



**FACTORS INFLUENCING STUDENTS INTENTION TO  
PURCHASE SARAWAK TRADITIONAL MUSICAL  
INSTRUMENT (SAPE)**

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SARAWAK**

**JULY 2017**



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**SUBMITTED FOR THE FULFILMENT OF THE  
REQUIREMENT FOR THE DEGREE BACHELOR OF  
BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

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UNIVERSITI TEKNOLOGI MARA**

**SARAWAK**

**JULY 2017**

## **ABSTRACT**

This research study is conducted in order to identify the factors that can be influence the students purchase intention on Sarawak Traditional Musical Instrument (SAPE) among University Teknologi Mara (UiTM) and University Sarawak Malaysia (UNIMAS) Kota Samarahan area. There were many factors that can influence the students purchase intention toward Sarawak Traditional Musical Instrument (SAPE) but this study will only focusing on four factors which are Uniqueness, Social life, Culture and Emotion. In this research, questionnaires will be used in order to collect and gather information, and Statistical Package for Social Science (SPSS) version 22.0 is used to analyze the data collected. In this studies 200 questionnaire will be distributed to the respondent. Based on this research, the researcher will be able to find out which is the most influence factor that can be influence the students purchase intention on Sarawak Traditional Musical Instrument (SAPE) among University Teknologi Mara (UiTM) and University Sarawak Malaysia (UNIMAS) Kota Samarahan area.

Key words: Uniqueness, Social life, Culture and Emotion, Sarawak Traditional Musical Instrument (SAPE).

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**UNIVERSITI TEKNOLOGI MARA**

**ORIGINAL LITERATURE WORK DECLARATION**

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Title of Research Project : Factors influencing students to purchase Sarawak  
Traditional Musical Instrument (SAPE).

Field of Study : Marketing

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

In this chapter, the researcher will be discussed about background of study which is introduce about Sarawak culture and their social life. Next is discussed about problem statement, where the researcher try to find the reasons or problem why researcher want to conduct this study. Then, will be defined the research question and research objectives. For research question is to help researcher to understand the real situation and find the exact problem. Research objective is as a guideline to researcher to conduct the study and what the researcher want to study about it. As the significance of study, is to gain a better understanding on the topic matters so the researcher can collect the result of study. For scope of study which is focusing on factors influence the respondents to relate with dependent variables. The limitation of study is about the barriers that researcher get when conduct the study and lastly is about definition of terms which are will explain about the tittle of this study.

### **1.2 BACKGROUND OF THE STUDY**

Sarawak is well known among tourist and it is located at island of Borneo. Sarawak has different culture, race and religion. The domain race in Sarawak is Iban, Malay, Bidayuh, Melanau, Kayan, Kenyah and etc. It is also the largest state in Malaysia that a land mass of 124,449 square kilometers or 37.7 percent of the total area of Malaysia. The capital city of Sarawak is Kuching and it is the

economic centre of the state and the seat of the Sarawak state government. Others city of Sarawak is include Miri, Bintulu, Sibiu.

Mention about Sarawak culture, people will also think about their traditional culture music instrument. Traditional musical instrument that is well known among Sarawak people is “Sape”. This traditional musical instrument also called as “Sape, Sa-peh and Sampet”. This instrument is for promoting Sarawak culture to people and it is also known as guitar of Borneo. It is limited instrument that has three to four strings and the shaped is like body of the boat. But now, Sape have six strings which is being played by the professional Sape player. Sape instrument is usually played with dancing such as ngajat. Usually, “Sape” are being played by male player and female will be played “Bajau”.

Sape are being played by Orang Ulu who lived in Longhouses at rural area. They made Sape by handmade and it has to be careful in make it. It is actually simple music instrument can come together with strings that make us easy to play it. The melody and tune from “Sape” is calming and it can be accepted by all generation including international. “Dayak” people believe that when playing SAPE they are able to shatter the bones of a circulate ghost.

Besides that, Sape is not only for dancing and ceremony but also for medical purposes. Which is this Sape are known as “SAPE BALI” where no other people can played this Borneo guitar except by the “Bali Dayong” (witch doctor) who call the spirit. It only has two strings and the patients will lay on the floor while the witch doctor played Sape Bali to cure the patients. The shape and abstracts of “SAPE BALI” are different from other Sape.

### **1.3 PROBLEM STATEMENT**

Nowadays, SAPE are less popular among teenagers or young people. They have less interested involved in playing SAPE. Teenagers are more interested to modern music instrument such as guitar, piano and drum. To play a SAPE it must have the passion to learn this traditional musical instrument because only some of people will able to play SAPE. This research is wanted to know what factors influence students buy this Sarawak traditional musical instrument (SAPE).

Students are young generation that can influencing others to attract people know more about this Sarawak traditional musical instruments (SAPE). This Sarawak traditional musical instrument (SAPE) has their own uniqueness that have to be promoted to people especially in international. This is also part of identity of Malaysia that can make people knowing more about Malaysia.

### **1.4 RESEARCH QUESTIONS**

This research is to identify student intention to purchase traditional musical instrument (SAPE) in Universiti Teknologi Mara (UiTM) and Universiti Sains Malaysia Sarawak (UNIMAS). Research question is designed to help researcher understand the real situation and tackle the exact problem. The research question of this study is:

- 1) Is there any relationship between uniqueness musical instrument with students buying intention?
- 2) Is there any relationship between social lifestyle with students buying intention?

- 3) Is there any relationship between culture with students buying intention?
- 4) Is there any relationship between emotion with students buying intention?
- 5) What is the most factors that influence students buying intention of SAPE?

### **1.5 RESEARCH OBJECTIVES**

This research objective is to help researcher to stay in the line to achieve objectives. The research objectives function as a guidance of what the researcher want to study and research about it. The objectives of this study are:

- 1) To investigate the relationship between uniqueness musical instrument towards buying intention of Sarawak traditional musical instrument (SAPE).
- 2) To investigate the relationship between social lifestyle towards buying intention students of Sarawak musical instrument (SAPE).
- 3) To investigate the relationship between culture towards buying intention students of Sarawak musical instrument (SAPE).
- 4) To investigate between emotion towards buying intention students of Sarawak musical instrument (SAPE).
- 5) To investigate the most factors effecting that impact on buying intention behavior.

## **1.6 RESEARCH HYPHOTHESES**

H1 : There is a positive relationship between the uniqueness of Sarawak musical instruments (SAPE) and students buying intention (SAPE).

H2 : There is a positive relationship between the culture of Sarawak and students buying intention (SAPE).

H3 : There is a positive relationship between emotion toward Sarawak musical instruments (SAPE) and students buying intention (SAPE).

H4 : There is a positive relationship between social life and students buying intention (SAPE).

## **1.7 SIGNIFICANCE OF STUDY**

The significant of this study is to gain a better understanding on topic matters so that the researcher can collect the result about what factors will influence students to purchase traditional musical instruments (SAPE). It is important to conducts this studies because it can promote this Sarawak traditional musical instrument (SAPE) to local tourist and also international tourist.. This research been conduct because wanted to know what variables that influence more on students intention to purchase traditional musical instruments (SAPE).

