

DECLARATION OF ORIGINAL WORK



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT**

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Hereby declare that:

- This work has not 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.

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LETTER OF TRANSMITTAL

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Dear Sir,

SUBMISSION OF MARKETING PROJECT PAPER (MKT 662)

Attached is the copy of Marketing Project Paper (MKT662) entitled ***“Consumer Preferences towards Broadband Internet Services: A Study in Kota Bharu, Kelantan”*** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“With the name of Allah, the Most Merciful and Most Compassionate”

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ABSTRACT

The aim of this study was to examine the consumer preferences impact on choosing broadband internet service by consumer in Kota Bharu. There are four (4) independent variables that been studied, which were price, service quality, brand image and promotion. This study also was conduct to examine the most factor from consumer preferences that consumer choose when they want to buy the broadband internet services. Moreover, questionnaires had been used in order to get feedback from consumers. Researcher had distributed 90 questionnaires to consumer around Kota Bharu. The sampling is convenient sampling. The method that been use are simple convenient sampling. The data collected was then tested on its frequency and reliability analysis, regression analysis and Pearson correlation analysis were used to test the hypothesis in this study. The finding on reliability was excellent and it considers that all dependent are acceptable. The findings of this paper suggest four factors are significant factors for explaining consumer preferences. Based from the results obtained in this study, researcher suggests some recommendations to make sure the broadband internet service providers can improve and increase their efforts to meet the requirements of consumer when they want to buy products.