



THE INFLUENCE OF 4PS, MARKETING MIX TOWARDS CUSTOMER

SATISFACTION: A CASE STUDY OF PASAR BERGERAK

1MALAYSIA IN RURAL AREA

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ABSTRACT

Pasar Bergerak 1Malaysia is a new marketing channel that has been introduced by Federal Agriculture Marketing Association (FAMA). One of the rising issues from Pasar Bergerak 1Malaysia is their sales is not achieved FAMA goals. Recent observation has been done to know in depth about the issue related with PB1M. The researcher has asked one of their officers related to the PB1M issues. So, the problems come from themselves such as the product they served, price they offered, the location also the promotion they do in order to attract their target market. Besides, they have crucial issues which is there is gap between rural area sales and urban area sales. Consequently, sales problem always generate from the customer satisfaction issue. Therefore, this study aims to investigate the influences of marketing mix towards customer satisfaction. This study focuses on marketing mix model which is 4Ps concept. This marketing mix is involving the four elements which are product, place, place and promotion. The result of this study will be obtained from the distribution of 90 questionnaires to Parit Raja citizens in order to identify their views about PB1M marketing mix and will it leads to customer satisfaction. The study use qualitative method approach as the primary data. While for secondary data, the researcher uses the journal and internet as the guidance.

CHAPTER 1: INTRODUCTION

1.0. Introduction

Chapter 1 will discuss background of study, problem statement, research objectives, and research questions, scope of study, significance of study and limitations of study. In this chapter the audience can get the interface information about the research.

Background of study explains the research's independents and dependents variable. The independents for this research are marketing mix and dependent variable is customer satisfaction. While in problem statement, it clarifies in depth on how the problem occurs also the fact related was presented. Research objectives roles as the guider in order to identify the findings and research questions, are the questions needed to be answered by the findings. Research questions must be related to the theoretical framework.

Lastly, for the scope of study they will discuss about who is the respondents will be involved in the survey sessions. While for significance and limitation of study, they will discuss about which party will be contributed by conducted this research and what is constraint faced by researcher during conducted the research.