumer intention buying. Meanwhile, the other independent variable did not have significant relationship with the dependent variable.

Key words: *Purchase Intention, Perceived Cost, Perceived Quality, Trust, Social Influence*

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