



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

ENHANCING VISITATION TO KPTM LIBRARY
THROUGH MARKETING OF THE LIBRARY
SERVICE

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JANUARY 2013

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“With the name of Allah, the Most Merciful and Most Compassionate”

Praise be to Allah for blessings and peace for the Holy Prophet Muhammad SAW, his family, friends, the Tabiin, brothers and sisters who have either gone or even still alive. Alhamdulillah, grateful to Allah The Almighty for giving me the strength, time and endurance to complete this research. Without His Grateful and Mercy, this project paper may not be completed.

On the chance that any of this, I would like to express thank my advisor, PM Yasmin Bt Hassan for her valuable guidance and assistance as well as her valuable information and ideas in making this study possible. I am greatly indebted to her for helping me to overcome obstacles in the process of conducting this project paper as well as for her patience. Hopefully, Allah will reward her and bless all the wisdom that poured.

I would also like to express my appreciation and thanks to my second examiner, Puan Norasekin Bt Ab Rashid. She is very dedicated and tolerant. Thanks for the all staffs at Kolej Poly-Tech Mara Kota Bharu because give me information and valuable guidance especially to my supervisor YM Raja Izuddin Bin Raja Ahmad. Not forgetting to the UiTM campus library staffs because gives an excellent cooperation by providing many of the books and related articles.

Finally, I wish to express my sincere gratitude to my beloved family and friends for their support, patience, and encouragement in helping me to complete this project paper. Last but not least, I really hope that my masterpiece would be so beneficial to those who are interested in this topic.

Thank you

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ABSTRACT

'Perpustakaan Ibnu Sina II' (KAMPUS LEMBAH SIREH) is faced with many challenges to maintain the library's consumer retention. Besides, 'Perpustakaan Ibnu Sina II' should implement the right marketing strategy in order to attract attention to its visitors in KPTM to be interested to come frequently to the library to encourage people to be bookworm. Thus, this study has been conducted to enhance visitation to Kolej Poly-Tech Mara Kota Bharu library through marketing of the library service. A set of questionnaires was distributed to the respondent randomly. Several factors that being discussed in this research are public relation, promotion and product. The data is analyzed using descriptive analysis, reliability, correlation and regression analysis by using Statistical Package for Social Science (SPSS). Besides that, regression analysis was used to test the hypotheses in this study. In this research, the finding shows that public relation and product are significant to visiting KPTM library. Meanwhile, promotion was found to be insignificant to visiting KPTM library. Based on the results obtained, there are some suggested recommendations that can help Kolej Poly-Tech Mara Kota Bharu to enhance visitation to KPTM library through marketing of the library service.