## **1.8 SCOPE OF STUDY**

This study is focusing on factors influence intention students to purchase traditional musical instruments (SAPE). The students in University Technology Mara (UiTM) and University Malaysia Sarawak (UNIMAS) will be choose as the

population because researcher only want to know the purchasing traditional musical instruments (SAPE) intention by students. Researcher will distribute questionnaire to the students and the question is about the factors intention students to purchase traditional musical instruments (SAPE).

## **1.9 LIMITATIONS OF STUDY**

This research survey are being conduct by distribute questionnaire to the respondents. From distributing the questionnaire to the respondents, researcher can get the data that is need in this research. Researcher wants the measurement to be reliable and valid as possible in order to have confident level to get the understanding of this research. This research is targeted small of population which is researcher only focus on students only. The layout of the questionnaire have clear wording, question are clear to make the respondents understand to answer and fill in and good structuring. Researcher having difficult to find the articles about Sarawak traditional musical instruments (SAPE) and only have little information of this Sarawak traditional musical instrument (SAPE). The respondents also gave less cooperation to researcher because they think that this research are not important to them. Beside that, respondents in this research study are more of Malay students which is this research study are not focusing on one races only. So, this also gave affect to finding and completing this research study.

## **1.10 DEFINITION OF TERMS**

### **1.10.1 Factors influence**

Factor is a fact, and it will affect the events and decision. It is also the cause that can make people change their decision and to do something. This is also the reasons why the variables are been choose by respondents.

### **1.10.2 Student intention**

Student is a person who are studying in school or colleges. The student is the main respondents for this research and they are the caused that make decision for this research. Students are also a group of trainer or professional who can make a decision. Whereby, intention is purpose or aiming of something that we want to fulfill. It is also wish that they have to carry out.

### **1.10.3 To purchase**

Purchase is buying behaviour that happened between sealer and customers. It is also an action of person to paying items that they needs or wants. This action of behaviour is changing money to get an item that they want.

### **1.10.4 Sarawak**

Sarawak is one of the state in Malaysia. Malaysia have 14 state including Sarawak. They have their own uniqueness culture, race and religion. It is also been called island of Borneo and The domain race in Sarawak is Iban, Malay, Bidayuh, Melanau, Kayan, Kenyah and etc. It is also the larger state in Malaysia

that a land mass of 124,449 square kilometers or 37.7 percent of the total area of Malaysia.

#### **1.10.5 Traditional Musical Instruments**

Traditional Musical Instruments is actually tools that can produce a sound when we played it. Traditional Musical instruments is unique because every instruments have their own story and the own sound. Different musical instruments will produce different sound weather it is soft sound or loud sound. Traditional Musical Instruments are being played by people in a long time ago and it being a tradition for some culture.

#### **1.10.6 SAPE**

Sape is a traditional musical instrument of Iban culture. Sape is also being called SAMPET or SA-PEH and played by among Kenyah, Kayan and Iban in Sarawak. It is limited instrument that has three to four strings and the shaped is like body of the boat. Sape instrument is usually played with dancing such as ngajat.

### **1.11 CHAPTER SUMMARY**

In this chapter, the researcher explain about the background of the study, research question, research objectives, research hyphotheses, significant of study, scope of study, limitation of study and definition of terms. Sarawak is well know among local and international tourist and also have different culture, race and religion. Sarawak musical instruments SAPE is known as Guitar of Borneo. This chapter also created the objectives and question to conduct this study. Beside that

the hypotheses also created to see the relationship of each independent variables (Uniqueness, Social life, Culture and Emotion) toward dependent variable (Students buying intention). The researcher also have difficulties in conduct this research study and have the limitation in collected the data.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter discuss about the terms that can be factors influence intention to student buying Sarawak traditional instruments SAPE. It will be explain about how the uniqueness, culture, emotion and social life related with buying behavior of students. This is also where the independent variables and dependent variables link to each other. In this chapter also where the proposed conceptual of framework are being made and the hypothesis of the research.

#### **2.2 UNIQUENESS (Independent variables)**

Every musical instrument has their own uniqueness that made them different from other musical instruments. The uniqueness of Sarawak Traditional Musical instruments which it is carved from single bole of wood, with many modern instruments reaching over a meter in length. Basically, this Sarawak Traditional Musical Instrument(SAPE) being played when they have gathering and celebration.

The sound of SAPE music also different from others traditional musical instruments that can make people feel calm and possessed by the sound of SAPE. Sarawak Traditional Musical instruments (SAPE) is different from guitars which guitars are permanently embedded. People also believe that sound of SAPE can cure sick people and for peace ceremony. SAPE also can't be made by using different wood because it will affect the sound of SAPE.

To build or create this Sarawak musical instrument it have their on details in drawing the symbols and carving and it also have their own meaning. The symbols and carving on SAPE music instruments have their own meaning that represent certain ethnic group.

### **2.3 CULTURE (Independent variables)**

The idea of music culture comprises of a wide and a tight level. The wide level, basically concludes to the way of life related with music exercises obtained from regular learning, contains the three levels of material, spiritual and institutional. The limited level, moderately straightforward, contains as it were the music correspond exercises that restricted to the spiritual level and excludes the materials and institutional levels. As a useful component's of each culture, as a human spiritual legacy, as a "social family" of every country.

Music is perhaps the most widespread of the performing expression and is found in each general public, regularly as a basic of other performing artistic expressions and different spaces of exclusive social legacy including rituals, festive events or oral traditions. Such as traditional Sarawak musical instruments (SAPE) they are playing it company with dance, and that is their culture that makes it different. Cultures that seem, by all accounts, to be steadfastly holding nearby or local customs are in any case aware of the progressions encompassing them.

The culture also symbolize the state and be as identity of the state. By hearing or listen to SAPE music people can recognize which state the SAPE

music represent and this also actually can promote Sarawak to other country either local tourist or international tourist. SAPE music instrument is different from other traditional musical instruments. Sounds that created from SAPE music is sound classic and different player have different style in playing SAPE music instrument. Each player has their own specific sound that can make people recognize who are the player that playing the SAPE. Culture that make people felt closed to their hometown if they are away or moved out to other place.

#### **2.4 EMOTION (Independent variables)**

Investigates demonstrates that music empowers feeling through specific brain circuits. We can easily see how music and the brain engage mood and emotion when a child smiles and begins to dance to a rhythm. Music also can change our moods from anger to be cool down. Regularly we feel emotions are experiences in our hearts, but our hearts will be connected to our brains. That is why when we listen to traditional music (SAPE) we can feel the calming aura that comes into our mind and be as a therapy. An association among feeling and perception is additionally expected in a hypothesis of emotion proposed (Carver and Scheier 2009). Listeners are exceedingly sensitive to the emotion when it connected with music, and they have broadly convergence with emotional interpretation of music.

The researcher is progressively perceives the critical part of development in the correspondence of feeling in music. Visual signals related with body movements may likewise support feeling of passionate association among

performers and group of audiences (Kurosawa and Davidson 2005). According to Mandler (1984), such reaction to music instantiates more general biological reaction that occurs for every surprising occasions.

Emotion also can give side effect to our life because feeling stressed or tension can affect individual heart that make them feeling sick and depressed. Music can be as a therapy to takes away their tension and keep them calm. Some people might need to takes fresh air or doing some activities to released their tension but some might need some classic music for them to takes their tension away or playing music instrument to get ideas to create a song. From emotion also can tell the people how they feel on that day either in a good mood or not. This might affect their daily life and the way they interpret their feeling.

