

**A STUDY ON THE
EFFECTIVENESS OF PLUSLINER PROMOTIONAL
STRATEGIES AS AN INTERCITY BUS SERVICE
FOR KUALA LUMPUR - JOHOR BAHRU ROUTE.**

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**“ IN THE NAME OF ALLAH, THE MOST MERCIFUL AND
GRACEFUL”**

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ABSTRACT

Promotion plays an important role in market the new or existing product or service. As one of the marketing strategies, it helps in introducing and persuading people to use the product or service. In service industry such as transportation, promotion activities being carried out to introduce new service that is offered by the company. Park May Bhd. one of the public transport consortium has introduced express bus service called Plusliner. This thesis will discuss about the effectiveness of the promotional strategies that have been carried out to introduced the service.

Focusing on Kuala Lumpur-Johor Bahru route, the rationale of the study is the route facing loading factor below expectation even after almost 6 month in operation. Besides that Plusliner also has to compete with the a number of existing competitors compare with Kuala Lumpur-Bukit Kayu Hitam and Johor Bahru-Bukit Kayu Hitam routes. All the competitors have different style of promotion in order to gain customer loyalty.

Several problems have been identified to be the factors that may influence the loading factor. Lack of commitment from Park May's management to promotion activities, problem of using agent, improper ticket counter, high competition and unclear advertising and promotion objectives.

In relation with it, research has been carried out to examine the problems in detail. The management fear to commit when the promotion cost is high. They assume that customers know about Plusliner and will come to purchase the service which is not an intelligent and professional manner of thinking. Ineffective of agent in promoting the service, improper ticket counter, high

competitions with existing express bus company that offers 'Super VIP' service and ineffective of Plusliner's promotion activities are several findings that have been obtain.

In response of the finding, a number of suggestions and recommendations have been forwarded in order to improve the demand of Plusliner service for Kuala Lumpur -Johor Bahru route. Management has to change the manner of thinking. They have to agree that promotion will generate demand to the service. Therefore, take into consideration of economic difficulty, simple launching programme is the appropriate tool in promoting Plusliner.

Replacement of agent in Johor Bahru and combine all Park May's counters in Puduraya Bus Terminal are the solutions to make the promotion at counter in Johor Bahru and Puduraya Bus Terminal more effective.

Relationship with customer or passenger must be good in order to motivate them to talk good thing about the service. Therefore, words-of-mouth plays an important role in creating and increasing demand without any expenses. Discount package fares have been implemented in several western countries successfully. It is not possible to implement it in Malaysia as research be proved that Malaysians welcome it very well.

In line with the existing of internet and e-mail facilities, Park May Bhd. can create a fascinating homepage to attract the customer. Souvenirs will help in promote the good corporate image and brand image. Customer will easily recall back the company and product name. Advertising through media is quite expensive but the effectiveness cannot be denied. It can reach the target market and potential market easily. Exhibition is another promotion style. It is not very costly but the effectiveness is depends on the good planning and

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