



**THE EFFECTS OF MARKETING MIX ON THE CUSTOMER
SATISFACTION OF AR RAHNU BY AGROBANK ALOR GAJAH,
MELAKA.**

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

APRIL 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Mohd Alif Nurfahmi Bin Saad, (I/C Number: 880126045377)

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 any investigation 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: _____

LETTER OF SUBMISSION

April 2011

The Head of Program
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Kampus Bandar Melaka
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECTS OF MARKETING MIX ON THE CUSTOMER SATISFACTION OF AR RAHNU BY AGROBANK ALOR GAJAH, MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

Mohd Alif Nurfahmi Bin Saad,
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Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

This study is focus on customer satisfaction and marketing mix which is product, place, price and promotion toward Ar Rahnu by Agrobank Alor Gajah, Melaka. Apart from that, this study conducted focusing on **“The Effects of Marketing Mix on the Customer Satisfaction of Ar Rahnu by Agrobank Alor Gajah, Melaka.”** The main objectives of this study are to find out level of the customer satisfaction of the Ar Rahnu offered by Agrobank Alor Gajah, Melaka, to analyze the associations between marketing mix and customer satisfaction toward Ar Rahnu by Argobank Alor Gajah, Melaka and to find out the element of marketing mix contributing the most in customer satisfaction by Ar Rahnu Alor Gajah, Melaka.

The study was conducted at Agrobank located at Alor Gajah, Melaka and researcher had distributed the questionnaires to the Ar Rahnu’s customers and 100 respondents selected in order to obtain the findings regarding the topic. The researcher used the descriptive study in order to explore the problem regards the topics. In this research, the study consists of four variables of marketing mix as independent variables and customer satisfaction as a dependent variable toward Ar Rahnu at Argobank Alor Gajah, Melaka. The primary and secondary data has been use for this study to collect the sources. The data obtained from the questionnaires are being analyzed by using SPSS 17.0.

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