



**THE CONSUMER AWARENESS THROUGH DIRECT RESPONSE
ON MEDIA COMERCIAL (PPZ – MAIWP)**

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NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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I, NOR FITRINA BT ABDUL ROHANI, (I.C NUMBER: 850620-08-6302)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: 30th November 2009

LETTER OF SUBMISSION

30th November 2009

**The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management
University Technology MARA
Malacca City Campus
75300 Malacca.**

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE CONSUMER AWARENESS THROUGH DIRECT RESPONSE ON MEDIA COMMERCIAL”** to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours Sincerely,

.....

(NOR FITRINA BT ABDUL ROHANI)

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Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

THE CONSUMER AWARENESS THROUGH DIRECT RESPONSE ON MEDIA COMMERCIALS CASE STUDY: PUSAT PUNGUTAN ZAKAT KUALA LUMPUR

Media is important to all countries in using in marketing strategic planning. In this project will focus consumer awareness on media commercial through radio, newspaper, magazine, billboard and brochure of direct response in zakat, Kuala Lumpur. A problem is the collection can show with the graft on every year to knowing the potential to gain more profit. Actually at 1997 until 1999 the collection has given a bad result on the years. So this method to have assist the problem with use the direct response on media commercial to create awareness and educate a public person to become customer on the important of pay a zakat for all Muslim. For this study, 100 questionnaires will be distributed equally among customers and members of PPZ-MAIWP. For this research, the researcher use cluster sampling from probability sampling to distribute the questionnaires to the potential respondents at PPZ-MAIWP and that will can using the suggestion method that should be use to complete this study are reliability test, correlation, coefficient and regression backward. In order to test the validity and reliability of the data used for this study. In this final report I want to improve and build the weakness on promotion zakat on media commercials towards radio, magazine, newspaper, brochure and billboard. The finding the Cronbach's Alpha for the study is 0.852. In general, reliabilities ranged from 0.8 – 0.89 are considered very good. Thus, the internal consistency reliability of the measures used in this study can be considered consistent and stable. The "N", Which is 28 items, represent the number of items that is data related to research objectives. This can assist their problem how gain more collection on zakat by every year. Beside that, the researcher also came out with some recommendation in order to make the consumer awareness on media commercials of PPZ-MAIWP become more effective and create interest of Muslim to pay zakat.

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