

THE EFFECTIVENESS OF PROMOTIONAL
STRATEGY DONE BY TABUNG HAJI BANDAR
JENGKA

AZLINA BINTI DAHARUDIN
98000036

BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

APRIL 2000

LETTER OF TRANSMITTAL

Bachelor of Business Administration

(hons) Marketing

MARA University of Technology

Bukit Ilmu, Machang

Kelantan Darul Naim

22nd April 2000

En. Zainuddin bin Awang

Project Advisor

MARA University of Technology

Bukit Ilmu, Machang

Kelantan Darul Naim

Dear Sir,

RE: SUBMISSION OF THE PROJECT PAPER

Attached here is a project paper submitted for a partial fulfillment for Bachelor of Business Administration (Hons) Marketing

The objective of the project paper is to study the effectiveness of promotional strategy done by Tabung Haji.

TABLE OF CONTENTS

	Page
Letter of transmittal	
Acknowledgement	i
Table of contents	iii
List of tables	v
List of figures	vi
1.0 INTRODUCTION	1
1.1 Problem statement	3
1.2 Objectives of the study	3
1.3 Significance of the study	4
1.4 Hypothesis of the study	5
1.5 Scope and limitation	7
2.0 LITERATURE REVIEW	8
2.1 Historical background of Tabung Haji	12
2.2 Promotional strategy done by Tabung Haji	14
2.3 Services provided by Tabung Haji	19
2.4 Products provided by Tabung Haji	20
3.0 RESEARCH METHODOLOGY AND DESIGN	21
3.1 Data collection	21
3.1.1 Primary data	21
3.1.2 Secondary data	22
3.2 Sampling techniques	22
3.3 Procedure for analysis of data	23
3.3.1 Frequency distribution	23
3.3.2 Cross tabulation	23
3.3.3 Chi-square	23
4.0 ANALYSIS AND INTERPRETATION OF DATA	24
5.0 HYPOTHESIS TESTING	65
6.0 CONCLUSION AND RECOMMENDATIONS	83
BIBLIOGRAPHY	86
APPENDICES	
Appendix I - Questionnaires	iii

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful.

It took me nearly four months of hardwork in completing this project paper. I realized that I am not alone. Within this four months, I have received lots of helps, support and guidance from many people. It was an honour for me when I was given the chance to write on this topic. I would like to express my honourable gratitude to all those people who have spent their time in helping with this project paper.

First of all, I am most grateful to Allah S.W.T. for giving me the strength and ability, and only with His permission, I am able to finish this project paper. A special gratitude to Encik Zainuddin bin Awang, my project papers advisor, for his encouragement, opinion, criticism and guidance throughout the process of writing this project paper. Without his support this project paper will not be as complete as this.

I would also like to express my gratitude and appreciation to my practical training supervisor, Tuan Haji Mohyen bin Haji Mosman who is also the manager and not forgetting all the staff for giving me the support and sharing with me their time and knowledge during my practical training at Lembaga Tabung Haji Bandar Jengka. My experience working under them enables me to gain useful knowledge, which I can

1.0 INTRODUCTION

Increasing number of financial institution that offers Islamic products give direct competition to Tabung Haji. So, Tabung Haji has done a lot of promotion activities to attract more customers.

Most of financial institution use variety types of promotion either through mass media, electronics devices and also Internet. Nowadays, most of the institutions have its own website that give opportunity to their customer to access latest issues about the institution (new products or services).

Even though Tabung Haji provide saving and withdrawal services, they do not similar to the other financial institution. Tabung Haji is the one and only of government institution that provide Hajj registration services to their customer. Until now they have try to serve the best services to hajj pilgrims.

So, to expand its operation widely, one of the branches that are Tabung Haji Bandar Jengka was established on 1st September 1990. The opening of this branch show that Tabung Haji concern about its customer need and want, and also to make hajj registration more effective and easier.