

**THE IMPACT OF MARKETING MIX
ELEMENTS TOWARDS CUSTOMER BUYING
DECISION IN PURCHASING CELCOM
BROADBAND: CASE STUDY IN BANDAR
MELAKA**

MOHAMMAD IKHWAN BIN MARTI

**Submitted in Partial Fulfillment
Of The Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

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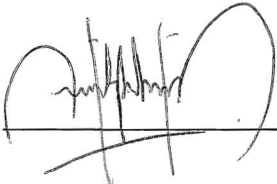
**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohammad Ikhwan Bin Marti, (I/C Number: 840125-05-5139)

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: 24 NOVEMBER 08

LETTER OF TRANSMITTAL

4th NOVEMBER 2008

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

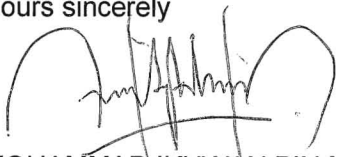
Sir,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper entitled "**THE IMPACT OF MARKETING MIX ELEMENTS TOWARDS CUSTOMER BUYING DECISION IN PURCHASING CELCOM BROADBAND: CASE STUDY IN BANDAR MELAKA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

A handwritten signature in black ink, appearing to read 'Mohammad Ikhwan Bin Marti', with a large, stylized flourish at the end.

MOHAMMAD IKHWAN BIN MARTI

2006819362

Bachelor of Business Administration (Hons) Marketing

| TABLE OF CONTENTS | PAGE |
|-------------------------------------|-------------|
| TITLE PAGE | i |
| DECLARATION OF ORIGINAL WORK | ii |
| LETTER OF TRANSMITTAL | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENTS | v |
| LIST OF TABLES | viii |
| LIST OF FIGURES | x |
| ABSTRACT | xi |
| CHAPTER 1: INTRODUCTION | 1 |
| 1.1 Background Company | 2 |
| 1.2 Background of Study | 6 |
| 1.3 Problem Statement | 7 |
| 1.4 Research Questions | 9 |
| 1.5 Research Objectives | 10 |
| 1.6 Theoretical Framework | 10 |
| 1.7 Research Hypothesis | 13 |
| 1.8 Scope and Coverage of Study | 14 |
| 1.9 Significant of the Study | 14 |
| 1.10 Definition of Terms | 16 |
| 1.11 Limitation of the Study | 17 |

ABSTRACT

As a company that has being appointed to promote and sell the Celcom Broadband by Celcom (M) Berhad, One Two Three Communications (M) Sdn Bhd has to maintain its sales performance every month. Based on their monthly sales report, the company faced a problem not achieving the monthly sales target. The research of “The Impact of Marketing Mix Elements towards Customer Buying Decision in Purchasing Celcom Broadband: Case Study in Bandar Melaka” has several objectives which is first, to determine whether the marketing mix elements give an impact towards customer buying decision in purchasing Celcom Broadband. Secondly, to identify the most influencing marketing mix elements towards customer buying decision in purchasing Celcom Broadband. And lastly, to provide suggestion and recommendation that can help One Two Three Communication to enhance their sales on Celcom Broadband.

In this study, the researcher used research design of descriptive research and causal research. Researcher use convenience sampling for this study. Researcher distributed the questionnaire to respondents randomly around Bandar Melaka for primary data and other sources are from reports journals and so on. Based on Frequency Analysis, Cross Tabulation Analysis and Regression Analysis, a clear findings and results are observed showed that place is the most influencing marketing mix elements that give a major impact towards customer buying decision in purchasing Celcom Broadband.