

Marketing Mix Strategies to Increase Purchase Intention of a Plumbing and Maintenance Service Provider

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Now, the service industry has impacted by the Covid-19 pandemic with low purchase intention. Company A is sole proprietorship company that provides a service in all aspects of plumbing and installation of pipes. The company's sale is affected due to low purchase intention from existing and potential customers. Therefore, the purpose of this study is to look at the effects of marketing mix on plumbing and maintenance service purchase intentions. This is because past research has shown that the marketing mix, which includes the 4Ps (product, price, place, and promotion), increases customer intention. This is a quantitative study in which data is gathered through the use of a survey approach. All of the items were graded on a 5-point Likert scale. This survey uses 150 sample data to study the impact of marketing mix on purchasing intention, and it is sent via Google form. From the findings, this study will propose a marketing plan for Company A of marketing mix for increased purchase intention.

Keywords: *Marketing Mix, Purchase Intention, Service Industry*