

**THE ROLES OF PROMOTIONAL TOOLS ON THE  
EVALUATION TAX COMPLIANCE IN JASIN  
DISTRICT COUNCIL (MDJ), MELAKA: MUKIM  
JASIN**

**AHMAD RAFAIE BIN ABDULLAH  
2002315571**

**Submitted in Partial Fulfillment of the requirement for  
the Bachelor of Business Administration (Hons)  
Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UiTM, MELAKA**

**OCTOBER 2004**

## **DECLARATION OF ORIGINAL WORK**

**BACHELOR OF BUSSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, Ahmad Rafaie Bin Abdullah, (I/C Number: 810918-04-5195)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:  Date: 20.10.2024

## LETTER OF TRANSMITTAL

Ahmad Rafaie Bin Abdullah  
Faculty of Business and Management  
MARA University of Technology  
Alor Gajah Campus  
KM 26, Jalan Lendu  
78000 Alor Gajah  
Malacca.

September, 2004

The Project Advisor  
Prof. Madya. Dr. Arifin Bin Md. Salleh  
Faculty of Business and Management  
MARA University of Technology  
Alor Gajah Campus  
KM 26, Jalan Lendu  
78000 Alor Gajah  
Malacca.

Dear Sir,

### **RE: SUBMISSION OF PROJECT PAPER**

With reference to the above matter, I hereby enclose the final Project Paper entitled "The roles of Promotional Tools on Tax Compliance in Jasin District Council (MDJ), Melaka: Mukim Jasin" for your kind perusal. I hope that the project paper will fulfill requirement of the course.

Thank you.

Yours sincerely



AHMAD RAFAIE BIN ABDULLAH  
2002315571

## **TABLE OF CONTENTS**

	<b><u>Pages</u></b>
ACKNOWLEDGEMENTS	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	viii

## **CHAPTERS**

### **1. INTRODUCTION**

1.1	Background of Jasin District Council (MDJ)	1
1.2	Background of study	2
1.3	Problem statement	4
1.4	Research Questions	6
1.5	Objectives of the Study	6
1.6	Significance of the project	7
1.7	The scope of study	7
1.8	Limitations of study	8
1.9	Definition of term / concept	10

### **2. LITERATURE REVIEW**

2.0	Introduction	12
2.1	An Overview on marketing	12
2.2	Promotional Tools	15
2.3	Overview on tax compliance	22

### **3. RESEARCH METHODOLOGY AND DESIGN**

3.0	Introduction	27
3.1	Theoretical Framework	27
3.1.1	Marketing Communication (Promotion)	27
	Model – AIDA	

## **ABSTRACT**

The purpose of this research is to study the roles of promotional tools on evaluation tax compliance in Jasin District Council (MDJ); Mukim Jasin. It also would examine and measure the trends of evaluation tax compliance and the roles of promotional tools in order to enhance the evaluation tax compliance in the areas. The findings showed that increasing trends of evaluation tax revenue and tax accrued for the period 1990-2002. There are various factors that contributed to these trends such as economic condition, taxes management, policies, and strategies. Researcher also would measured the effectiveness of promotional tools that used by MDJ and divergence of importance for each tool. The findings also showed that taxpayers expected to get optimum services such as better services, better physical development, better infrastructures and better environment once they have complied their responsibilities. In this study, there were used interviews and questionnaire techniques and others secondary data such as reports, database, and so on. Based on frequencies and cross tabulations analysis, there showed a clear observation about the findings of this study.