

**THE EFFECTIVENESS OF PROMOTIONAL TOOLS:
THE CASE OF TM CENTREX IN TELEKOM
MALAYSIA(TM), SEREMBAN NEGERI SEMBILAN**

ZARIAH BINTI KASSIM

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ABSTRACT

This research was carried out to obtain information about the effectiveness of promotional tools that have been used by Telekom Malaysia, Negeri Sembilan to promote and enhances the demands of TM Centrex among the business customers in Negeri Sembilan. This study was based on systematic sampling method using the list names of the companies in Negeri Sembilan that have subscribe to TM Centrex with Telekom Malaysia.

The overall findings of frequency from 50 respondents shows that majority of the users that subscribe TM Centrex is from manufacturing sector (30.0%), and the less sector that subscribe is constructions (12.0%). Meanwhile the average mean for loyalty among the respondents towards Telekom Malaysia is 3.9800, factor of satisfaction is carry average mean of 3.9400, level of retention have average mean of 3.7800 and service quality, the average mean is 3.6800. The findings conclude from the five factors that have analyzed in this study for the promotional tools elements, there have two factors do not have a significant relationship with the effectiveness of the promotional tools as every P value for each factors resulted $P > 0.05$ which $P = 0.149 > 0.05$ for Technical advisory service and $P = 0.088 > 0.05$ for advertising. It is found that the advertising and Technical advisory service that have been used by Telekom Malaysia, Negeri Sembilan in order to promote TM Centrex should be improved because the users is not satisfied with the advertising and the personal selling whereby the staffs of Telekom Malaysia is irregular to make a visit to the users place after they customers have subscribe to TM Centrex.

Recommendation and suggestion on how to improve the effectiveness of the promotional tools to promote TM Centrex have been identified to help TM achieved their target and improved any weaknesses.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

Generally, promotion is a process of communicating with the public in an attempt to influence them toward buying products and/or services. Promotion is the broader and all-inclusive term. Advertising is just one specific action to promote product or service. As a general term, promotion includes all the ways available to make a product and/or service known to and purchased by customers and clients. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service

Promotion in business is an integral ingredient of the total marketing process (*Kim and Merrilees, 1998*). It helps potential customers to become aware of many choices of products and services available. Promotion is one of the key 4Ps of the marketing mix and as such has a key role to play in market success.

In business market consists of four categories of customers, producers, resellers, governments and institutions. (*Lamb, Hair and McDaniel, 2004*). The producers segments of the business market include profit-oriented individuals and organizations that use purchased goods and services to produce other products, to incorporate into other products, or to facilitate the daily operations of the organization. Examples of producers include constructions, manufacturing, finance and food service firms.