## **2.5 SOCIAL LIFE (Independent variable)**

Social function is another normally refers to cited function of music is for social correspondence. As indicated by Green (1999), music helps young people's development and introduction of self. For example, teenagers revealed using music for decrease loneliness, and all importantly, as an identification of character for inter and intra group self-definition (North et al. 2000). Music is also part of social interaction between individuals and it can be communication among people. Besides that, playing traditional musical instruments also can make us meet new friends and other people so that we can expand our knowledge about music.

With social also we can share our passion to other person that has the same passion with us. The relationship between uses of music and other identity qualities appears to be less proven, although a few connections may also be expected. There have additionally been reviews attempting to shed light on the connections among music and a few parts of social conduct (Hargreaves and North, 1997, 1999: North, Hargreaves, and McKendrick, 1997, 2000).

Social life is also about how people communicate with each other and knowing people around them. By playing this SAPE musical instrument also make people get new friends and meet other people that from different background. Music also can create a teamwork to each other and understand people personality.

## **2.6 STUDENTS BUYING INTENTION (Dependent variable)**

Buying intention is where it is aiming or purpose to get something (items) to fulfill needs and wants or the willingness of the customers purchase an items. It is also to purchase an items and change with money to get an items. For this research, the researcher wants to investigate the buying behavior of students to the Sarawak Traditional Musical instruments (SAPE). Beside that, researcher also investigate what is the factors are more effecting to students buy this musical instruments.

This research study is to investigate which variables that impacts to the dependent variable. By investigate the all variables the research can make a decision about the relationship between independent variables (Uniqueness,

Social life, Culture and Emotion toward dependent variable (Students buying intention). Buying intention is a planning to buy certain products in future. This is where we investigate either they will buy or will not buying the products. From this research study, the research is want to know what is the action of students after they experience by them self when listen to hear this Sarawak musical instrument and willing to buy buy it.

## **2.7 CONCLUSION**

The conclusion Sarawak traditional musical instrument (SAPE) is still leaking information to people. The researcher also wanting to know how the independent variables have relationship to student's intention to purchase the Sarawak musical instruments (SAPE). Uniqueness, culture, emotion, and social life is give impacts to student's intention to purchase Sarawak musical instruments (SAPE). This research also wanted to identify relationship between all the independents variables (uniqueness, culture, emotion and social) and dependent variables (purchase behavior).

## **2.8 LINK BETWEEN INDEPENDENT VARIABLES AND DEPENDENT VARIABLES**

2.8.1 There is a relationship between uniqueness and buying intention of Sarawak Traditional Musical Instruments (SAPE).

2.8.2 There is a relationship between culture and buying intention of Sarawak Traditional Musical Instruments (SAPE).

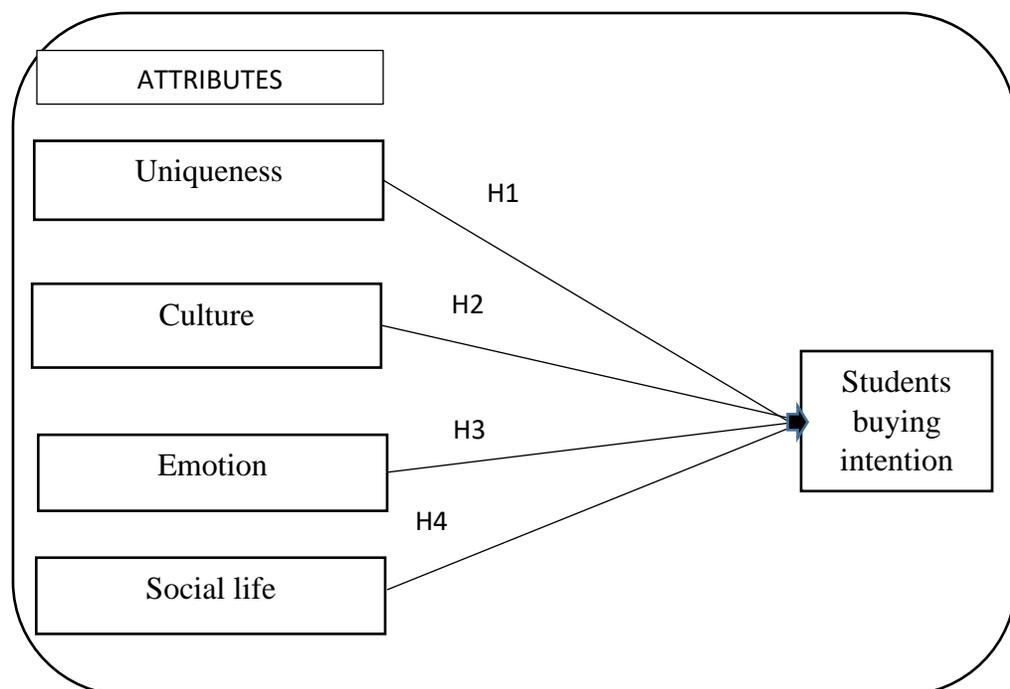
2.8.3 There is a relationship between emotion and buying intention of Sarawak Traditional Musical Instruments (SAPE).

2.8.4 There is a relationship between social life and buying intention of Sarawak Traditional Musical Instruments (SAPE).

## 2.9 CONCEPTUAL FRAMEWORK

Figure 1 conceptual framework show the relationship between variables that are study in this research. This figures show the student's intention to purchase Sarawak musical instruments (SAPE) regarding the factors that influence them to purchase it. All the variables are link between one and another whereby each variable will affects the other variable. The factor influencing student's consisting of a few dimensions that include uniqueness, culture, emotion and social life. These dimensions are closely related to students buying behavior.

*Figure 1.0 : Conceptual framework of the study.*



Based on the figure 1 above, the conceptual framework of study shows the hypotheses of this research study. There are four hypotheses in this research study :

H1 : There is a relationship between uniqueness toward students buying intention of Sarawak musical instrument (SAPE).

H2 : There is a relationship between social life toward students buying intention of Sarawak musical instrument (SAPE).

H3 : There is a relationship between culture toward students buying intention of Sarawak musical instrument (SAPE).

H4 : There is a relationship between emotion toward students buying intention of Sarawak musical instrument (SAPE).

## **2.10 CHAPTER SUMMARY**

In this chapter, researcher explained literature review of independent variables (Uniqueness, Social Life, Culture and Emotion) and dependent variable (Students buying intention). This is where the researcher created the hypotheses in this research study and shows the relationship between independent variables and dependent variable. The figure also explained the connection between independent variables and dependent variable either there have relationship to each other or not.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

In this chapter 3, will be explain about method are being use to conducts this study and the sampling frame that will be used for this research. From this chapter also, will be explain how many respondents need to conduct this study and the population of the respondents. Besides that, on this chapter explain on the data collection procedure and will be explain about the primary data and secondary data. Pilot study are being create to see how many questionnaire are can be used to collect the data. Furthermore, questionnaire will be distributed and will explain about measurement and scale of this study.

#### **3.2 RESEARCH DESIGN**

The questionnaire are been set in English and the interpretation will be in Malay. This questionnaire have three section that is section A, B and C. Section A that consists of the respondents race, gender, level of education and age. Section B which cover uniqueness, social life, culture and emotional. Which section C contained of the respondents purchase behaviour to Traditional Musical instruments (SAPE).

