



**THE EFFECTIVENESS OF PROMOTIONAL MIX IN
ENHANCING PROFITABILITY OF KERETAPI
TANAH MELAYU BERHAD (KTMB)
INTERCITY SERVICES**

**BIBI MARIAM BINTI MOHMED
2004610128**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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ABSTRACT

Promotional mix is one of the strategies used by KTMB Intercity Services in enhancing their profitability. Furthermore, using promotional mix also people will be aware with all the services provided by KTMB Intercity Services and from promotion also it is easy for the people know or gain lots of information about the services beside save their time and money. However, promotional mix is not to enhance the profitability only but also responsible in helping the company increase their sales, new product or services accepted, creation of brand equity, position into customer minds, competitive retaliations and also help in increase their corporate images.

Meanwhile, the research objectives of this study are to identify the effectiveness of existing promotional mix used by KTMB Intercity Services, and to determine the relationship between promotional mix and profitability of KTMB Intercity Services. Beside that, researcher also wants to make some recommendation and suggestion of a few strategies in order to enhanced profitability of KTMB Intercity Services.

For the purpose of the study, the exploratory research and descriptive research was deployed in order to obtain the objectives. Sampling random sampling has been utilized with 59 respondents or the sample size. Self-administered questionnaire was used as the survey instrument beside interviews as the source of primary data. By using the analysis generated by SPSS (Statistical Package for the Social Science), results are analyzed and deduction being drawn. Looking at the result in data analysis and cross

tabulation did hypothesis testing. Finally, the findings from this study conclude that mostly respondents agree that all the variables can enhance the profitability of KTMB Intercity Services.