THE INFLUENCE OF MARKETING STRATEGY ON ASLAH PERSONAL FINANCING-I

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THE INFLUENCE OF MARKETING STRATEGY
ON ASLAH PERSONAL FINANCING-I

By

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ABSTRACT

This study focuses the influence of marketing strategy on personal financing among the teachers with offered by Bank Rakyat. According to this study, there were lots of interests about the Aslah Personal Financing-I from the customers especially teachers regarding as a government servant because before it, Aslah Personal Financing-I as known Aslah Personal Financing-I (Ministry of Education) and Mudarris Personal Loan. The objective of this study is to determine the influence of marketing strategy on Aslah Personal Financing-I. In this study, the researcher has focused on the marketing mix in determining the marketing activities for an organization. The marketing strategy consists that was recognized and suggested by Kotler and Amstrong are 4Ps’, which are namely product, price, promotion and place. But, in this study, the researcher was used 3Ps’ that were suitable with the topic which are product, price, and promotion. So, from this study the researcher wants to identify whether these 3Ps’ of marketing strategy have a relationship with the teachers are influence to apply Aslah Personal Financing-I. In this study, there are 211 respondents selected among the teachers who are teaching at seven secondary schools in town of Kuantan that represented 468 of the total population. The sampling technique used by the researcher is non-probability sampling which is quota sampling. The researcher used in order to gather the data by using sets of questionnaires that were distributed to the teachers. Meanwhile, in this study, the researcher will use primary data that is through questionnaire and personal interview. There are several methods used in order to analyze this data such as frequency distribution, reliability analysis, cross tabulation, correlation coefficient and Chi-Square test. In this study also, the researcher will make a decision regarding the study through hypothesis testing where the entire independent variables are accepted and influence the dependent variable. Overall study result also found the teachers are more influence to apply Aslah Personal Financing-I are because of marketing strategy factor which is products, price and promotion has been implemented by Bank Rakyat more attractive and effective. Then come out with a conclusion about this study and some of recommendations from the researcher regarding to this study.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERMISSION TO USE</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF FIGURE</td>
<td>xii</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.1 Background of The Study 1  
1.2 Background of The Company 1  
1.3 Problem Statement 4  
1.4 Objective of The Study 5  
1.5 Scope of The Study 5  
1.6 Significant of The Study 6  
1.7 Definition of Term 7  
1.8 Summary 8

## CHAPTER 2: LITERATURE REVIEW

2.1 Introduction 9  
2.2 Marketing Strategy 10  
2.3 Personal Financing 12
### CHAPTER 3: THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Introduction</td>
<td>29</td>
</tr>
<tr>
<td>3.2 Theoretical Framework</td>
<td>30</td>
</tr>
<tr>
<td>3.3 Research Approach</td>
<td>32</td>
</tr>
<tr>
<td>3.4 Research Subject</td>
<td>33</td>
</tr>
<tr>
<td>3.5 Questionnaire</td>
<td>37</td>
</tr>
<tr>
<td>3.6 Administration of The Questionnaire</td>
<td>38</td>
</tr>
<tr>
<td>3.7 Statistical Method</td>
<td>39</td>
</tr>
<tr>
<td>3.8 Summary</td>
<td>42</td>
</tr>
</tbody>
</table>

### CHAPTER 4: FINDING AND DATA ANALYSIS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Introduction</td>
<td>43</td>
</tr>
<tr>
<td>4.2 Frequency Analysis</td>
<td>44</td>
</tr>
<tr>
<td>4.3 Reliability of Measure</td>
<td>49</td>
</tr>
<tr>
<td>4.4 Cross Tabulation Analysis</td>
<td>54</td>
</tr>
<tr>
<td>4.5 Correlation Coefficient</td>
<td>60</td>
</tr>
</tbody>
</table>
4.6 Hypothesis Testing

