

LETTER OF TRANSMITTAL

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April 2011

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Dear Sir,

SUBMISSION OF MARKETING PROJECT PAPER (MKT 660)

Attached is the copy of Marketing Project Paper (MKT660) entitled “***A Study on the Factors that Influence Corporate Reputation at University: A case study at University Malaysia 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

“In the name of Allah, The most Gracious and Selawat and Salam to His Messenger our Prophet Muhammad SAW.”

Alhamdulillah, with the most grateful, I have completed this project paper. With His Blessing, I received support and encouragement from many individual and organization which I express my gratitude.

Foremost, I would like to express my warmest thanks to my first advisor, En. Mohd Faisal Abd Rahim, for his care and commitment. His professional support and advices through our discussions, his comments and suggestions make it possible for me to complete this research. I am grateful to En. Mohd Faisal Abd Rahim for giving me unforgettable experience in academic years. My thanks and gratitude also goes to my second advisor, Tuan Hj Sapiai for his help and comments in making it possible for me to have a good research.

I would like also to express my high appreciation to University Malaysia Kelantan, especially to my Supervisor, Sir Mohd Khir Amin Zakarya for granting permission for me to undergo my research there. I also would like to thank Madam Aslina Abdullah for his guidance during my practical training and also to other staff at University Malaysia Kelantan, especially the Students Affair Department that gave me close cooperation, information and assisting me in completing my practical training.

A deepest love and appreciation is also dedicated to my family. Last but not least, my special thanks go to my friends for constructive opinion and help in preparation and completion of this project.

Thank You!

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ABSTRACT

The aim of this study was to examine the factors that contribute to corporate reputation towards university, focusing upon University Malaysia Kelantan, Pengkalan Chepa, Kelantan. There are three factors being studied, which were: emotional appeal, products and services, and corporate social responsibility. As University Malaysia Kelantan had been chosen as the unit of analysis for this study, the researcher intend to discover a performance of the institution and figure it in the eyes of consumer. Therefore, several suggestions could be provided to University Malaysia Kelantan in improving their reputation in order to be a one of the most famous education institution in Malaysia. The researcher used both secondary and primary data in order to collect data. Moreover, questionnaires had been used in order to get feedback from the customers. The researcher had distributed 100 questionnaires and had gotten back 100 respondents' feedback. The data collected was then tested on its reliability, then further analyzed using frequency analysis, descriptive—mean tests and Pearson Correlation Coefficient. Besides, Regression Analysis was used to test the hypothesis in this study. The findings of this paper suggest that all the factors are significant factors in explaining corporate reputation at University Malaysia Kelantan. The researcher suggests some recommendations are based from the results obtained in this study, the researcher hope it can help University Malaysia Kelantan to improve their image and reputation.