



**CONSUMER AWARENESS OF MULTIMEDIA COLLEGE  
KUCHING**

**ANDY ANAK JUBLIN**

**2004116279**

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**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA SAMARAHAN**

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## ABSTRACT

This study was done to determine the awareness level of the three major groups that is Multimedia College, General public and School Leavers on the Multimedia College Kuching. 280 of the respondents are the key to precious input for this research. The research questionnaire was used to collect primary data which cover few important aspects especially on the respondent's awareness level on their knowledge about Multimedia College. Besides that, the respondent's feedback and opinion will be taken serious as an aspect that needs to be considered for this research. The respondent's sources of information will be an important input for the college to identify which groups that need to target so that more people will aware of the Multimedia College.

This study finds out that level of awareness somehow do influence the respondent's choices of private college to enter. With the lack of information about Multimedia College can affect the numbers of students that join the college. Multimedia College student's opinion is also important. If they feel satisfied with their study environment, the possibilities of good word-of-mouth is there. Recommendations were givens in the end on how to improve the environmental awareness among individuals and Multimedia College.

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

Multimedia College Sarawak (MMC Sarawak) had opened its College to the public besides offering training and courses to the internal staffs by using the old name as Telekom Training College. After it changed name, it starts to open to the public. Now the MMC is offering five major courses that consist of Diploma In Multimedia (Business Computing), Diploma In Multimedia Technology, Diploma In Telecommunication (Telecommunication Engineering), Diploma In Computer Science, Diploma In Marketing with Multimedia and Diploma In Management with Multimedia. MMC Sarawak is situated along Sultan Tengah Road.

Now the major thrust of the MMC is to target as many students as possible in order to produce quality graduates that can compete in the real world. Customer satisfaction is key to long-term profitability and keeping the customer happy is everybody's business (Milind 1991). Customers or students will stay loyal if they feel that the education that they get is valuable. This study is mainly to determine the level of awareness among school leavers and also the public in and around Kuching about the existence of the MMC because even though the MMC Sarawak had already opened to the public it is still unable to get a substantial number of students.

This study is mainly to determine where the MMC stands in the minds of the school leavers and also the public. It is very important to obtain this information so that

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, researcher reviews on some literatures related to products and services awareness. This study focuses on the awareness on Multimedia College because it is useful for the college to know how well people know about its existence.

##### **2.1.1 Awareness**

According to Gordon R. Foxall, the buyer becomes aware of the product and service or new brand through some sort of communication. This maybe in the form of advertising or some other type of promotion controlled by marketer. Equally awareness might be established by word of mouth. Awareness means having knowledge on a situation, fact, product or service. (New Pocket Oxford Dictionary, 2001, page 55). Through the research and findings obtained, it has some purpose to see whether the customer is aware of the existence of a product or services, are they aware of a product or services around their environment and society. The research wants to see whether the customer is aware that MMC Kuching has potential to produce high quality and also educate the public that the MMC is not only open for TM staffs but also to the public. The research wants to find out whether the customer or respondent is aware that the MMC is offering high quality courses.