4.7 Summary

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Introduction

5.2 Conclusion

5.3 Recommendation

5.4 Summary

BIBLIOGRAPHY

APPENDICES

Appendix A: Questionnaire

Appendix B: SPSS Results

Appendix C: Article

Appendix D: Pamphlet

Appendix E: List of Secondary Schools in Pahang

Appendix F: Form
# LIST OF TABLES

<table>
<thead>
<tr>
<th>TABLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHAPTER 3: THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY</strong></td>
<td></td>
</tr>
<tr>
<td>Table 3.4.1 Population Size of Study</td>
<td>34</td>
</tr>
<tr>
<td>Table 3.4.2 Sample Size of Study</td>
<td>35</td>
</tr>
<tr>
<td><strong>CHAPTER 4: FINDING AND DATA ANALYSIS</strong></td>
<td></td>
</tr>
<tr>
<td>Table 4.2.1 Frequency Output of Respondent's Gender</td>
<td>44</td>
</tr>
<tr>
<td>Table 4.2.2 Frequency Output of Respondent's Marital Status</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.2.3 Frequency Output of Respondent’s Age</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.2.4 Frequency Output of Respondent’s Race</td>
<td>46</td>
</tr>
<tr>
<td>Table 4.2.5 Frequency Output of Respondent’s Highest Education Level</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.2.6 Frequency Output of Respondent’s Working Experience</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.2.7 Frequency Output of Respondent’s Income (per month)</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.2.8 Frequency Output of Respondent’s experience in applying Aslah Personal Financing-I</td>
<td>49</td>
</tr>
<tr>
<td>Table 4.3.1 Rules of Thumb about Cronbach’s Alpha Coefficient Size</td>
<td>50</td>
</tr>
<tr>
<td>Table 4.3.2 Reliability Output of Teacher’s Influence (Interest) on Marketing Strategy Of Aslah Personal Financing-I</td>
<td>51</td>
</tr>
<tr>
<td>Table 4.3.3 Reliability Output of Promotion</td>
<td>52</td>
</tr>
</tbody>
</table>
Table 4.3.4 Reliability Output of Price
Table 4.3.5 Reliability Output of Product
Table 4.4.1 Marital Status/ Have you applied Aslah Personal Financing-I at Bank Rakyat?
Table 4.4.2 Income (per month)/ My income level encourage me to apply Aslah Personal Financing-I
Table 4.4.3 Working experience/ One of the reason why Aslah Personal Financing-I is attractive is because no guarantor needed for teachers who have been working for more than five years
Table 4.4.4 Gender/ I know that Bank Rakyat offers Aslah Personal Financing-I to all teachers
Table 4.4.5 Race/ I clearly understand about the marketing strategy on Aslah Personal Financing-I by Bank Rakyat
Table 4.5.1 Rule of Thumb about Correlation Coefficient Size (Essential of Business Research Method)
Table 4.5.2 Rule of Thumb about Correlation Coefficient Size (Marketing Research)
Table 4.5.3 Output of Pearson Correlation
Table 4.6.1 Chi-Square Test Between Section B and Section C
Table 4.6.2 Chi-Square Test Between Section B and Section D
Table 4.6.3 Chi-Square Test Between Section B and Section E
<table>
<thead>
<tr>
<th>FIGURE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 3.2  Schematic Diagram for The Theoretical Framework</td>
<td>30</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Marketing includes convinced component of the activities which all those individual and group receive what they need and want through the trade of the value between each others. Marketing is not also engage the attempt of sale and promotion, but also involve another activities. To justify the successful of the marketing effort, the success of activities must start with the understanding about the market itself to make sure the fulfillment of the need been utilize.

Based on that, the researcher mainly focuses on marketing strategy of Aslah Personal Financing-I done by Bank Rakyat. Marketing strategy consists of selecting a target market and developing a marketing mix to persuade their market need. Bank Rakyat has formulated and implemented their marketing strategy for the main selected group target is government employees especially to attract teachers in applying Aslah Personal Financing-I.

1.2 BACKGROUND OF THE COMPANY

In economy section, banking operation show a certain part of business which is an important role in market. Beside banking operation, there also taking part from
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BIBLIOGRAPHY


Bank Rakyat Malaysia Berhad, Kuantan Branch (2009), Pamphlet and Form of Personal Financing-I.


