



**EXPERTISE OF SALESPERSON INFLUENCE CUSTOMER
PURCHASE DECISION: A CASE STUDY ON KEMUDI TIMUR
ELEKTRONIK SDN BHD**

NOR HASNIAH BINTI CHE SULAIMAN

2011615396

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (BUSINESS MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA BHARU, KELANTAN**

JULY 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS BUSINESS MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, NOR HASNIAH BINTI CHE SULAIMAN, (I/C Number: 920925-03-5080)

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 otherwise stated.
- All verbatim have been distinguished by quotations marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

ACKNOWLEDGEMENT



**“In The Name Of ALLAH, The Most Gracioso And Selawat and Salam
To His Messenger Our Prophet Muhammad S.A.W.”**

All praise is due to ALLAH, the Most Compassionate, the Most Merciful, the Lord of all the words, the King of the Day of Judgment, Who has gathered all knowledge in His Essence and who is the Creator of all knowledge for eternity. All peace and Blessing be upon His Beloved Prophet Muhammad S.A.W. Without His Blessing, I may not be able to complete this thesis successfully.

First of all, I would like to express sincere gratitude to **Madam Mas Ayu Diyana Mohd Fauzi**, who has been my advisor of MKT 661 and has guided me in completing this project. Her tireless efforts and constructive feedback had made me see light when I sometimes lost all hope. I am greatly indebted to him for helping me to overcome obstacles in the process of conducting this project paper. My appreciation also goes to my second advisor **Sir Hassanul Firman Bin Apandi** for her help and constructive comments as well as his suggestion which helped me to improve the quality of this project paper.

Last but not least, my heartiest appreciation goes to my family for the encouragement and moral support. Thank you from the bottom of my heart. The special thanks is also dedicated to my friends, UiTM library staff and lecturers who always give support, ideas and suggestions in order to complete this project paper.

TABLE OF CONTENT

CONTENT	PAGE
Title Page	i
Declaration of Original Work	ii
Letter of Transmittal	iii
Acknowledgement	iv
Table of Contents	v
List of Figures	ix
List of Tables	x
Abstract	xi
 CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of The Study	3
1.2 Background Of The Company	4
1.3 Problem Statement	5
1.4 Objectives of The Study	7
1.5 Research Question	7
1.6 Hypothesis of The Study	8
1.7 Scope of Study	9
1.8 Significance of Study	9
1.9 Limitation of Study	10
1.10 Definition of Terms	11

ABSTRACT

This study was conducted to fulfill the requirement needed for Faculty of Business Management, UiTM. The topic has selected by researcher entitled “Expertise of Salesperson Influence Customer Purchase Decision” using KEMUDI TIMUR ELEKTRONIK SDN BHD as case study. Specifically, this study is conducted to identify the relationship between expertise of salesperson (competence, power of convince and credibility) on customer purchase decision. It was previously reported that competence, power of convince and credibility of salesperson fit to have a significant relationship with the customer purchase decision. Therefore, the focus of this study is to discover whether similar relationships do exist among the expertise of salesperson and customer purchase decision. A quantitative method was employed and data were collected using questionnaires. There were 100 questionnaires are distributed to respondents. To estimate the function related to variables involved in independent variables (competence, power of convince and credibility), the researcher uses multiple linear regression analysis. The results revealed significant relationships exist between competences, power of convince and credibility fit with the customer purchase decision. At the same time, this study fulfills the researcher’s objectives which are to identify the relationship between salesperson’s competence and customer purchase decision. Second, to identify the relationship between salesperson’s power of convince and consumer purchase decision. The last objectives which are to identify the relationship between salesperson’s credibility and customer purchase decision.