

**THE FACTORS THAT INFLUENCE THE CUSTOMERS'  
PURCHASE INTENTION TOWARDS HARUMANIS PRODUCED  
BY UITM PERLIS**

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**FINAL YEAR PROJECT REPORT SUBMITTED IN PARTIAL  
FULFILMENT OF THE REQUIREMENTS FOR THE  
DEGREE OF BACHELOR OF SCIENCE IN  
AGROTECHNOLOGY (HONS.) HORTICULTURE  
TECHNOLOGY IN THE FACULTY OF PLANTATION AND  
AGROTECHNOLOGY  
UNIVERSITI TEKNOLOGI MARA**

**JULY 2020**

## DECLARATION

This Final Year Project is a partial fulfilment of the requirements for a Degree of Bachelor of Science in Agrotechnology (Hons.) Horticulture Technology in the Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

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## **ABSTRACT**

### **THE FACTORS THAT INFLUENCE CUSTOMERS' PURCHASE INTENTION TOWARDS HARUMANIS PRODUCED BY UiTM PERLIS**

UiTM Perlis is among one of the public high learning institutions in Malaysia that have taken the opportunity in planting Harumanis because it provides agriculture courses and as well as having a large area of land for farming purposes. By selling Harumanis, it helps to generate revenue for the institution. To ensure that the sales meet the high market demands, UiTM Perlis has been focusing to produce Harumanis fruits that of high quality and quantity. In relation with that, the purpose of this study is to determine whether there is a relationship between promotion, price, attitude, and social influence with the customers' purchase intention towards Harumanis produced by UiTM Perlis. This study involved 384 citizens of Perlis as respondents in Perlis. The instrument used in this study was a structured questionnaire through the snowball sampling technique. Frequency analysis, descriptive test, reliability analysis, Cronbach alpha, Pearson correlation analysis and regression analysis were used as an analytical technique. The data collected were analysed using the Statistical Package for Social Sciences (SPSS). The result of this study showed that there is a significant relationship between a dependent variable and the independent variables which are promotion, price, attitude, and social influence. Therefore, UiTM Perlis is expected to be more concerned in improving the promotion, price, attitude and social influence to improve its sales.

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