

THE EFFECTIVENESS OF USING PROMOTION TO
ENCOURAGE CUSTOMERS IN USING THE PUBLIC
TRANSPORTATION: STUDY ON PUTRA LRT

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ABSTRACT

This study is to evaluate the effectiveness of using the promotion to influence the public to change their attitudes towards using public transportation. This study covers the PUTRA LRT users and the motorists found in Klang Valley.

The study concludes that consumers' awareness increased. As a result in using promotion by the PUTRA LRT. These promotions have influenced the customers in using the LRT services.

The findings also reveal that, price can play an additional factor in influencing customers to use the LRT services. The right combination of promotion tools can determine the customers in choosing the LRT as a main transportation in the near future.

Based on the findings, it is suggested that more promotions be held to increase the use of the LRT in the future. The LRT users gain from these promotions. The LRT gains in terms of the sales of tickets.