

UNIVERSITI TEKNOLOGI MARA

“THE FACTORS THAT ATTRACTS
STUDENTS IN UiTM SHAH ALAM
TO BUY AT KOPERASI SISWA
(KOSISWA)”

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BA

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AUTHOR'S DECLARATION

I declare that the all work in this writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledgement as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledgement I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Koperasi Siswa Save (KOSISWA) is a cooperative that organization by student established in year 2011 to fulfil the student's requirement and at the same time to support student to involve and be able to participate in business areas especially those who are graduated. Besides, in this study the researcher need to find the factors that attract students in UiTM Shah Alam to buy at KOSISWA. The objectives of this study are to identify the goods that students are interests in KOSISWA and the good stuff offered one of the factor that student attract to buy. Besides, verify the price offered at KOSISWA reasonable or not and. This research will measure the price and how much students spend money when buying at KOSISWA. In addition, to investigate the attraction that students lead to buy in KOSISWA and the time operation. At the end of these objectives will find out of all objective. This study using quantitative method which the survey is using a questionnaire to be fill by respondent (student). A total of 95 people of student in UiTM Shah Alam had filled questionnaire that had been prepared by researcher. Researcher used the frequency and correlation to compute the data that has been collected based on questionnaire. Hence, the all factors will unravel that contribute to attract student to buy at KOSISWA.

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