



UNIVERSITI TEKNOLOGI MARA

**“ THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES IN
BUILDING CUSTOMER AWARENESS: A STUDY OF M.S.
GARDEN HOTEL KUANTAN”**

JURIANA BINTI MAT YUSOFF

2003480024

BACHELOR OF BUSINESS ADMINISTRATION

HONS. (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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ABSTRACT

This project paper is a study regarding the effectiveness of promotional strategies implemented by M.S.G in building customer awareness towards the hotel. This study addresses the promotion elements that is advertising, sales promotion, public relation and sponsorship marketing. The main objective of this study is to measure how far these elements are effective in enhance the customer awareness. During this research the researcher had conducted an interview, do some observation and distributing questionnaires in collecting information. This study had cover all guests who stay at this hotel as their population and 100 respondents from them are chosen for answering the questionnaires designed by the researcher. The questionnaires was conducted in both Malay and English language for the respondent's convenience. In analyzing data obtained from the questionnaires given, the SPSS package was used by the researcher. In this package, the researcher analyzing data using four methods which are Frequency Distribution Method, Reliability Analysis Scale (Alpha) Method, Cross Tabulation Method and One Sample T-Test Method.