



A STUDY ON CONTRIBUTING FACTOR THAT INFLUENCE THE  
EFFECTIVENESS OF THE SELLING UP TM POINT PACKAGE  
AFFECTING CUSTOMER CONVERSION RATE

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## ABSTRACT

The purpose of this particular research which is a Study on contributing factor that influence the effectiveness of the selling up TM point package affecting conversion rate in TM point Tuaran. This is to investigate the factors influencing the effectiveness of the up selling package product offered by TM point where by the factor are product package offer, price and skills and knowledge of employee. On the other hand, the purpose of this research is also to analyze the product package conversion rate achieved by the customer in TM point. Being analyze the conversion rate of TM point its give TM point know their average conversion rate package so that their will know the availability of their product package offer.

Therefore, the finding that the researcher found out through this particular research majority of the respondents or consumers is state that TM point package offer give a lot of benefit to customer. On the other hand, throughout this particular research there are several recommendation from the respondents in order to improve the service quality of TM point in Tuaran, Sabah particularly.



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