



**A STUDY ON EFFECTIVENESS LEVEL OF  
MARKETING COMMUNICATION ACTIVITIES BY  
RETAILERS AT JESSELTON POINT,  
KOTA KINABALU, SABAH**

**MIMI ZARINA BTE BAKRI  
2005641299**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU, SABAH**

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## ABSTRACT

Jesselton Point is the first project for Suria Bumiria Sdn. Bhd, a wholly-owned subsidiary of Suria Capital Holdings Berhad. Research regarding the Jesselton Point is 'A Study on Effectiveness Level of Marketing Communication Activities by Retailers at Jesselton Point, Kota Kinabalu, Sabah'. The objective of the research is to study retailers' current marketing communication activities at Jesselton Point, to identify the effectiveness level of marketing communication activities by retailers at Jesselton Point and to suggest recommendations for enhancement of effectiveness level at Jesselton Point.

Techniques that are used for this research regarding to obtain information from business prospective among retailers as the respondents are through questionnaire distributed and self-observation. Through the questionnaire distribution, data will be collected which then it will be processed with the used of Statistical Package for Social Science or SPSS. Information obtain through this process then will turned out into charts and tables as the final process that is evaluation can be done.

Based on the research that been conducted, majority of the retailers at Jesselton Point are given good and positive response and feedbacks though however, there are some of them that having difficulties in fulfilling questionnaires because they still new and have not doing any marketing communication activities yet. Other than that, these retailers also had given good recommendations for enhancement of effectiveness level for the future at Jesselton Point since this ferry terminal is still new and need lots of improvement so that it can be known by local people and also to foreigners.