



**“A STUDY ON SPIKE IN MEETING THE NEED AND SATISFACTION OF
CUSTOMER”**

**SITI ZAHARAH BINTI HASAN
2007256028**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH**

Signature: Siti Zaharah Binti Hasan

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Abstract

This paper analyses to make a study on SPiKe on meeting the need and satisfaction of customer. Results based on the analysis of data relating to 152 respondents from contractors in every district in Sabah indicate contractors that the mostly used SPiKE loan to finance their project in four main contract field such as construction, suppliers, services and electrical. Comparing demographic variables of contactor/borrower to the principle of marketing such as promotion, time frame, amount, and product placement which have been adjusted according to the product services offered to customer in indicating their satisfaction and needs. The analysis also reveals that there is significant between the two dependent and independent variables. The different field of contractor and the district they belonged are the main factor used in the analysis. Further analysis using cross tabulations suggest important statistical relationship between principle of marketing and the demographic. The type of analysis is to determine whether customer satisfaction and needs with the fulfillment according to the SPiKE loan and marketing principle that MARA have been done.

Keyword: Promotion, Time frame, Amount and Product placement.