



**THE STUDY ON THE EFFECTIVENESS PHONE CALL MADE BY
MAHSA UNIVERSITY IN STUDENT ENROLMENT**

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Chapter 1

1.1 INTRODUCTION

The purpose of this study is to investigate the acceptance by a call receivers using telemarketing as promotional tools in Mahsa Prima International College (MPIC) in term of the consumer willingness to listen the products until the end and the acceptance level of the phone call made to promote the Mahsa University.

The key findings from this study are consumer's attitude and the usability of the telemarketing. The reason for this study are to understanding the relationship between the telemarketing effectiveness and parents acceptance of the phone call, how and why the specific factors that influence students' intention to study in Mahsa University and how student perception of the phone call are the key issues in this research.

The main issue of the research wants to identify the roles of telemarketing and investigate the effectiveness of telemarketing as a promotional tool for student enrolment of the institution. What are the roles of telemarketing that been practiced by the institution? Does the telemarketing is effective as a promotional tool for students' enrolment of the institution?

1.2 BACKGROUND OF STUDY

Leiderman, (1990) defines telemarketing as any measurable activity, using the telephone to help find, get, keep and develop customers. Telemarketing is a system staffed by trained specialists who utilize telecommunications and information technologies for the purpose of implementing marketing strategies in a cost-effective manner (Vorhees, 1983). An initial activity usually is the featuring of a toll-free telephone number and/or a coupon in an advertisement, catalog, or any other medium (Vorhees, 1983).

A telemarketing center can take orders, provide fast answers to customers' questions, defuse their complaints, call on marginal accounts, open new accounts, and even manage an entire sales operation (Vorhees, 1983). It happened because the capability of a telemarketing center was related directly to a marketing objective (Vorhees, 1983). Telemarketers must be provided with an efficient workspace equipped with telephones, headset, scripts, tally and response forms, an information handbook, computer terminal for data entry and monitoring system (Sedwick, Carpenter, Sherman and Alan, 2001). In business, telemarketing permits a company to serve cost-effective accounts that would only be marginally profitable if face-to-face sales coverage was used (Vorhees, 1983).

In addition, telemarketers must be provided with an efficient workspace equipped with telephones, headset, scripts, tally and response forms, an information handbook, computer terminal for data entry and monitoring system (Sedwick, Carpenter, Sherman, & Alan, 2001).

1.3 BACKGROUND OF COMPANY

MAHSA was established in earnest in the year 2005 in Pusat Bandar Damansara, Damansara Heights, and Kuala Lumpur with the belief that higher education in the field of healthcare is a vital cog in the development of the nation. MAHSA is the brainchild of Professor Datuk Dr. Hj. Mohamed Haniffa who is Pro-Chancellor and Executive Chairman.

Professor Datuk Dr. Hj. Mohamed Haniffa is a clinical practitioner of Medicine whose vision involved creating a centre of excellence in Medicine, Dentistry, Pharmacy, Nursing and Allied Health Sciences education in this region thereby developing qualified and compassionate healthcare professionals to serve the needs of our great nation. This is in line with the Prime Minister's vision that Malaysia should become a centre for academic excellence.

In order to generate a pool of skilled healthcare professionals, it was agreed upon from the start that MAHSA would gather the brightest minds in the country and abroad to help nurture the minds of our students and hone their skills. Furthermore, in the field of healthcare, theoretical knowledge though important is nonetheless secondary to clinical exposure and thus it was decided that students of MAHSA must gain practical experience at the earliest stage during their tenure. Finally, state of the art facilities were created to complement the innovative teaching curriculum and a highly qualified and motivated teaching staff.

Within a short span of time, our students outgrew their original premises and thereby a second campus was set up in Jalan University, Kuala Lumpur. The Jalan University Campus or JUC is now designated as the main campus. From a modest start with the Pre – University Cambridge GCE A' Levels and the three year Diploma in Nursing program in 2005, now MAHSA is proudly recognized as one of the premier institution that focuses in the delivery of education in the field of healthcare offering programmes ranging from Certificate programmes to Diploma, Degree, Masters and Doctorate programmes.

In 2009, MAHSA was upgraded from College to University College status. This upgrade in class in a mere four years is a testament to the exemplary dedication of the academic and administrative staff coupled by the delivery superior programmes.

With due diligence and ample support from students, staff and the public, MAHSA is proud to announce its latest achievement of receiving University status.