

**DECLARATION OF ORIGINAL WORK**



اَوْبُوْرَسِيْتِي تِي كُونُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**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.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## LETTER OF TRANSMITTAL

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Dear Sir/Madam,

### **INDUSTRIAL TRAINING PROJECT PAPER (MKT 669)**

Attached is the copy of Industrial Training Report (MKT669) entitled “The Factors That Influence Customer Preferences To Choose Celcom Axiata As Network Provider In Kota Bharu Kelantan” to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank You.

Yours Faithfully,

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## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

***“In the name of Allah, The Most Gracious, the Most Merciful and Selawat and Salam to His Messenger our Prophet Muhammad SAW.”*** Alhamdulillah, „His“ willing has made it possible for me to complete my research successfully. Here, I would like to gratefully acknowledge the contributions of several people who have direct or indirectly involve during my research.

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## **ABSTRACT**

The purpose of this study is to identify the the factors that influence customer preferences to choose Celcom Axiata as network provider in Kota Bharu, Kelantan. There are there factors that being studied, which were: price offered, customer services and network quality. For data collection, the researcher used both the primary and secondary data. In addition, the questionnaires had been used to get feedback from customers. There were 150 set of questionnaire has been distributed to respondent. When the data was collected and tested on its reliability, then analyzed by using frequency analysis, descriptive mean tests and regression analysis. Lastly, the finding of this research is there are two independent variables which are price offered and network quality for collaration test. For reliability test, all independent variables are very good and dependent variable is very excellent.