

# **CUSTOMER PERCEPTION TOWARDS SOCIAL MEDIA**



اَبُو سَيِّدِي تَيْكُوْنُو لِي مَرَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**



 **Gibraltar BSN**

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Firstly, I would like to express my deepest thanks to Dr. Jacqueline Koh Siew Len, lecturer of Faculty of Administrative Business Administration Marketing and also assigned as my advisor, who had guided a lot of task during my internship program. I appreciate for each and every guidance, advice as well as the information given to me to complete this report. I also want to thank Mr. Mohammad Noor bin Abdul Majid, my supervisor at Nur Agency Gibraltar BSN Kota Kinabalu, who gave me an opportunity to continue my internship at the company and learn more about insurance company even during MCO.

Deepest appreciation to my parents, family, and others for their cooperation, encouragement, constructive suggestion and full of support in the completion of report from the beginning till the end. Thank you also goes to all of our friends and everyone, that has been contributed by supporting my work and help myself during the final year project progress till it is fully completed.

# Company Profile



Company's Core Value



Nur Agency is a Life Insurance Agency registered under Gibraltar BSN Company. It has been around in Sabah since 2009, which was established by Puan Nuramni Abdullah. This company provides life insurance services throughout Sabah especially in Kota Kinabalu area. They also promotes Medical Card, Retirement Package, Savings and Investment, Life Protection, Health Protection, & Investment Link Fund.

# Mission and Vision



## MISSION

### WE PROTECT DREAMS

To Protect the Dreams of all our customers Malaysians from all walks of life. To continuously innovate and deliver high quality services, customers can be confident that we will fulfil our promises so that you can be secure and focus on achieving your hopes and dreams.

## VISION

### COMMUNITY PROTECTION CHAMPION

To be Malaysia's Community Protection Champion by being part of the growth and development of our customers, by accompanying and sharing in your prosperity, by protecting ]hopes, dreams and aspirations, making affordable protection solutions easily accessible to all Malaysians.



# Services and Products



## Protection

Safeguard lives and secure loan on your asset.



## Education

Preparing and planning for your child's education.



## Retirement

Securing your retirement through the golden years.



## Health

Protect against illness, surgery, and hospitalisation.



## Saving/Investment

Enjoy bonuses and monthly income benefit on your policy.



## Financial Security

Helping to secure your financial future.

# Organizational Structure



# ISSUES IDENTIFICATION

## Interview Session

Through the interview session with my supervisor, the main concern of the company is how to reach more prospects through social media, especially during MCO.



## Observations

After having the permission from the company to handle the company's social media, I have noticed that:



The number of reach are hard to maintain.



The engagement with viewers are low.

# RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

## Research Questions


- i. Is there any significant relationship between trustiness and customer perception of Facebook page/social media?
- ii. Is there any significant relationship between service and customer perception of Facebook page/social media?
- iii. Is there any significant relationship between engagement and customer perception of Facebook page/social media?
- iv. Is there any significant relationship between quality and customer perception of Facebook page/social media?

## Research Objectives

- i. To determine significant relationship between trustiness and customer perception of Facebook page/social media.
- ii. To determine significant relationship between service and customer perception of Facebook page/social media.
- iii. To determine significant relationship between engagement and customer perception of Facebook page/social media.
- iv. To determine significant relationship between quality and customer perception of Facebook page/social media.




# SCOPE OF THE STUDY



Quantitative study will be conducted towards consumer with various background will be chosen.

This study will conduct a questionnaire survey as one of the method used to collect data required.



Nur Agency Gibraltar BSN is targeting their target audience in Sabah. The specific area that is currently have more engagement are Kota Kinabalu, Tuaran and Tamparuli.

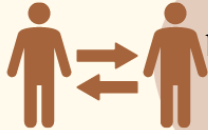


The scope of study is mainly focusing on the **marketing**, where it needs to focus on the targeted people that have higher possibility to respond on social media.

# Customer Perception



Perception is the process by which people select, organize, and interpret sensations when the immediate response of sensory receptors.



The relationship between consumer behaviour and marketing strategy will increase the probability and frequency of buyer behaviour

Therefore, there are three stages of exposure, attention, and interpretation make up the process of perception (Madichie, 2012).



Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.