The questionnaire been distributed randomly to UiTM students and UNIMAS students which cover in Samarahan area only. This questionnaire collected immediately right after they are answering the questionnaire.

Meanwhile, secondary data are collected by using internet, journal and magazines. This is where the researcher using cross-sectional survey.

Beside that, researcher using correlation to conduct this research study. Correlation is which researcher used to analyzed the relationship between independent variables (Uniqueness, Social life, Culture and Emotion) and dependent variable (students buying intention). This is also used to investigate which independent variables are more affected to dependent variable.

The researcher also using accelerate when conducting this study. Acceleration is a progress of the researcher in collecting the data.

Lastly, the researcher using descriptive this is where the researcher investigate the mean of findings in this research study. Descriptive is been used by scale of likert scale from 1 to 5 which is strongly disagree to strongly agree.

### **3.3 MEASUREMENT AND SCALE**

The questionnaire collected and key-in by using Statistical Package for the Social Science (SPSS) system. This is to measure the variables more accurate and will be analyse the variables collected form questionnaire that are collected from respondents. Good measurement can help researchers to collect the data with more accurate calculation. The researcher already collected questionnaire for this study by distributed the questionnaire to UNIMAS and UiTM students and based on the objectives of the study. The table below is the measurement and the items that include in questionnaire :

### 3.3.1 Uniqueness (Independent variables)

*Table 3.1: Measurement of uniqueness*

No	Items	Sources
1.	The sound of SAPE instruments produce are amplified.	J. McDermott and M. Hauser (2005)
2.	Sound of SAPE instruments can form ritualistic music.	
3.	SAPE made with easy handling.	
4.	The music of SAPE was sweet and tuneful.	
5.	The SAPE is a unique woodwind instrument.	

### 3.3.2 Social Life (Independent variable)

*Table 3.2: Measurement of social life*

<b>No</b>	<b>Items</b>	<b>Sources</b>
1.	Having similar taste in music SAPE often helps me socialize better to my peers.	Chin and Rickard (2015)
2.	There is a greater connection with my friends when we like the same music.	
3.	I often get recognition from my friends for playing SAPE instruments.	
4.	I often look forward to attending practices with my friends.	
5.	Having music makes everyday life more relaxing.	

### 3.3.3 Culture (Independent variable)

*Table 3.3 Measurement culture*

No	Items	Sources
1.	Playing SAPE must accompany with dance performance to express my feelings.	Robert Garfias  (2004)
2.	SAPE music reminded me to my culture and hometown.	
3.	SAPE traditional musical instruments sounds classic.	
4.	SAPE traditional musical instruments brings back historical story.	
5.	I perceive the SAPE instrument as sustainable in a musical way.	

### 3.3.4 Emotion (Independent variable)

*Table 3.4: Measurement of emotion*

No	Items	Sources
1.	I like listen to SAPE music when I'm feeling down.	Chin and Rickard (2015)
2.	SAPE music often takes away tension at the end of the day.	
3.	Performing SAPE music is emotionally rewarding for me.	
4.	Playing SAPE music is an outlet for my frustration.	
5.	Listening to SAPE music really affects my mood.	

### 3.3.5 Buying intention behavior (Dependent variable)

*Table 3.5 Measurement of buying intention*

<b>No</b>	<b>Items</b>	<b>Sources</b>
<b>1.</b>	I would buy Sarawak Traditional Musical Instruments (SAPE).	Connie and Fadzil (2014)
<b>2.</b>	I will suggest to my friends buy SAPE.	
<b>3.</b>	Sarawak Traditional Musical Instruments (SAPE) is easy to find.	
<b>4.</b>	I can found SAPE in Music shop.	
<b>5.</b>	I prefer playing SAPE rather than other musical instruments.	

### **3.4 SAMPLING SIZE**

The sampling size for this research is researcher targeted UiTM students and UNIMAS students to be the respondents. The research used random sampling size to distribute questionnaire and easy for researcher conduct this research. With this random sampling size also help the researcher save time to conducts this study. The researcher should distribute 400 questionnaire but able to collect only 200 questionnaire. This research study is only collected among students in Kota Samarahan.

### **3.5 RESPONDENTS PROFILE**

Respondent for this research is students from University Teknologi Mara (UiTM) and University Malaysia Sarawak (UNIMAS). They are selected based on random sampling such as gender, race, age and level of education. Gender of the respondents are male and female. Race of the respondents are Malay, Iban, Bidayuh, Melanau and others (Chinese and India). Age respondents range between 18-21, 22-24 and 25 and above. Level of education respondents divided into three which is SPM/Diploma level, Degree level and lastly is Master level.

### **3.6 SAMPLING FRAME**

The sampling frame of this study, researcher using Krejcie and Morgan (1970) table which is the researcher should distribute 400 questionnaire and able be collected 200 questionnaire.

**TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION**

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
 "S" is sample size.

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

*Figure 2.0: Krejcie and Morgan analysis (1970)*

### 3.7 PRIMARY DATA

Primary data is the original research data that be accomplished through various method including answering questionnaire, telephone interviews and interviewing face to face. This is also data observation that are collected directly from first-hand experience. It is where we get it from the original person or own experience. For this research study, researcher using primary data which is researcher distribute questionnaire to random respondents and the respondent have to answer the questionnaire. After the respondent answer the questionnaire, research are able to conduct this study and gain the original data from the questionnaire.

### **3.8 SECONDARY DATA**

Secondary data is where the data that being collected by referring or collected from articles, magazine and past experience. Secondary data can save time for collecting the data and they will be using quantitative data also can provide larger and higher quality databases. For this study, the researcher also using secondary data which the researcher got information about Sarawak traditional musical instruments (SAPE) from the internet and journal. The researcher found articles about Sarawak traditional musical instrument (SAPE) from the internet and journals which can save time.

### **3.9 REASEARCH INSTRUMENTS**

Questionnaire will be used as a major instrument to collect the data from the respondents. The table below are the items that will be tested on the study. This questionnaire have four section which is section A, section B and section C.

Section A is about respondent background. In this question will be ask about gender, age, level of education, race and either they are familiar with Sape music. From this section we will know about the respondents background and easy to identify them. This section have five question that need to be answered by respondents.

Section B is about statements that will be answer by respondent. This section is about the statements and literature review of research which is uniqueness, culture, emotion, social life and buying intention. There will be twenty (20) statements that need to be answer by respondents.

Section C is about dependent variables about buying intention behaviour. These sections have five (5) questions that need to be answer by respondents.

### 3.9.1 QUESTIONNAIRE SECTION

The questionnaire will be divided into three sections which is;

**Table 3.6 Questionnaire Section.**

<b>Section A</b>	Respondents' Background
<b>Section B</b>	Uniqueness Social Life Culture Emotion
<b>Section C</b>	Buying behaviour intention toward Sarawak traditional musical instruments.

### 3.10 PILOT STUDY

Pilot study is the next step to identify the factors that influencing the buying behaviour of students about traditional musical instruments (SAPE) with the aim to test the effectiveness of the research. The purpose is to test the opportunities of the research in term of the information obtained from the questionnaire are met.the pilot study was conduct after the questionnaire being approved and distributed to 15 respondents to test either they understand the questionnaire or not.

