



**CUSTOMER'S PERCEPTION TOWARDS PROMOTION
STRATEGY PACKAGES PROVIDE HASIL TANJ
ENTERPRISE SDN BHD**

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ABSTRACT

Purpose – This paper is aims to measure the level perceptions towards promotion strategy packages provide by Hasil Tani Enterprise Sdn Bhd. It also able to know the whether there is or there isn't effective and successfully the promotion strategy that Hasil Tani Enterprise Sdn Bhd use in promoting their package's that they are offering for the customer in Sabah. The study also provides a recommendations or suggestion in improving the promotion strategy for the Hasil Tani Enterprise Sdn Bhd in the future.

Design / Methodology / Approach - This study used a quantitative research design whereby questionnaires were constructed based on the independent variables that contribute to the perception towards promotion strategy packages provide by Hasil Tani Enterprise Sdn Bhd. A descriptive study was use in order to get a better result of the relationship between the independent and dependent variables. A survey was conducted in order to achieve the objectives of this study based on the questionnaire, and related documents from the company to gather information as much as possible.

Findings – The result of this study indicate that there many perception and response towards HTESB's promotion strategy which is has an positive feedback from the respondents with the level awareness customer about the fertilization and organic program offer by the Hasil Tani Enterprise Sdn Bhd may can be successful and build the awareness towards the people to involve the modern agriculture concepts. Besides that, the individual package is the most choose and interested by the respondent which is HTESB's provided. The study also shows the suggestion from the customer to improving the promotion strategy packages for the future.

Originality / Value – This study maintain its originality by gather the related information by hand whether through primary data finding or secondary data finding.