Rather than sensory attributes that can be found on physical stores, the online shoppers seek detailed information about the products and service

Consumers simply do not trust most of web providers enough to engage in relationship exchanges with them (Grabner-Krauter, 2004).



Moving the internet sellers to click the "purchase" button is difficult.



## Trustiness

# Engagement

There has been extensive attention paid to behavioral customer metrics with a strong focus on purchase behavior (Bolton, 1998).



The engagement will likely be high if the customer has already has interest on the brand.



The uniqueness of the media posted will also attract the possible audiences.



## LITERATURE REVIEWS

# Quality



In digital marketing, authenticity, honesty, and transparency are three qualities that help develop trust in online brand communities.



Users need to trust the brand and other members of the community.



Operators of a fan page must be human, rather than robotic, in order to create a personal atmosphere.

# Service



Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications.

The service includes Search Engine Optimization (SEO) where it makes customers easily find the products and services needed.



It is important for a brand to be unique from other competitive brand in terms of image and branding so it will be easier for customers to distinguish one brand with another.

# Research Hypothesis

H<sub>0</sub>: There is no significant relationship between trustiness and consumer perception towards social media.

H<sub>1</sub>: There is a significant relationship between trustiness and consumer perception towards social media.

H<sub>0</sub>: There is no significant relationship between service and consumer perception towards social media.

H<sub>2</sub>: There is a significant relationship between service and consumer perception towards social media.

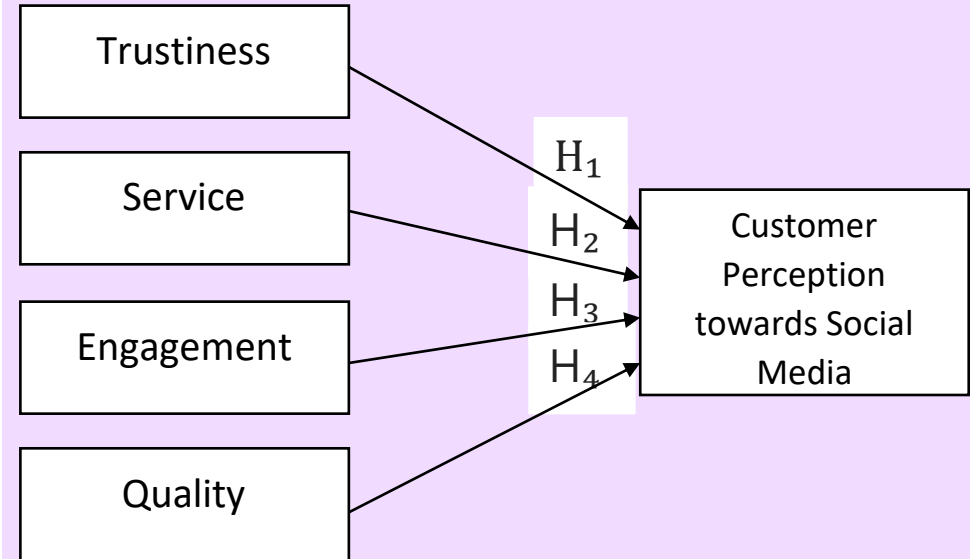
H<sub>0</sub>: There is no significant relationship between engagement and consumer perception towards social media.

H<sub>3</sub>: There is a significant relationship between engagement and consumer perception towards social media.

H<sub>0</sub>: There is no significant relationship between quality and consumer perception towards social media.

H<sub>4</sub>: There is a significant relationship between quality and consumer perception towards social media.

## Research Framework



# RESEARCH METHODOLOGY



**Primary  
Data**



Quantitative based.



Survey Questionnaire  
distributed to 126  
respondents.



Convenience sampling.

**Source  
of Data**



Secondary data is also  
used which is data is  
collected from articles  
and journals.

**Secondary  
Data**

# RESEARCH METHODOLOGY

## Sections

**Section A: Demographic**

**Section B (i): Quality**

**Section B (ii): Service**

**Section B (iii): Engagement**

**Section B (iv): Trustiness**

**SectionB (v): Customer Perception**

## Research Instrument

## Questionnaire

The respondent answered the questions by using Likert Scale, varies from:

1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4(Agree) and 5(Strongly Agree).



☐ ☐ ☐ ☐ ☒

# FINDING AND ANALYSIS



Questionnaire distributed:  
126 set



Divided into six sections:



Section A:  
Respondents' detail  
on demographic  
information.

