



THE STUDY OF THE CONSUMER PURCHASE INTENTION OF  
NORTH BORNEO UNIVERSITY COLLEGE (NBUC) THROUGH  
THE SOCIAL MEDIA USED, FACEBOOK.

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TITLE PAGE

DECLARATION OF ORIGINAL WORK

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## CHAPTER I: INTRODUCTION

### INTRODUCTION

### ABSTRACT

The aim of the study was to identify the relationship between the reliability of information, parental preferences and trust of the consumer purchase intention of North Borneo University College (NBUC) through the social media used, Facebook. For this research, researcher have the objectives to be fulfill, that are, to identify the most influence factors that may affect the purchase intention of North Borneo University College (NBUC) through the social media used, Facebook. Next, to identify the best marketing strategies towards the consumer purchase intention of the North Borneo University College (NBUC) through the social media used, Facebook. Next, the researcher distributed the questionnaires with the sampling size of 384 respondents that randomly, and there are only 375 take part on the survey. SPSS Version 23 were used by the researcher in key in and analyze the data for this research. By using Multiple Regression Analysis, one of the variable which is the Parental Preferences of the product have no significant relationship towards the dependent variable which is the purchase intention of North Borneo University College (NBUC) through the social media used, Facebook, with Sig. = 0.124. While the other two variables which is the reliability of information (Sig. = 0.006) and parental preferences (Sig = 0.024) have the significant relationship towards the dependent variable that less than 0.05. This finding in this research can help the researcher to conduct future research in purchase intention of North Boneo University College (NBUC) program through the social media used, Facebook.