### 3.11 RELIABILITY TEST

*Table 3.7: Result of reliability test*

Component	Dimension	Cronbach's Alpha ( $\alpha$ )	Items
1	Uniqueness	0.819	5
2	Social life	0.801	5
3	Culture	0.886	5
4	Emotion	0.885	5
5	Buying Intention	0.841	5

**Significant level  $\alpha < 0.60$**

**Satisfactory reliability because all the value of Cronbach's Alpha is more than 0.60.**

Based on the reliability test in Table 3.7 above, the Cronbach's Alpha of independent variable (Uniqueness)  $\alpha=0.819$ , independent variable (Social life)  $\alpha=0.801$ , independent variable (Culture)  $\alpha=0.886$ , independent variable (Emotion)  $\alpha=0.885$ , and Cronbach's Alpha dependent variable (Buying Intention)  $\alpha=0.841$ . Therefore, all the cronbach's alpha of this study are more than 0.60 which is all the independent variables (uniqueness, social life, culture, emotion) and dependent variable (buying intention) are reliable for this study. According to Salkind (2014), if the result in the pilot study was 0.6 or more it indicated that the

instrument was valid and suitable for the research. The overall items in this study is 25 items that the respondents need to answer. Therefore, the result of this reliability test is the respondents are slightly to strongly agreed for all the items in the questionnaire.

### **3.12 DATA ANALYSIS TECHNIQUE**

#### **3.12.1 DESCRIPTIVE ANALYSIS**

Descriptive analysis is used to describe and summarize the key features of data that obtained from the respondents (Aeker, Kumar and Day, 2007). This analysis is to get the mean, standard deviation and rank of the data that given by the respondent. This analysis will help researcher to calculate all the received data with more accurate and fast. There are three main purposes of research, to describe, explain and validate findings. From this study frequencies are generally obtain from nominal variables such as gender, age, race and many more. Thus a frequency division for a variable would generate a table of frequency counts, percentage, and cumulative percentage for all the data that have been collected.

#### **3.12.2 RELIABILITY TEST: CRONBACH'S ALPHA**

Reliability test is use to signify the internal consistency of the measurement in order to determine whether all the items in each variable in the questionnaire are highly related or reliable. Therefore, the relationship between individual items in the scale can be determined significantly. The scale items in this research were measured by using the reliability test. Therefore the reliability test was important for the researcher to determine which question is poor.

According to (Malhotra, 2007) indicates that the reliability test coefficient varies from 0 to 1. If the value of the Cronbach's Alpha is less than 0.60 it show that unsatisfactory internal consistency reliability whereas if the values of Cronbach Alpha are more than 0.60 it showed that satisfactory internal consistency reliability.

### **3.12.3 PEARSON'S CORRELATION ANALYSIS**

Pearson Correlation Coefficient is a statistical measure of strength of the linear relationship between the two metric variables (Zikmund, 2003). Pearson correlation coefficient ( $r$ ) is used to analyze the relationship between variables and two-tailed significant level is used to test null hypotheses. Moreover, the coefficient ( $r$ ) indicates that the direction of the relationship and also the magnitude of the linear relationship. The coefficient at ranges from +1.0 indicates perfect positive relationship to -1.0 indicates perfect negative relationship. A correlation of 0 means there is no linear relationship between the two variables state by (Hair et al., 2002). This technique is the best way to interpret the data from Likert Scale questionnaire which we can identify the correlation between the dependent and independent variables and measured the strength of the relationship.

### **3.12.4 LINEAR REGRESSION ANALYSIS**

Linear regression is an approach that attempt to model the relationship between two variables by fitting a linear equation into the observed data. One variable is considered to be a dependent variable. Linear regression will use to identify the most significant factors influencing the purchase behaviour buy

Sarawak traditional musical instruments (SAPE). The value of the Beta value will determine which factor are the most crucial and important towards the significant of the study. A moderator variable is the one that is influenced by the independent variables and can cause the dependent variable.

### **3.12.5 CONVENIENCE AND NON PROBABILITY TECHNIQUE**

In this research study, the researcher using convenience technique. Convenience technique is the researcher is using the easy technique to conduct this study. This is also can save more time to researcher and collect the data. This is where the researcher do not have to distribute the questionnaire to specific students to answer the questionnaire. By doing this technique also make the researcher collect the data within limit of time.

The researcher also using non probability technique, this technique is the researcher can select the random respondents.

### **3.13 CHAPTER SUMMARY**

In this chapter, researcher using research design, measurement and scale, sampling size, sampling frame, primary data, secondary data, research instruments by distributed questionnaire and the items in the questionnaire been explained, question section which is questionnaire are been divided with three section (Section A, Section B and Section C). This chapter also have the respondents profile, pilot study, reliability test and data analysis technique. Beside that, this chapter explained how the researcher collect data for this study and how the researcher conduct this study.

## CHAPTER 4

### FINDINGS AND DISCUSSION

#### 4.1 INTRODUCTION

In this chapter, will discuss about result and discussion about Factors Influencing Student Intention to Purchase Sarawak Traditional Musical Instrument (SAPE). There has four analysis will be discuss and explain with is descriptive analysis, reliability test, pearson's correlation analysis and linear regression analysis. Also, will be discuss about findings of four independent variables which are Uniqueness, Social Life, Culture and Emotion and one dependent variable which is Buying Intention. Those of the four independent variables which are effecting the dependent variable the most? These data collection been collected by distributed the questionnaire to Universiti Teknologi Mara (UiTM) and Universiti Malaysia Sarawak (UNIMAS) students randomly. At the end of this chapter, the reader can identified the result of this research. In order to facilitate ease of understanding the research question, the repeated copies of questions are presented as follows;

**RO 1:** To investigate the relationship between uniqueness musical instrument towards students buying intention.

**RO 2:** To investigate the relationship between social life towards students buying intention.

**RO 3:** To investigate the relationship between culture towards students buying intention.

**RO 4:** To investigate between emotion towards students buying intention.

**RO 5:** To investigate the most factors effecting that impact on buying intention behavior.

#### 4.2 RESPONDENT'S PROFILE

All of the information regarding the demographic background of the respondents was analyzed using descriptive statistic.

*Table 4.1 Demographic statistics*

No	Demographics	Variables	Frequency (N=200)	Percentage (%)	Cumulative percent
1	Gender	Male	90	45.0	100
		Female	110	55.0	
2	Age	18-21	30	15.0	100
		22-24	122	61.0	
		25 and above	48	24.0	
3	Level of Education	SPM/Diploma	46	23.0	100
		Degree	144	72.0	
		Master	10	5.0	

4	Race	Malay	100	50.0	100
		Melanau	19	9.5	
		Iban	51	25.5	
		Bidayuh	20	10.0	
		Others	10	5.0	
5	Have you heard SAPE music?	Yes	165	82.5	100
		No	35	17.5	

#### 4.2.1 Gender

Table 4.1 the summarizes of demographic respondents that answering Questionnaire. The total been distributed questionnaire is 200. The most respondents are female which is 55% and the remaining of 45% respondents are male.

#### 4.2.2 Age

The most respondents age range is 22-24 which is recorded 61%, second highest is at range 25 and above which is 24% and the remaining of 18% age range 18-21.