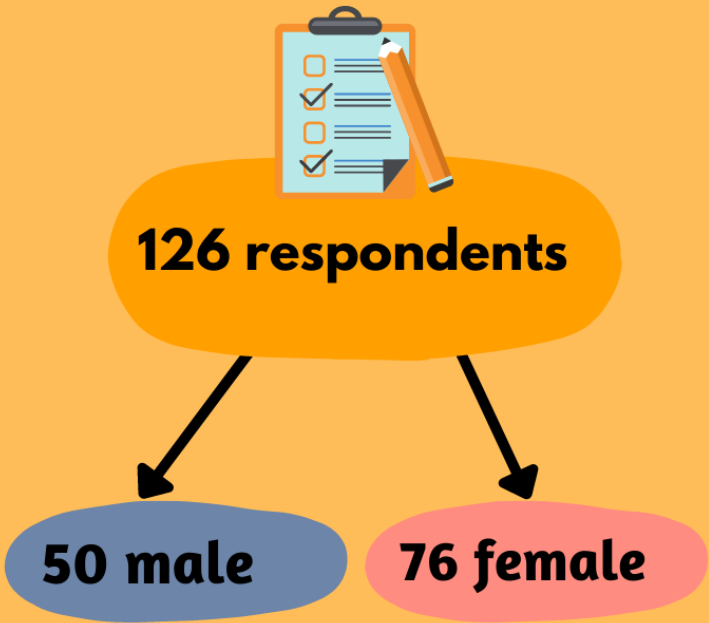
Other five sections:

**Independent Variables:**

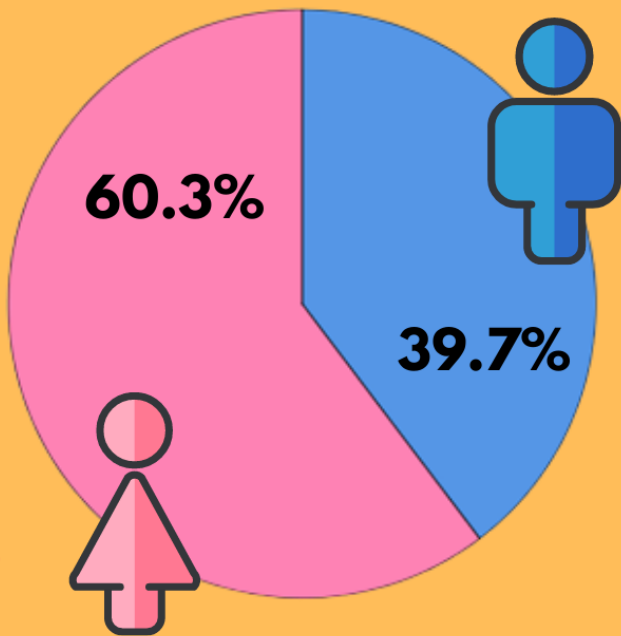
- Quality
- Trustiness
- Engagement
- Service

