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Executive Summary

In line with the prime minister's aspiration in promoting the nation as a venue for value added service hub on financial service, tourism, education, the local business scene has witnessed the blooming of service industry in the past decade. To achieve a sustainable growth, it is import for service provider to constantly review their business model and take necessary strategy to prevail from the highly competitive industry.

The purpose of this research study is to provide an empirically tested concept on price bundling using a scenario simulation uniquely design for service context. A conceptual model which consist different pivotal factors were proposed and thoroughly examine through in-depth literature review accompany with stringent statistical tool in validating the hypothesis. The results from this research study has proved that the construct of this study is relevant and applicable for the service industry in Malaysia.

This research study manage to draw result from a sample size of 200 respondents from Klang-Valley and the samples were selected using stratified random sampling technique. The research findings suggested that the four proposed variables have important influence on Malaysian consumer's intention to purchase a service however out of the four variables only three were statistically significant basing on the research construct of this study. All these valuable inputs would certainly provide service marketers with a comprehensive overview of the various elements that have contingency impact on the purchase intention for service.

Although it is not required by the Graduate School of Business, the author has verified the originality of this research project via Turn It In and a copy of originality report can be found in Appendix 12.