



**THE MOST INFLUENCED FACTORS IN  
MARKETING MIX MODEL, 4P's THAT AFFECT  
CUSTOMER SATISFACTION: A CASE STUDY ON  
KEDAI SINAR PELADANG**

**MUHAMMAD ZUL HELMI BIN ABDUL RAHIM**

**2014649264**

**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
JOHOR**

**JULY 2017**

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## ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratefulness to The Almighty Allah S.W.T for making it all possible. Alhamdulillah with his guidance and will, I was able to complete this study. Next, I would like to personally acknowledge the following people for their help and contributions in the preparation of this report :

My academic advisor, Madam Jannah Munirah Mohd Noor, for her guidance, patience, support and uncountable time spent to guide me along the journey to the completion of this report. A single thank you would not be enough to show how I am thankful to have her as my advisor, for all the time she has spent on guiding me.

My highest appreciation and thanks goes to Puan Norba'yah Binti Bahar, my supervisor that I was attached with at Pertubuhan Peladang Kawasan (PPK) Seri Medan, , for her co-operation and chances given for me to explore and understand the application of marketing mix model in retail industry like Kedai Sinar Peladang. Not to forget to the team of Kedai Sinar Peladang for their knowledge and experiences shared with me during the period of my practical training.

My beloved family, my supporting friends especially to the people that is close to my heart, for their endless moral support, suggestion and advices throughout my time during my internship and completion of this report.

All in all, I would like to thank everyone that has helped me during my time of industrial training and the journey to complete this report. The success of this report will be the success to them.

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## **ABSTRACT**

This research paper explores the role of marketing mix strategy and its overall positive or negative impact on customer's satisfaction. Product, price, promotion and place are the variables that need to be managed by understanding psychological traits of consumers buying nature. As we all know that the success of any business entity is not mainly influenced by its employees or any internal factors, but significantly determined by the level of customer's satisfaction due to the products and services offered by that particular business. Fortunately, marketing mix can be used as each elements of it is designed to meet customer's needs and satisfaction. This study was conducted to examine the relationship between marketing mix and customer satisfaction at Kedai Sinar Peladang, Seri Medan, Batu Pahat, Johor. Four element of marketing mix were discussed namely products, price, promotions and place. The data was collected from a set of 201 questionnaires to the customers who came to Kedai Sinar Peladang. Due to the limitation of time and commitment, the observation only being made for only 10 days in a row in March, 2017. The findings reveals that there is a positive relationship between all four elements of marketing mix (products, price, promotions and place) and customer satisfaction at Kedai Sinar Peladang. Hence, in providing effective element of product, price, promotions and place, retail industry should aware on which element in marketing mix highly influence customer satisfaction.