**Dependent Variable:**

**Customer Perception.**



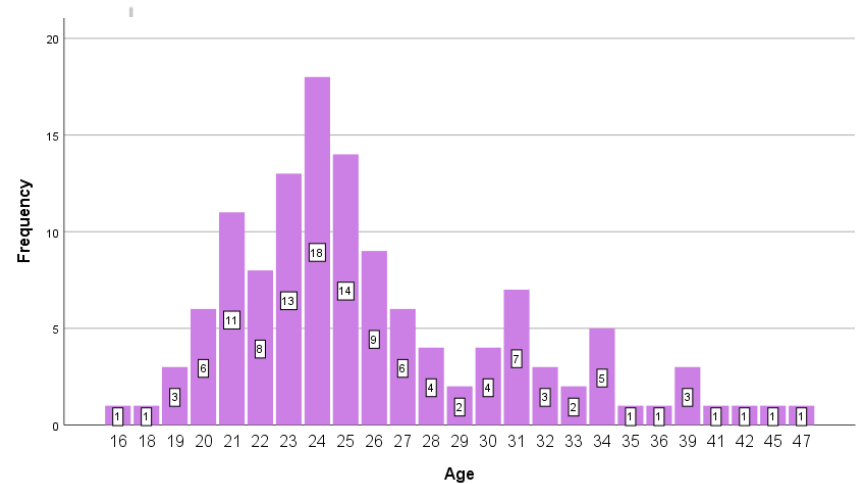
**Figure 4.0: Gender**



Male  
Female

# FINDING AND ANALYSIS

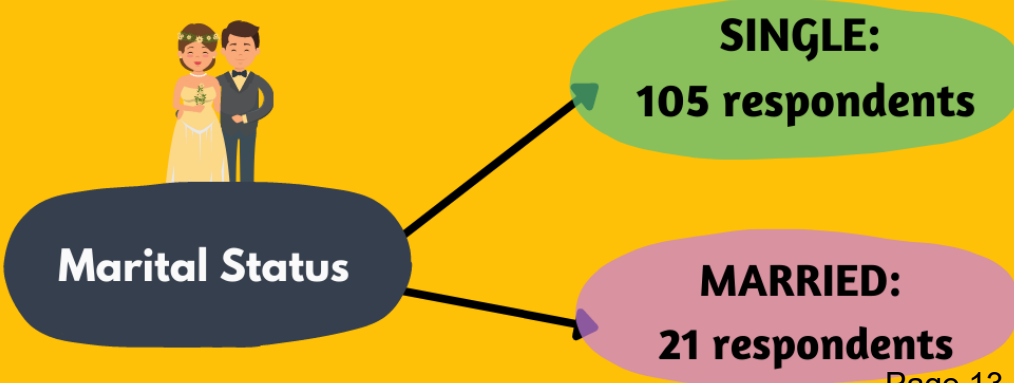
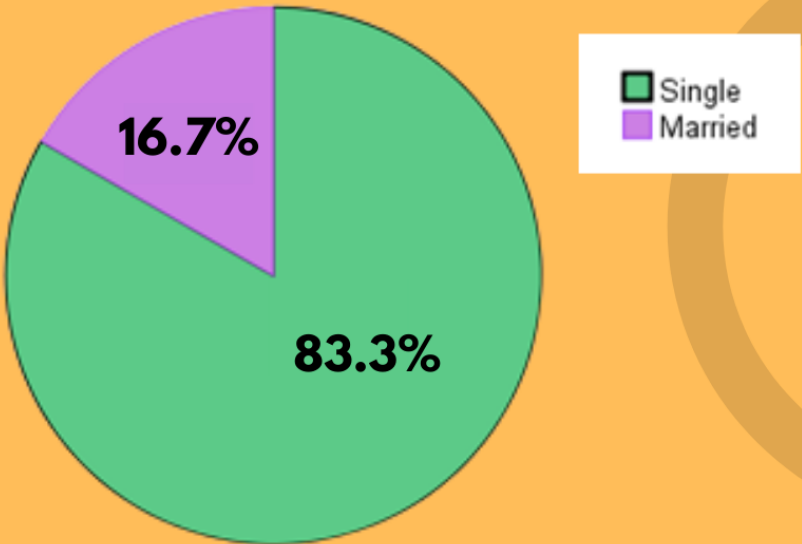
Figure 4.1: Age



Highest frequencies :  
24 years old with 18 units  
of the respondents.

Most of the respondents are  
between 20-27 years old.

