



**ASSESSING and MANAGING
THE FACTORS CONTRIBUTING to
RADIO LISTENERS' CHOICE –
A STUDY of CATS FM**

Rosemiyati binti Mohd. Nawawi - 2008295418

Julia binti Bujang - 2008295426

Noraslin binti Annuar - 2008295446

Executive Masters of Business Administration
Universiti Teknologi MARA
Kampus Samarahan

- 18TH MAY, 2010 -


DECLARATION OF ORIGINAL WORK

**Executive Masters of Business Administration
Universiti Teknologi MARA
Kampus Samarahan**

We, Rosemiyati Binti Mohamad Nawawi (I.C Number 711110-13-5522), Julia binti Bujang (I.C Number 721016-13-5154) and Noraslin binti Annuar (I.C Number 690825-13-5120), hereby declare that this work has not previously been accepted in substance for any masters program both locally or overseas and also not being concurrently submitted for this masters program or any other masters program.

This applied business project paper is the result of the independent work and research by our group except where otherwise stated.

All verbatim extracts used have been distinguished by quotation marks and sources of our information have been acknowledged.

Signatures : 
o/b
.....
.....

Date : 24/May/2010
.....

LETTER OF SUBMISSION

Dr. Firdaus Abdullah
Group's ABP Advisor
Faculty of Business Management
MARU University of Technology
93200 Kota Samarahan
SARAWAK.

Dear Sir,

SUBMISSION OF APPLIED BUSINESS PROJECT REPORT

Attached is the report of the project entitled **ASSESSING and MANAGING THE FACTORS CONTRIBUTING to RADIO LISTENERS' CHOICE – A STUDY of CATS FM.**

The Project paper is to fulfill the requirement of the Faculty of Business Management, MARU University of Technology for the **Executive Masters of Business Administration Program.**

Thank you.

Yours Sincerely,



.....
Rosemiyati binti Mohamad Nawawi - 2008295418

Julia binti Bujang - 2008295426

Noraslin binti Annuar - 2008295446

o/s

TABLE of CONTENTS

CHAPTER	DESCRIPTIONS	PAGE
	Table of Contents List of Tables List of Figures Abstract	i – iii iv iv v
1	INTRODUCTION	1 - 7
1.1	Study Background	1
1.2	Background of CATS FM	2
1.3	Statement of Problem	3
1.4	Objectives of Study	5
1.5	Research Questions	5
1.6	Scope of the Study	5
1.7	Significance of the Study	6
1.8	Limitation	7
2	LITERATURE REVIEW	8 - 23
2.1	The Radio Industry	8
2.1.1	The Services of a Radio Station	9
2.1.2	Radio Industry in Malaysia	9
2.2	Consumers' Perception with Regards to Service Quality and Satisfaction	13
2.2.1	Service Quality	13
2.2.2	Satisfaction	14
2.2.3	Interrelationship among Service Quality, Satisfaction and Behavioral Intention	14
2.3	Radio Programs and Content Production	14
2.4	Radio DJs	15
2.5	Technological Environment	16
2.5.1	Online Radio	17
2.5.2	Interactive Website	18
2.6	Influence of Music	19
2.7	General Listeners' Views	19
2.8	Advertising through Radio	19
2.9	The Service Strategies	20

Abstract

The survival of a radio station depends on the listeners' tuning into its radio programs hence understanding the listeners' preferences will contribute to listeners' acceptance of CATS FM. The objectives of the study were to ascertain listeners' overall perception toward CATS FM, identify factors leading to radio listeners' choice of CATS FM, determine the most important factor(s)/ preferences and to propose strategies on how CATS FM could improve the listeners' perception. The study employed both descriptive and empirical methods. A structured questionnaire was developed based on established instruments for the industry and also through responses gathered from the focus groups. The distribution of questionnaires covered listeners in all seven divisions of Sarawak where CATS FM is transmitted as well as CATS FM personnel and experts of the field. The findings indicate that the listeners' perception towards CATS FM is relatively good at means score and standard deviation of 5.36 and 1.07, respectively and measured on a seven-point, Likert-type scale. The factor analysis was employed. Four factors have been identified in determining the listeners' choice of a radio station. The factors were later named as *Understand Listeners*, *Dynamic Broadcasters*, *Informative* and *Empathy* in rank order. These factors contribute to the variance combination of the overall listeners' choice. The study proposes various strategies of improvement namely providing diversity in radio programs, interacting effectively with listeners, developing DJs' versatility, creating listener's initiative programs, improving services through annual survey, promoting the radio station intensely and contributing to the society through CATS FM corporate social responsibility.