



اَوْتَمُوْا سِيَّتِيْ بِاَدَبٍ لَوْ كُنِيَ بِمِاْرًا
UNIVERSITI
TEKNOLOGI
MARA

**CUSTOMER PURCHASE INTENTION TOWARDS SPORTS FITNESS
SUPPLEMENT PRODUCTS**

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**Submitted in Partial Fulfillment of the Requirement for the Bachelor of
Business Administration with Honours (Marketing)**

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DECLARATION OF ORIGINAL WORK

I certify that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi Mara. The result in this thesis is original of my own work unless otherwise acknowledged as reference work. It has not contain any previous published or written by another person.

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ABSTRACT

This research is to attempted the dietary supplement industry that worth a million dollars. Bodybuilding supplement products have become more popular these days. We can see there are new products in the market every month and new brands that enter to these industries. It is to recognize the relationship between customer purchase intention and the factors that influencing them. This research is being conducted in Sepanggar area Kota Kinabalu, Sabah. Data was collected through questionnaire that being distributed to the gym around Sepanggar. The structured questionnaire was part A details of the respondents and followed by the part B it is the Dependent Variable which is purchase intention. Part C, D, and E are the Independent Variable that support the DV. Part B, C, D and E are in the likert scale question.