



**PERPUSTAKAAN SULTAN BADLISHAH (PSB):  
THE EFFECTIVENESS OF MARKETING STRATEGIES**

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## **ABSTRACT**

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. A marketing strategy should be centered on the key concept that customer satisfaction is the main goal. A study of the effectiveness marketing strategies was conducted in Perpustakaan Sultan Badlishah (PSB), UiTM Kedah is conducted. The respondent of this study generally among students that use PSB. The objectives for this study are to study the relationship between marketing tools and the level of effectiveness of marketing strategies at Perpustakaan Sultan Badlishah, to study the relationship between financial and the level of effectiveness of marketing strategies at Perpustakaan Sultan Badlishah, to study the relationship between staff skills and the level of effectiveness of marketing strategies at Perpustakaan Sultan Badlishah and to study the relationship between user satisfaction and the level of effectiveness of marketing strategies at Perpustakaan Sultan Badlishah. In this study, there are include one dependent variable and for independent variables. The dependent variable is the effectiveness of marketing strategies. While the independent variables are advertising, promotion, public relation and facility.

**Keywords:** *marketing strategies, advertising, promotion, public relation and facility*