

**UNIVERSITI TEKNOLOGI MARA**

**THE EFFECT OF MARKETING MIX ON  
PURCHASE INTENTION IN SPA AT BANDAR  
HILIR, MELAKA**

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## ABSTRACT

This study investigates the effect of the marketing mix on purchase intention in spa at Bandar Hilir, Melaka. The marketing mix that are used is 4P's that is product, promotion, place and price. Purchase behavior is an important key for consumers during considering and evaluating of certain product. Problem that faces is Malaysian spa industry experiences a shortage of skilled labor, many people are still unclear as to what kind of services that a spa offers, and spa industry in Malaysia lack of the National Signature Treatment. The method of data collection that used is questionnaire. The questionnaire were distribute among the tourist in Bandar Hilir, Melaka. The techniques that are used to interpret the data is by using SPSS, Mean, Standard Deviation and also Pearson Correlation. In objective 1, the result indicated that the attitude of the customer were based on their free will and the word of mouth from their members, family or other that can influenced them. While, objective 2 found that, the most preferred marketing mix tools is the strategic location (place) of the Malaysia Spa Industry that can influence the purchasing behavior of customer. However, objective 3 establish that there is moderate relationship between the how the marketing mix are well plan to the attitude of the consumer in purchased the spa services/product maybe the respondents does not clearly understand the spa services.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 INTRODUCTION OF THE CHAPTER**

This chapter is discussing about the background of study that will be used in this research. The study is based on the Malaysia Spa Industry. This paper explores the effect of marketing mix on purchase intention based on their attitudes towards spa. However, there is a problem that being faced in the Malaysia Spa until it influenced to the attitude of the consumer. The significant of the study for this paper is for beneficial toward researcher, industry player, marketer and student. This is because they can use this study to learn about the marketing mix effect on purchase intention and the attitude of the consumer towards Malaysia spa industry.

### **1.2 BACKGROUND OF STUDY**

Tourism represents the one of the most dynamic economic sectors in the world. It is also the main source and one of the biggest a contributor to the Malaysian economy today. Malaysia is presently playing get up to speed with the other enormous young men around the district. Spots like Bali, Manila and Bangkok have had a built up spa industry for a considerable length of time (Ang, 2013).

According to Tourism National Key Economic Area, (2011) Malaysia is in an amazing position to further enhance its remaining as one of the world's top worldwide destinations, given its copious vacationer destinations. The Entry Point Projects 9a, the spa business in Malaysia has encountered quick development in the locale throughout the previous 5 years (Annual Report Economic Transformation Programme, 2011). However, there is currently shortage of local spa therapists and a need to better regulate the spa industry.