



UNIVERSITI TEKNOLOGI MARA

“A STUDY ON FACTOR INFLUENCING READER’S PREFERENCES TOWARD ONLINE
MAGAZINE AT KUMPULAN MEDIA KARANGKRAF”

ADVISOR:

PUAN WAN MARHAINI BINTI WAN OMAR

SECOND EXAMINER:

PUAN NORASEKIN BINTI AB RASHID

NADIAH SYAIRAH BINTI MAZLAN

(2010478802)

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT MARA

UNIVERSITI TEKNOLOGI MARA

KAMPUS KOTA BHARU, KELANTAN

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2010478802

ABSTRACT

The title of this research is a factor influencing reader's preferences toward online magazine that published by *Kumpulan Media Karangkrak*. The general objective for this research is to determine what the factor that contribute the reader choose online magazine as their preferences to read magazine that published by *Kumpulan Media Karangkrak*. The researcher intends to identify the relationship between conveniences, technology, perception and cost toward the reader's preferences in choosing reading materials. The researcher used convenience sampling as techniques to collect 150 respondents randomly through online ways like used social networking like Facebook and Twitter and Email to complete questionnaire survey. It is because the researcher more focuses on student who are read magazine through online. The researcher use Google document as a way to distribute questionnaire. The period to collect the complete data is about one month from May until June. The data analysis techniques used in this researcher are descriptive analysis, reliability analysis, multiple regression analysis, and coefficient and correlation analysis. Based on the findings, perception factor have a relationship and significant with the reader's preferences toward online magazine. However, convenience, technology and cost were found to be insignificant with the reader's preferences toward online magazine. Since the online reading material is a one of the trademark or reading material use by *Kumpulan Media Karangkrak*, we suggest that this published company needs to create more attractive website of their magazine in order to increase the reader preferences toward online magazine

TABLE OF CONTENT

LETTER OF TRANSMITTAL.....	ii
LETTER OF AUTHORIZATION.....	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT.....	v-vii
LIST OF TABLES.....	viii
LIST OF FIGURE.....	ix
EXECUTIVE SUMMARY.....	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study.....	1-2
1.2 Background of Company.....	3-6
1.3 Research Problem.....	7-8
1.4 Research Objectives.....	9
1.5 Research Questions.....	10
1.6 Theoretical Framework.....	11
1.7 Hypothesis.....	12
1.8 Significant of Study	
1.8.1 To the researcher.....	13
1.8.2 To the Kumpulan Media Karangraf.....	13-14
1.8.3 To the body Knowledge.....	14
1.9 Limitation of Research	
1.9.1 Lack of Skill and Experience	14
1.9.2 Commitment from Respondents.....	15
1.9.3 Getting a Reliable Answer.....	15
1.10 Definition of Term	
1.10.1 Convenience.....	16
1.10.2 Technology.....	16
1.10.3 Perception.....	16
1.10.4 Cost.....	16
1.11 Scope of Study.....	17

CHAPTER 2 : LITERATURE REVIEW

2.0 Introduction.....	18
2.1 Reader Preference's.....	18-19
2.2 Convenience.....	19-20
2.3 Technology.....	21-22
2.4 Perception	23-24
2.5 Cost.....	25

CHAPTER 3 : RESEARCH METHODOLOGY

3.0 Introduction.....	26
3.1 Research Design.....	26
3.2 Data Source	
3.2.1 Primary Data.....	27
3.2.2 Secondary Data.....	27-28
3.3 Sampling Design	
3.3.1 Target Population.....	28
3.3.2 Sampling Technique.....	28
3.4 Measurement and Scaling.....	29
3.5 Data Collected Method	
3.5.1 Questionnaire Design.....	29
3.5.2 Pilot Testing.....	30
3.5.3 Fieldwork.....	30
3.6 Data Preparation.....	32
3.7 Data Analysis	
3.7.1 Descriptive Analysis.....	31
3.7.2 Reliability Analysis.....	31-32