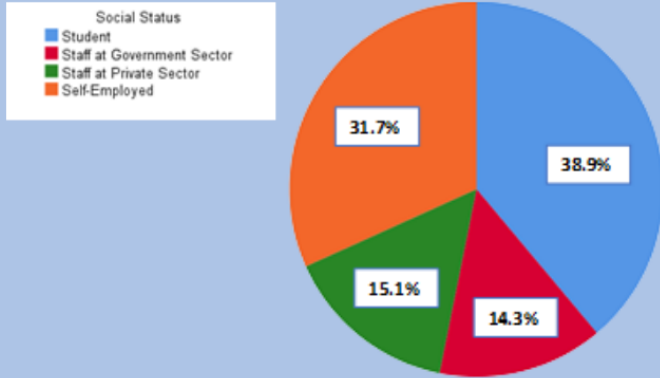
Figure 4.2: Marital Status





# FINDING AND ANALYSIS

## Figure 4.3: Social Status



**38.9%**

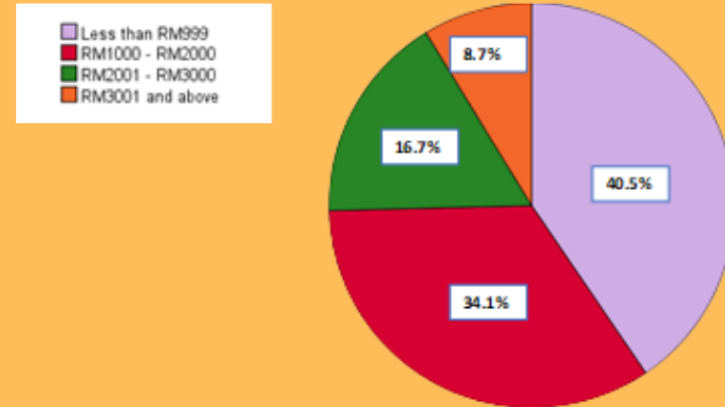
student or 49 respondents are students.



Followed by self-employed with 31.7%, with 40 respondents picked self-employed option.



## Figure 4.4: Monthly Income

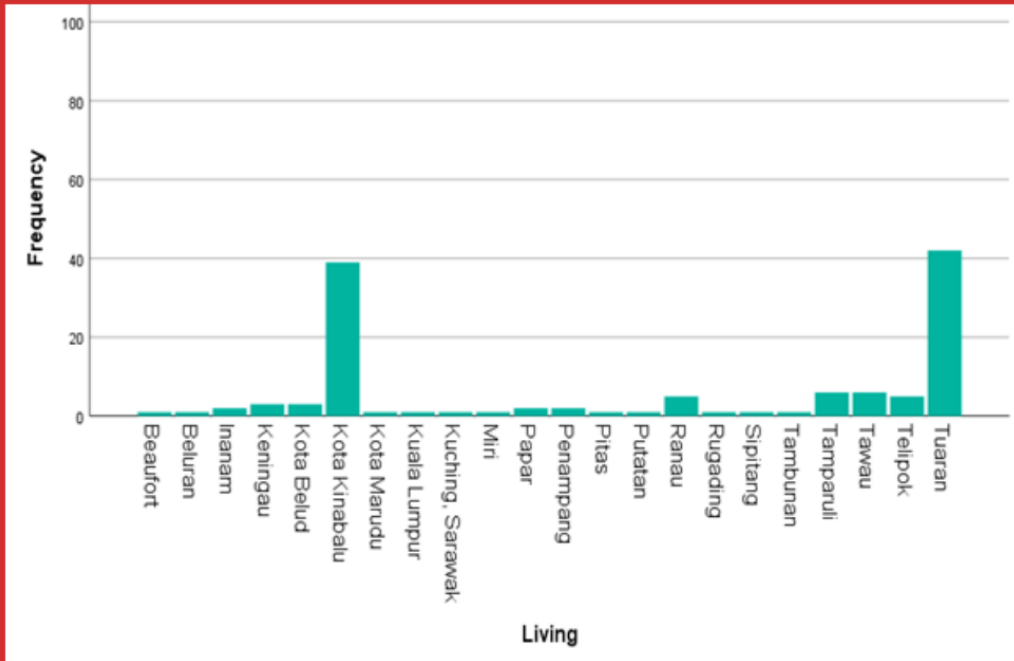


**Highest frequency in monthly income is less than RM999, with 40.5% or respondents.**

**51**

# FINDING AND ANALYSIS

Figure 4.5: Place of Living



Highest frequency in place of living is 18%, where 42 respondents selected their place of staying in **TUARAN**

# FINDING AND ANALYSIS

**Table 4.6: Construct Reliability and Convergent Validity for Pilot Test**

Variable	Reliability
Trustiness	0.853
Quality	0.781
Service	0.753
Engagement	0.838
Customer Perception	0.885

**Cronbach’s Alpha was range between 0.753 and 0.885** Which are considered good indications of construct reliability in the research instrument.

