

**CREATIVITY IN MARKETING:
A STUDY OF ITS RELEVANCE WITH SERVICE QUALITY TO
KOP COMPUTER SDN BHD**

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LETTER OF TRANSMITTAL

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Ref: **Internship Project Paper.**

Enclosed herewith this letter is the Internship Project Paper entitled Creativity in Marketing: A Study of Its Relevance with Service Quality to KOP Computer Sdn. Bhd.

I do hope the topic chosen will meet the requirements and expectations of the faculty.

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ABSTRACT

Creativity in marketing is the understanding of people and feeling to identify customer needs and wants, determines which target markets the organization can serve best, designs appropriate products and services and programs to serve these markets. It guides as a business strategy. This study searches the information to use creativity in marketing for KOP Computer as one of Service Company from Koperasi Polis DiRaja Malaysia. About 30 employees of Kop Computer Sdn Bhd are involved in this research as the respondents. A set of questionnaires using descriptive research design with judgmental sampling method was distributed to the employees in three parts. For part 1 and part 2, it was objective questions while on part 3, it was a noncomparative scale question using itemized rating scale method in semantic differential technique. All the questionnaires will be measure using SPSS software by frequency distribution, chi-square, mode and mean. In part 1, for the profile of creativity people is from non-executive with 60% that work in the company about 1 to 3 years with 30%, age group of 33 to 37 years old with 30% and have secondary school with 60%. For creativity in marketing management is normal work and consult, support service to customer with 26.7% while for creativity in marketing concept is from comfortable environment with 40%. From the implementing creativity in marketing management is from a non- executive and do normal work with 8 respondents while for marketing concept, normal work, have secondary school and comfortable environment with 9 respondents. This service company is category as a major service with

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