



**THE STUDY OF PUBLIC AWARENESS TOWARDS
SIHAT MALAYSIA**

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**BACHELOR BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
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**THE STUDY OF PUBLIC AWARENESS TOWARDS
SIHAT MALAYSIA AT KUALA LUMPUR**

SITI NURHAFIZAH BINTI ADAM SUBOH

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

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

2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
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“DECLARATION OF ORIGINAL WORK”

I, Siti Nurhafizah Binti Adam Suboh, 2007282582

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: APRIL 2010

LETTER OF SUBMISSION

APRIL 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
75200 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “The Study of Public Awareness towards Sihat Malaysia at Kuala Lumpur” to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SITI NURHAFIZAH BINTI ADAM SUBOH
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ABSTRACT

This research conducted focusing on the “The Study of Public Awareness towards *Sihat* Malaysia at Kuala Lumpur”. Since a medical card is quite important nowadays, customer awareness is very important to ensure the awareness level of *Sihat* Malaysia in term of promotional mix is high. The main objectives are (1) to identify the level of public awareness towards *Sihat* Malaysia, (2) to determine the most effective elements of promotional mix towards creating public awareness towards *Sihat* Malaysia and (3) to provide recommendations that can improve the level of public awareness towards *Sihat* Malaysia.

The respondents of this study were public in Kuala Lumpur area. 70 questionnaires had been distributed among them. The researcher had used convenience sampling as the sampling technique. The process of analyzing and interpreting data has been presented by tables and figures using method of analysis such as reliability analysis, frequency analysis and descriptive analysis. The result shows that the level of public awareness towards *Sihat* Malaysia is moderate. The recommendations are the insurance company may improve the level of awareness towards *Sihat* Malaysia by putting heavier emphasis on public relation and the advertising efforts are maintained, if not improved.