



THE EFFECTIVENESS OF PROMOTIONAL MIX  
OF MAXIS SANDAKAN

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## ABSTRACT

Promotional mix is one of the strategies used by Maxis Sandakan in enhancing their profitability. Furthermore, using promotional mix also people will be aware with all the services provided by Maxis Sandakan and from promotion also it is easy for the people know or gain lots of information about the services beside save their time and money. However, promotional mix is not to enhance the profit only but also responsible in helping the company increase their sales, new product or services accepted, creation of brand equity, position into customer minds, competitive retaliations and also help in increase their corporate images.

Meanwhile, the research objectives of this study are to identify the effectiveness of existing promotional mix used by Maxis Sandakan, and to determine the relationship between promotional mix and improvement of Maxis Sandakan. Beside that, researcher also wants to make some recommendation and suggestion of a few strategies in order to improve the promotion of Maxis Sandakan.

For the purpose of this research, 80 questionnaires are distributed to selected customer of Maxis Sandakan. However only 73 questionnaires are valid and can be analyzed and interpreted. This research used probability sampling as a sampling technique and used of primary and secondary data as a data collection method.