#### 4.2.3 Level of education

The level of education divided by three which is SPM/Diploma, Degree and Master. The most respondents their level of education are degree that recorded 72%, the second most respondents are SPM/Diploma that recorded 23% and the remaining of 5% are Master students.

#### 4.2.4 Race

From the research about 50% of respondents are Malay, second is Iban which recorded about 25.5 %, third followed by Melanau 10%, forth are Malanau 9.5% and lastly are others 5%.

#### 4.2.5 Have you heard SAPE music?

The most respondents claims that they has heard SAPE music which are about 82.5% and followed by 17% said never heard SAPE music.

### 4.3 DESCRIPTIVE ANALYSIS

Descriptive analysis is to get mean, standard deviation and rank of the data that given by respondents. This analysis will help the researcher get the result of the research study are more accurate and fast. The measurement of the mean shows the average indicator that is mostly provided by the respondent. A low standard deviation indicates that the data points tend to be close to the mean. The high standard deviation suggests that the data spread out over a large range of values. Table 4.2 below show the descriptive statistics.

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
Uniqueness	200	3.6760	0.76862
Social Life	200	3.5570	0.78244
Culture	200	3.7470	0.83141

Emotion	200	3.2370	0.86891
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**Table 4.2: Descriptive Analysis**

The data gathered above is the respondents analysis which are most of them choose neutral to strongly agree to the variables. The data being analysis for this research study is using likert scale using point of 1 to 5 which is from strongly disagree disagree, neutral, agree and strongly disagree. By looking at the table 4.2 above, the lowest point is 3.2370 to 3.7470 is the highest. The standard deviation to those variables shows that the dispersion of the data is not diverged with standard deviation. In overall, the standard deviation is considered to be close to the mean.

#### **4.4 PEARSON'S CORRELATION ANALYSIS**

The correlation analysis was use to statistical measure of strength of relationship between Uniqueness, Social life, Culture and Emotion towards buying intention of Sarawak musical instruments SAPE. Pearson correlation coefficient (r) is used to analyze the relationship between variables and two-tailed significant level is used to test null hypotheses. The coefficient at ranges from +1.0 indicates perfect positive relationship to -1.0 indicates perfect negative relationship. A correlation of 0 means there is no linear relationship between the two variables state by (Hair et al., 2002).

**Table 4.3: Guttman's Rules of Thumb**

Coefficient Size	Relationship Strength
0.71-1.0	Very Strong
0.61-0.70	Strong
0.41-0.60	Moderate
0.20-0.39	Weak
0-0.19	Very Weak

**4.4.1 Research Objectives 1 : To investigate the relationship between uniqueness musical instrument towards buying intention students of Sarawak traditional musical instrument (SAPE).**

**Table 4.4 Correlation analysis result**

		Uniqueness	Buying Intention
Uniqueness	Pearson Correlation	1	.550**
	Sig. (2-tailed)		.000
	N	200	200
Buying intention	Pearson Correlation	.550**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Gattmann's rules of thumb with the result in table 4.4 above correlation analysis relationship between uniqueness musical instrument towards buying intention students of Sarawak musical instrument (SAPE) there are positive relationship with moderate correlation. Uniqueness musical instrument toward buying intention students of Sarawak musical instrument (SAPE) with  $r =$

0.550, and the correlation is significant at 0.001. As the result, there is a positive relationship between uniqueness towards buying intention students of Sarawak musical instrument (SAPE). The hypothesis is accepted. When an instrument is something other than a vessel for making excellent sound, the entertainer makes an alternate association with the vessel itself than we may understand (J. McDermott and M. Hauser (2005)).

**H1** : There is a positive relationship between the these two variables.

**4.4.2 Research Objective 2 : To identify the relationship between social life towards buying intention students of Sarawak musical instrument (SAPE).**

*Table 4.5 Correlation analysis result*

		Social life	Buying Intention
Social life	Pearson Correlation	1	.526**
	Sig. (2-tailed)		.000
	N	200	200
Buying intention	Pearson Correlation	.526**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Gatmann’s rules of thumb with the result in table 4.5 above correlation analysis relationship between social life towards buying intention students of Sarawak musical instrument (SAPE) there are positive relationship with moderate correlation. Social life toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.526$ , and the correlation is significant at 0.001. As the result, there is a positive relationship between social life towards buying intention students of Sarawak musical instrument (SAPE). The hypothesis is accepted. This is likewise identified with the trial finding that

people infer constructive confidence from being individuals from a strong social gathering, and such social gatherings can be shaped through regular melodic tastes (North and Hargreaves, 2007).

**H2 :** There is a positive relationship between the these two variables.

**4.4.3 Research Objectives 3 : To examine the relationship between culture towards buying intention students of Sarawak musical instrument (SAPE).**

*Table 4.6 Correlation analysis result*

		Culture	Buying Intention
Culture	Pearson Correlation	1	.582**
	Sig. (2-tailed)		.000
	N	200	200
Buying intention	Pearson Correlation	.582**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Gatmann’s rules of thumb with the result in table 4.6 above correlation analysis relationship between culture towards buying intention students of Sarawak musical instrument (SAPE) there are positive relationship with moderate correlation. Culture toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.582$ , and the correlation is significant at 0.001. As the result, there is a positive relationship between culture towards buying intention students of Sarawak musical instrument (SAPE). The hypothesis is accepted. By looking at Robert Garfias, it is also positive relation toward culture and it is the tradition that each individual have to kept.

**H3** : There is a positive relationship between the these two variables.

**4.4.4 Research Objective 4: To determine between emotion towards buying intention students of Sarawak musical instrument (SAPE).**

*Table 4.7 Correlation analysis result*

		Emotion	Buying Intention
Emotion	Pearson Correlation	1	.693**
	Sig. (2-tailed)		.000
	N	200	200
Buying intention	Pearson Correlation	.693**	1
	Sig. (2-tailed)	.000	
	N	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to Gatmann's rules of thumb with the result in table 4.7 above correlation analysis relationship between emotion towards buying intention students of Sarawak musical instrument (SAPE) there are positive relationship with strong correlation. Emotion toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.693$ , and the correlation is significant at 0.001. As the result, there is a positive relationship between emotion towards buying intention students of Sarawak musical instrument (SAPE). The hypothesis is accepted. There is also, the same with Chin & Rickard (2012) where there is positive relationship of emotion towards music.

**H4** : There is a positive relationship between the these two variables.

**4.4.5 Research Objective 5: To identify the most factors effecting that impact on buying intention behavior.**

**Table 4.8: Model summary on correlation analysis**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.517	.507	.56378

a. Predictors: (Constant), EMOTION, SOCIAL\_LIFE, CULTURE, UNIQUENESS

From the model summary above in Table 4.8, the simple linear regression test  $r = 0.719$  and standard error of the estimate = 0.56378. The  $r^2$  is 0.517 explaining that 51.7% of changes in the dependent variable value (buying intention) can be explained by the independent variables included in the regression equation (uniqueness, social life, culture and emotion). This means that the remaining 49.3% of  $r^2$  can be explain by other factors that are not discussed in this study.

