THE EFFECTIVENESS OF MARKETING STRATEGY IN BANK RAKYAT AT JALAN HANG TUAH, MELAKA

LILISARI BINTI ABDUL RAHIM

Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UiTM, MELAKA

2008
I, Lilisari binti Abdul Rahim, (I/C Number: 850828-04-5200)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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: ______________________
LETTER OF TRANSMITTAL

Date: 29th April 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandar Melaka
75300 MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE EFFECTIVENESS OF MARKETING STRATEGY IN BANK RAKYAT AT JALAN HANG TUAH, MELAKA” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

LILISARI BINTI ABDUL RAHIM
2006867331
Bachelor of Business Administration (Hons) Marketing
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>iv</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>vi</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>vii</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.1 Background of Company                          | 2    |
1.2 Problem Statement                               | 6    |
1.3 Research Question                               | 7    |
1.4 Research Objective                             | 7    |
1.5 Theoretical Framework                          | 8    |
1.6 Hypothesis                                     | 10   |
1.7 Significant of the Study                       | 12   |
1.8 Scope of the Study                             | 13   |
1.9 Limitation of the Study                        | 14   |
1.10 Definitions of Terms                          | 15   |

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction                                    | 19   |
2.2 Marketing Strategy                              | 19   |
2.3 Marketing Mix Strategy                         | 20   |
2.4 Product                                        | 23   |
2.5 Price                                          | 26   |
2.6 Place                                          | 27   |
2.7 Promotion                                      | 28   |
2.8 People                                         | 28   |
2.9 Social Responsibility                          | 29   |
2.10 The Relationship between Marketing Strategy and Organizational Performance | 31   |

## CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction                                    | 35   |
3.2 Research Design                                 | 35   |
3.3 Population                                      | 36   |
3.4 Sampling Technique                              | 36   |
3.5 Data Collection                                 | 36   |
3.6 Data Analysis and Interpretation                | 37   |
This study is based on the research of “The Effectiveness of Marketing Strategy in Bank Rakyat at Jalan Hang Tuah, Melaka”.

The aim of this study is to identify the most effective marketing strategy that has been implemented in Bank Rakyat at Jalan Hang Tuah Melaka (BR JHTM). The marketing strategy that has been stated are the product, price, place, people, promotion and social responsibilities. Meanwhile, this research also want to explore what is the best suggestion given by the customer in order to improve Bank Rakyat at Jalan Hang Tuah Melaka performance. Not only that, the researcher also wants to identify the relationship between those marketing strategy towards the performance of Bank Rakyat at Jalan Hang Tuah Melaka.

50 questionnaire has been distributed to the respondents in order to fill out the entire question. The result will be gain after the analysis and interpretation of data. The respondents mostly are the customers who have used the products and services from Bank Rakyat at Jalan Hang Tuah Melaka.

From the analysis, researcher found out that the most effective marketing strategy is people. Besides, by using the cross tabulation, researcher found out that there is no relationship between certain variables of marketing strategy and BR JHTM performance.