



***“THE EFFECTIVENESS OF BRANDING AT TELEKOM
MALAYSIA BERHAD (TM)”***

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**BACHELOR BUSINESS ADMINISTRATION (HONOURS) IN MARKETING
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BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOUR (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, NIK MOHD HANIS B ZAKARIA, I/C Number: 841014-03-5519

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is 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 SUBMISSION

The Head of Program,
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
UiTM Bandaraya Melaka,
Off Jalan Hang Tuah,
75300 Melaka.

Dear Sir/ Madam

SUBMISSION OF PROJECT PAPER (MKT 661)

Attached is the project paper title "THE EFFECTIVENESS OF BRANDING AT TELEKOM MALAYSIA BERHAD (TM)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Technology MARA.

Lastly, I would like to express my gratitude for the effort and guidance that you have rendered for the completion of this project paper.

Thank you,

Yours sincerely

(NIK MOHD HANIS B ZAKARIA)
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ABSTRACT

The research study is carried out to analyze and identify the factors that influence the effectiveness of branding at Telekom Malaysia Berhad (TM). Actually, the factors that exactly influence brand effectiveness is analyzed and examined by using four major independent variables; **promotion, price, service quality** and **product**. It is crucial to analyze and well-understand the accurate factors that influence brand effectiveness so that TM brand can last in customers mind and always be a brand of customer's choice. Therefore, in gaining the customers responses and views, researcher has distributed 80 questionnaires to 80 respondents that are limited to the TM customers in the area of Pasir Puteh Kelantan only.

Based on the result, from the examining and analysis of data, there is moderate relationship between promotion, price, product, service quality and brand effectiveness. Hence, it is well-approved that promotion, price, product and service quality are the factors that influence brand effectiveness for Telekom Malaysia (TM) brand.