**4.5 COEFFICIENT**

**Table 4.9: Summary of coefficient**

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(constant)	.464	.208		2.226	.027
	Uniqueness	0.99	.089	.095	1.108	.269
	Social life	.040	.081	.039	.487	.627
	Culture	.147	.080	.152	1.847	.066
	Emotion	.474	.064	.513	7.434	.000

a Dependent Variable: Buying intention

Based on the table above, That was answering the research objective 5 to identify the most factors effecting that impact on buying intention behavior. There are two variables that give most impacts to dependent variable (students buying

intention) that is Emotion and followed by Culture. The significant must below than 0.1 and that was the most effecting the dependent variable. For Emotion = 0.000 and Culture = 0.066 which means that the findings is below than 0.1. Therefore, these two variables are most affect to dependent variable. For other two independent variables which is Uniqueness and Social life which is 0.269 and 0.627 respectively, they are more than 0.1. It has relationship toward dependent variable but they are not giving more impacts to dependent variable.

#### **4.6 CHAPTER SUMMARY**

This chapter is discuss about the data collection and interpret finding of this research study. The researcher using quantitative to conduct this study and each analysis are been interpret. The data collection in this study of each independent variables (Uniqueness, Social life, Culture and Emotion) answer the research objectives which is the most variables that give more impacts to dependent variable (Students buying intention). This chapter also make the researcher see the result of relationship between independent variables (Uniqueness, Social life, Culture and Emotion) and dependent variable (Students buying intention). All the four variables have relationship toward dependent variable. The r square are 51.7% been explained in this research study and other 49.3% are explained by other variables that not be explained in this research study.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 CHAPTER INTRODUCTION**

In the previous chapter the researcher has obtained results from data collected and some interpretation and explanations for each finding are provided to give more insight about the results. This chapter will conclude the overall findings from chapter 4 and it contains two parts which are the interpretation of result and hypotheses, recommendations for future research.

#### **5.2 CONCLUSION**

This studies is to find the buying intention of students about Sarawak musical instrument (SAPE). The respondent of this research are among University Teknologi Mara (UiTM) and University Malaysia Sarawak (UNIMAS) students. They been selected randomly by gender, age, level of education, race and either the respondents have heard about SAPE music or not. There are several technique and analysis are being used to conduct this research study. Each independent variables have their own strength of relationship toward dependent variables.

Descriptive analysis is to get mean, standard deviation and rank of the data that given by respondents. This analysis will help the researcher get the result of the research study are more accurate and fast. The data gathered above is the

respondents analysis which are most of them choose neutral to strongly agree to the variables. The data being analysis for this research study is using likert scale using point of 1 to 5 which is from strongly disagree disagree, neutral, agree and strongly disagree. Based on the research the lowest point is 3.2370 to 3.7470 is the highest.

The correlation analysis was use to statistical measure of strength of relationship between Uniqueness, Social life, Culture and Emotion towards buying intention of Sarawak musical instruments SAPE. Based on the result, Uniqueness musical instrument toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.550$ , and the correlation is significant at 0.001. Therefore, there is a positive relationship between uniqueness towards buying intention students of Sarawak musical instrument (SAPE). The hyphothesis is accepted.

For the result of social life, social life toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.526$ , and the correlation is significant at 0.001. Therefore, there is a positive relationship between social life towards buying intention students of Sarawak musical instrument (SAPE). The hyphothesis is accepted.

Based on the result, culture toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.582$ , and the correlation is significant at 0.001. So, there is a positive relationship between culture towards buying intention students of Sarawak musical instrument (SAPE). The hyphothesis is accepted.

Emotion toward buying intention students of Sarawak musical instrument (SAPE) with  $r = 0.693$ , and the correlation is significant at 0.001. So, there is a positive relationship between emotion towards buying intention students of Sarawak musical instrument (SAPE). The hypothesis is accepted.

The most independent variables that give impact to the dependent variable is Emotion and followed by Culture. This findings are refer to table 4.7 which is the most significantly is Emotion = 0.000 and Culture = 0.066. The result that the researcher got based on the data collection and analyze by using SPSS and if the significant are below that 0.1 the significant are more effected to the dependent variable (students buying intention). From the result that explain it is below that 0.1 so that was the most factors gave more impact toward dependent variables.

This research study are selected from random respondents by using convenience technique and non probability technique. This actually can save the researcher time to collect the data and to make the researcher easy to collect the data. All the result that are positive and have relationship to each other which is independent variables (uniqueness, social life, culture and emotion) and dependent variable (students buying intention).

The most independent variables that give impact toward dependent variable is Emotion and Culture. Emotion is more to feeling of individual which is student tend to listen to music while they are stressed, feeling down and emotion also can affect the mood of the individual. By listen to SAPE music they tend to be more calming and relax, this also can be as a therapy for students to takes away their tension.

Second variables that give impact toward dependent variables is Culture. Culture is a belief and be identity of the country. By listen to SAPE music the students feels more closer to their hometown and this Sarawak traditional musical instrument SAPE is the representative of Sarawak state and remind them to Sarawak.

Lastly, from the findings explained which among four independent variables (uniqueness, social life, culture and emotion) affected more to dependent variable (students buying intention).

### **5.3 RECOMMENDATION**

After completing the research, there are some recommendations that can be done to enhance the knowledge in this field. Recommendations for this study is divided into 2 categories which is recommendation for this study which is emotional students buying intention and recommendation for future study. Below are the recommendations derived for this study :

#### **5.3.1 Recommendation for emotion students buying intention.**

In term of practical perspective, the business can promote Sarawak Musical Instrument (SAPE) to students because students want to buy this musical instrument because it can release their stress. Students feel stress because they have a lot of subjects that they have to memories and learn something new. So, to takes away their tension from study they choose music that they can be calm and relaxing while listening to music.

While they are listening to music that can takes away their tension, it also rewarding to them. Rewarding to them it is because they can be more active and bring back their energy to study. So, that they can focus back to their study. Students should more relax and calm in study because it can make them easy to memories contents in the notes. If they are in tense while study it can give bad effect to them and also can effect their health.

Beside that, SAPE music also outlet for students frustration. Music are also the way for students to eliminate their frustration because of personal matters or frustration about their performance in study. Decreasing of performance in study can give bad impact to emotional of students because they already try their best to do well in test or exam but they didn't get what their are expected marks they will get. Therefore, in order to eliminated those feeling they can play some music and that is they way to them to express their feeling.

By listening music also can effecting someone mood because SAPE music is really relaxing music and it is not hard and strong music like rock and pop music. SAPE music relaxing because it has to accompany with dance and the dancer have to dance slowly and calm by following the music. This is also the reasons why SAPE music can effected students mood.

### **5.3.2 Recommendation for culture students buying intention.**

Sarawak traditional musical instrument (SAPE) can be promote by students because students are the individual person that are closer to people. They can bring the Sarawak culture into their performance and also this Sarawak traditional musical instrument.

Some students active in their University activities for example such as performance, competition and tournament. By listening to this Sarawak musical instrument (SAPE), it can remind students to the historical of Sarawak and the culture of Sarawak itself and this also can express the students feeling because when they heard SAPE music it will make them want to dance. Sound that are crated from this Sarawak musical instrument (SAPE) giving the classic and traditional feeling for students who loves the classic and traditional music.

Even though students are more interested to modern music but their is some element and tradition that makes students feel that they have to kept this tradition for future generation. Playing SAPE in the function and for performance can represent Sarawak state to people, by listening to sound that produce from this Sarawak traditional musical instrument (SAPE) people can recognize this music is representing to which state. The creation and use of these names and classes does not in the smallest take away the significance of the idea as it is seen in the specific social setting in which is it found. Students reaction to the music may likewise be with the end goal that students is not aware of them self tuning in to the making of another human yet, may feel them self profoundly immersed in the experience of the sound.

