



**FACTORS THAT AFFECTING PUBLIC AWARENESS TOWARDS ISTANA
BUDAYA AS THE CULTURAL HERITAGE IN KUALA LUMPUR**

SURIANI NABILA BINTI IBRAHIM

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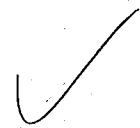
BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA
JOHOR**

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONORS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I am Suriani Nabila binti Ibrahim, identity card number: 960626-14-5788

Hereby, declare that:

- This final year project has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any others degrees.
- This final year project is the result of my independent work, investigation and observation, except where otherwise stated and faithfully represented the views of authors cited in my paper.
- All verb atim have been distinguish by quotation marks and sources of my information have been specifically acknowledged.

Therefore, I understand that if any the above is found to be fake or untrue, Universiti Teknologi Mara Johor, Segamat has the full right to take any serious disciplinary action that the University deems fit as denoted under the latest student handbook.

Signature:  _____ Date: 26TH December 2018

LETTER OF TRANSMITTAL

26TH December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat,
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF THE PROJECT PAPER

Attached is the research report title "Factors that affecting public awareness towards Istana Budaya as cultural heritage in Kuala Lumpur" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerity



Suriani Nabila binti Ibrahim

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Cultural heritage in one of the legacy of physical artifacts and also intangible attributes of the group or society that is inherited or transmitted from past generation until now. In this globalization era, cultural heritage helps people to remember our cultural diversity, and its understanding develops mutual respect and renewed dialogue amongst different cultures This final year project was designed to study the public awareness towards Istana Budaya as the cultural heritage in Kuala Lumpur. Specifically, it sought to identify what is the major factor that affecting public awareness towards Istana Budaya as the cultural heritage. In this study, researcher was identified three independent variables which are enhance accessibility, increase knowledge and suitable environment. All of this independent variables relate with dependent variable which is public awareness. In order to accomplish this study, researcher distributed the questionnaire to 111 of respondents in order to obtain data. All of the respondents were answered this questionnaire without any issues or problems. Awareness is a very importance issue for all marketing managers especially in the service tourism industries. The method that used by the researcher in order to analysed the data are Pearson Correlation Coefficient, Regression Analysis and also Reliability Analysis. All of this data obtained by distributing the questionnaires in Taman Tasik Titiwangsa and around Istana Budaya. Statistical Package for Social Sciences (SPSS) program to run and analysed the data. From this study, the results and findings indicted that all the independent variables which are enhance accessibility, increase knowledge and suitable environment are significant towards dependent variables which is public awareness. Hence, between all of these three independent variables, increase knowledge has resulted in to have the highest relationship with independent variable which is public awareness and also this is the major factor that affecting public awareness towards Istana Budaya as the cultural heritage in Kuala Lumpur.

Keywords: public awareness, cultural heritage tourism, Istana Budaya.