



**THE EFFECT OF PROMOTIONAL MIX ON PERCETAKAN JASA  
EMBUN'S BUSINESS TOWARDS CUSTOMER PURCHASE  
INTENTION**

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## **ABSTRACT**

The purpose of this study is to examine the significant relationship between promotional mix with customer purchase intention towards Percetakan Jasa Embun's business. Also, this research aims to identify the most influence promotional mix element on Percetakan Jasa Embun's business.

The data set was collected through self-administered questionnaire and convenience non-probability random sampling method. A sample of 130 were collected from Batu Pahat, Johor Malaysia. The findings revealed that there are a significant relationship between Public Relation, Advertising, and Sales Promotion but an opposite for Personal Selling. Based on the results, it can be said that Advertising provide more impact towards customer purchase intention compared to the other elements of promotional mix.

The findings of this study were limited by the number of respondents, area and location, and the absence of other methods to obtain the results other than secondary research and questionnaire. This study is important for marketers to understand the consumer purchase intention towards Percetakan Jasa Embun's business to be more competitive.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

Promotion is an activity which could help to manipulate, influencing, and give awareness to customers about our business. So, promotion basically helps business to reach the target market and persuade the customers to purchase (M.Karunanithy, S.Sivesan, 2013). Many firms and marketers usually use promotional mix and number of tools to elicit responses from targeted customers (Arvinlucy Akinyi Onditi, 2012). These tools are known as the marketing mix that is defined as the set of tools that a firm uses to pursue its marketing objectives in the target market (Kotler, 2000).

Promotion is one of the elements of marketing mix (Mc Carthy, 1996) among other elements like Product, Price, and Place, which are the 4ps of marketing. Promotion is an important element of marketing mix. Company must decide on their marketing mix to achieve its objective to influence the market in order to achieve target sales.

Promotion builds an indirectly communication between the organizations and their customers. This process happens during the pre-selling, selling, and consuming and post-consuming stage. This activity occurs through the