



اَوْنِبُورْسِيَّتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**“A STUDY OF CUSTOMER’S WILLINGNESS TO WALK TO SHOP”**

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**In the name of Allah,  
The most Gracious, The most merciful.**

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## **ABSTRACT**

This study is to determine factors influencing customer's willingness to walk to shop.

The purpose of this dissertation was to examine if there are any particular factors that influencing customer's willingness to walk to shop. Time constraints, distance, safety, security, walking space and surrounding were being identified as important factors in influencing customer's willingness to walk to shop. But then, safety, security, walking space and surrounding was considered as the most factors that influencing customer's to walk to shop in Kota Bharu Kelantan.

Furthermore, the study also includes the analysis of data using frequency distribution, reliability analysis, and hypothesis testing, multiple regressions, descriptive mean test for the research. The analysis has made from the data that has been collected. This result will finally help the researcher to determine whether the research has answered or achieve the objective that has been set up earlier. The researcher identify that safety, security, walking space and surrounding was considered as the most factors that influencing customer's to walk to shop

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