

**A STUDY ON MARKETING CAMPAIGN BY BANK SIMPANAN
NASIONAL MALACCA MAIN BRANCH**

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ABSTRACT

Bank Simpanan Nasional or BSN has been operating in Malaysia for 25 years. Since its launching in 1974, BSN products and services have gained popularity especially amongst the Bumiputeras and civil servants. In early 1988, big changes happened in BSN. The big decision was to increase BSN branches to provide convenient banking to its customers. With more than 400 branches in Malaysia, BSN was considered as the largest retail banking in Malaysia. Thus this study is done to assess and evaluate the marketing campaign that have been implemented by BSN especially Malacca main branch.

Researcher highlights on this study because there are still many people who do not know BSN products and services offered by BSN Malacca. In addition, people also do not understand these services. So, researcher specified their study based on how the current marketing campaign of BSN Malacca can attract customer understanding in term of message indicated. Chapter two in this study will be use in order to relate the theory application and than apply to its practical application.

Methodology and design researcher used is to evaluate of data collection from questionnaire that distributed to BSN customers. Descriptive research is used in this study. Hypothesis testing or t-test, frequency and percentage distribution, and cross-tabulation which is also called cross-tabs are used to analyze and interpret data collected in this study. Overall, data processing and statistical analyzing were computed by using Statistical Package Social Science (SPSS). Judgement and convenience sampling were used with 60 respondents as the sample size.

Finally, the findings indicate that the current marketing campaign that implemented by BSN Malacca is quite successful in attracting customers. However, customers' understanding towards services offered by BSN is still low. At the end of this study, researcher had recommended some ideas, which this idea can help, BSN to gain competitive advantage especially in their marketing campaign in the future.