### **5.3.3 Recommendation for future study.**

This study conducted only in University Teknologi Mara (UiTM) Kota Samarahan Sarawak and University Malaysia Sarawak (UNIMAS) and also have 200 respondents. The researcher also can conduct this study in others Universities

or others colleges students. Other Universities and colleges students can involved in this study for researcher to get more option and more respondents.

The limitation of this study are only focusing four independent variables which is uniqueness, social life, culture and emotion. Therefore, the researcher also can conduct this study not only focusing to students but also to public such as worker, entrepreneur and expert people (lecturer or teacher).

In addition, the researcher also can also explore to international education and it also the way to promote our Sarawak culture to foreign country. Researcher also can used other method to conduct this study such as using qualitative method about buying intention behavior of Sarawak Musical Instruments (SAPE).

The researcher also can promote Sarawak musical instruments or this SAPE music to airlines company. This is because they can played SAPE music into the airplane when they reach Sarawak land because this can represent Sarawak to people especially to international tourist. Researcher can do research on this airplane company about the tendency of them playing this SAPE music into their airlines. At the same time people also can enjoy this music while they are in plane and give some excited feeling when they reach Sarawak land.

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## **WEBSITE**

Making the traditional musical instruments of Cambodia.

<https://www.culturalsurvival.org/publications/cultural-survival-quarterly/making-traditional-musical-instruments-cambodia>

Tracing back traditional musical instruments' uniqueness

<http://vovworld.vn/en-US/Culture/Tracing-back-traditional-musical-instruments-uniqueness/457231.vov>

Sape musical instruments traditional Dayak Kalimantan Barat.

<http://indonesianparadise.net/sape-musical-instruments-traditional-dayak-kalimantan-barat/>

Gandang & Sape musical instruments from central Kalimantan.

<http://en.voi.co.id/voi-features/9261-gandang-sape-musical-instruments-from-central-kalimantan>

The orang ulu os Sarawak.

<https://orangulumixedblood.wordpress.com/category/musical-instruments/>

From dreams into mainstream

<http://seeds.theborneopost.com/2015/08/26/from-dreams-into-the-mainstream/>

**APPENDICES**  
APPENDIX A1

**LETTER OF TRANSMITTAL**

Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
University Teknologi MARA  
Kampus Samarahan  
94300 Kota Samarahan  
Sarawak

January 2017

Dr. Hajjah Oriah Akir  
Advisor  
Industrial Training Project Paper (MKT672)

**SUBMISSION OF INDUSTRIAL TRAINING PROJECT PAPER  
(MKT672)**

With great pleasure, I would like to submit my project paper entitled **“Factors influencing students to purchase Sarawak traditional musical instrument (SAPE)”**

I believed that all the information, knowledge and experiences received throughout the making of this project paper would be useful for my future working life. I also would like to take this opportunity to express my appreciation for your kind assistance and willing to take the time to guide me in the report progress.

Thank you.  
Yours faithfully,  
NORHASIFAH BINTI AFFENDI

## APPENDIX A2



UNIVERSITI TEKNOLOGI MARA

### FACTORS INFLUENCING STUDENT'S INTENTION TO PURCHASE TRADITIONAL SARAWAK MUSICAL INSTRUMENT (SAPE).

Dear respondent,

I am a final year student in Bachelor of Business Administration with Honors (Marketing) would like/ to conduct a study about the consumers' attitudes towards factors influencing student's intention to purchase traditional musical instrument (SAPE) in UiTM Samarahan Campus and UNIMAS. It is part of my MKT 672 (Industrial Training Project Paper) course requirement. This study is conducted for the academic purposes only and the data will be private and confidential. I am greatly appreciated if you can answer these questions with honesty and sincerity. Any enquiries please contact Nor Hasifah Bt Affendi at 012-8043194.

#### Section A: Respondent Background.

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| 1. Gender                            | 2. Age (Years)                        |
| <input type="checkbox"/> Male        | <input type="checkbox"/> 18-21        |
| <input type="checkbox"/> Female      | <input type="checkbox"/> 22-24        |
|                                      | <input type="checkbox"/> 25 and above |
| 3. Level of Education                | 4. Race                               |
| <input type="checkbox"/> SPM/Diploma | <input type="checkbox"/> Malay        |
| <input type="checkbox"/> Degree      | <input type="checkbox"/> Melanau      |
| <input type="checkbox"/> Master      | <input type="checkbox"/> Iban         |
|                                      | <input type="checkbox"/> Bidayuh      |
|                                      | <input type="checkbox"/> Others       |
| 5. Have you heard SAPE music?        |                                       |
| <input type="checkbox"/> Yes         | <input type="checkbox"/> No           |

**Section B : Question to respondent.**

**Please tick (/) one answer only to show how much you agree or disagree with each of the statement below.**

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

<b>SECTION B: UNIQUENESS</b>					
<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The sound of SAPE instruments produce are amplified.					
Sound of SAPE instruments can form ritualistic music.					
SAPE made with easy handling.					
The music of SAPE was sweet and tuneful.					
The SAPE is a unique woodwind instruments.					
<b>SECTION C: SOCIAL LIFE</b>					
I enjoy listening to SAPE music in social events.					
There is greater connection with my friends when we like the same music.					
I often get recognition from my friends for playing SAPE.					
I often look forward to attending practices with my friends.					
Having music makes everyday life more relaxing.					

Please tick (/) one answer only to show how much you agree or disagree with each of the statement below.

1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
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<b>SECTION D: CULTURE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Playing SAPE must accompany with dance performance to express my feeling.					
SAPE music remind me to my culture and hometown.					
SAPE traditional musical instruments sounds classic.					
SAPE traditional musical instruments bring back historical story.					
I perceive SAPE instruments as sustainable in a musical way.					
<b>SECTION E: EMOTIONAL</b>					
I often listen to SAPE music when I'm feeling down.					
SAPE music often takes away tension at the end of the day.					
Performing SAPE music is emotionally rewarding for me.					
Playing SAPE music is an outlet for my frustration.					
Listening to SAPE music really affects my mood.					

**SECTION C: Purchase intention behaviour of students toward Sarawak Traditional Musical Instruments (SAPE).**

**Please tick (/) one answer only to show how much you agree or disagree with each of the statement below.**

1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
---------------------------	---------------	--------------	------------	------------------------

Statements	1	2	3	4	5
I would buy Sarawak Traditional Musical Instruments (SAPE).					
I will suggest to my friends buy SAPE.					
Sarawak Traditional Musical Instruments (SAPE) is easy to find.					
I can found SAPE in Music shop.					
I prefer playing SAPE rather than other musical instruments.					

**Appendix A3 - TIMES SCHEDULES/ GANTT CHART**

NO.	Activities	FEB	MAR	APR	MAY	JUNE	JULY
1.	Topic						
2.	Problem Identification						
3.	Research Objective						
4.	Literature Review						
5.	Research Design						
6.	Submission Proposal						
7.	Collecting Data						
8.	Findings						
9.	Presentation						
10.	Final Draft						
11.	Submission Final Report						