



THE STUDY ON THE EFFECT OF THE
PRICE PERCEPTION TOWARDS METROJAYA
CUSTOMERS SHOPPING BEHAVIOR

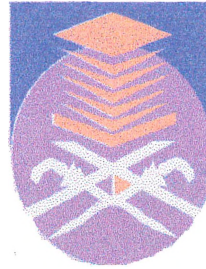
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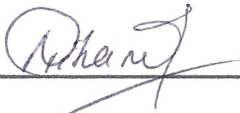


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“DECLARATION OF ORIGINAL WORK”**

I, Norihan Binti Harun, (I/C Number: 780103-11-5880)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 15 April 2001

ACKNOWLEDGMENTS

Bismillahirrahmanirrahim...

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ABSTRACT

Metrojaya Berhad is one of the biggest companies in Malaysia that operates a chain of five department stores and 60 specialty stores that occupy over one million square feet of floor space. The cornerstone of Metrojaya success has been continued by their commitment towards designing a distinctive shopping environment for customers, offering exclusive yet affordable fashion and household goods which go beyond the ordinary.

This research is only concentrated to Metrojaya Bukit Bintang in Kuala Lumpur. The study is regarding the effect of price perceptions towards Metrojaya customers' shopping behavior. Here, the researcher used the secondary and primary data. The secondary data are company printed materials annual report, guide book and internet.

Meanwhile, the primary data includes observation and survey. In order to obtain the data, 100 questionnaires were distributed to the Metrojaya's customers. The sample was selected by using the convenience sampling method. The findings and hypothesis were analyzed by using Statistical Program for Social Science (SPSS Program). The Metrojaya customers' shopping behavior was examined through two major variables namely positive role of price and negative role of price.

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