

**CUSTOMERS PERCEPTION TOWARDS
MARKETING PROGRAMS OF POSLAJU: KLANG
VALLEY AREA**

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ABSTRACT

The purpose of this research is to study the customer perceptions towards the marketing programs in terms of product, price, place, promotions and corporate image. Moreover this study will identify customer awareness, expectations and satisfactions towards POSLAJU as well as their relationship. Therefore the objectives of this research are:

- 1) To study the effectiveness of current marketing programs that has been implemented by *POSLAJU*.
- 2) To identify the level of customer awareness and expectation towards marketing program of *POSLAJU*.
- 3) To determine the level of customer satisfaction towards marketing program of *POSLAJU*.
- 4) To provide suggestion and recommendation on certain action to be taken by *POSLAJU* to enhance their marketing program to be more competitive in future.

In this study, we used interviews and questionnaire to identify the relevant aspect regarding the study on the customers at *POSLAJU* in Klang Valley area and others secondary sources such as reports, database and so on. The total respondents that involved in this study are 80 respondents. For the sampling technique, nonprobability sampling have been using for this study. Based on Frequency and Crosstabulation, a clear finding and results are observed. The finding showed that overall customer perception towards marketing programs of *POSLAJU* can be considered as good even the level of marketing programs effectiveness, customer awareness, customer acceptance and customer satisfaction is still at moderate level. The researcher is also able to give some recommendations and suggestions on how to improve and increase customer awareness, expectations and satisfaction.