**Engagement and Trustiness** scores the highest value (0.740) among those IV.

		Correlations				
		Trustiness_mean	Service_mean	Engagement_mean	Quality_mean	DV_mean
Trustiness_mean	Pearson	1	.567**	.740**	.535**	.596**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	126	126	126	126	126
Service_mean	Pearson	.567**	1	.711**	.567**	.529**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	126	126	126	126	126
Engagement_mean	Pearson	.740**	.711**	1	.651**	.613**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	126	126	126	126	126
Quality_mean	Pearson	.535**	.567**	.651**	1	.599**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	126	126	126	126	126
DV_mean	Pearson	.596**	.529**	.613**	.599**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	126	126	126	126	126

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4.7: Pearson Correlation Analysis**

# FINDING AND ANALYSIS

**Table 4.8: Descriptive Statistic: Univariate Data Analysis**

	N	Statistic	Range	Minimum	Maximum	Mean	Std. Deviation
Trustiness	126	2.50	2.50	2.50	5.00	3.9067	.70052
Service	126	2.88	2.13	2.13	5.00	3.7113	.55912
Engagement	126	2.71	2.29	2.29	5.00	3.8787	.65554
Quality	126	2.71	2.29	2.29	5.00	3.7891	.58042
Customer Perception	126	2.50	2.50	2.50	5.00	3.5913	.50951
Valid N (listwise)	126						

✓ 5-point Likert scale.

Average rating 2.5 is considered as Neutral. ⭐⭐⭐⭐⭐

✓ Mean rating on Trustiness is '3.91' which is close to 'agree' scale.

The lowest standard deviation is obtained from customer perception. ↓

**Table 4.9: Result of Multiple Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.039	0.253		4.107	.000
	Trustiness	0.196	0.071	0.270	2.756	.007
	Service	0.091	0.086	0.100	1.057	.292
	Engagement	0.113	0.094	0.145	1.207	.230
	Quality	0.266	0.077	0.303	3.446	.001
	R <sup>2</sup> (Model summary table)	0.484				
	Sig. F (ANOVA Table)	0.000				
	F-Value (ANOVA Table)	28.429				

a. Dependent Variable: Customer Perception

This indicates that 48.4% variations in dependent variable (Customer Perception).

The coefficient of determination (R<sup>2</sup>) was 0.484 based on Cohen's rules for effects sizes.

# FINDING AND ANALYSIS

TRUST



## HYPOTHESIS 1

Trustiness towards Customer Perception is more than 99.99% ( $p > 0.01$ ).

Significant value for Trustiness is 0.007 ( $\beta = 0.196$ ).

$H_1$  is supported and we reject null hypothesis.

## HYPOTHESIS 2

Service towards Customer Perception is less than 99.99% ( $p > 0.01$ ).

Significant value for Service is 0.292 ( $\beta = 0.091$ ).

$H_2$  is not supported and we do not reject null hypothesis.

## HYPOTHESIS TESTING



## HYPOTHESIS 3

Engagement towards Customer Perception is less than 99.99% ( $p > 0.01$ ).

Significant value for Engagement is 0.230 ( $\beta = 0.113$ ).

$H_3$  is not supported and we do not reject null hypothesis.

## HYPOTHESIS 4

Quality towards Customer perception is more than 99.99% ( $p > 0.01$ ).

Significant value for Quality is 0.001 ( $\beta = 0.226$ ).

$H_4$  is supported and we reject null hypothesis.



# DISCUSSION



## Trustiness

H<sub>1</sub> is supported and we reject null hypothesis.

From the hypothesis testing, there is a significance between trustiness and customer perception.

This means most of the respondents agree that they need to have trust between customer and seller.



## Service

This may due to other reason that is the customer prioritize trust first before service.

No significance relationship between service and customer perception.

Consumers has to evaluate between various brand or service before making a purchasing decision.

## Engagement

Business social media are not posting at the right time, when the audience is actually on the social network. (Essa,2020)

This may be due to lack of attractive posting on a business page or social media.

Engagement has no significance with customer perception.



## Quality

Quality is critical to satisfy your customer.

There is a significance relationship between quality and customer perception.

Quality retain their loyalty so they continue to buy from you in the future (Quain, 2019).

## Consistent Posting on Social Media



Can increase more reach and eventually create engagement between business owner and potential customers.

## Consistent Post Aesthetics

Consistent aesthetic social media is what attracts audience these days.

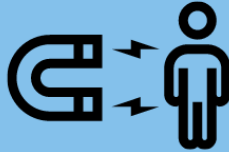


## Hire Social Media Content Manager

Can ensure the posting on social media will be delivered on time or on the right time.



Schedule each day's post or by week and stick with one ideas or theme.



Can create engagement such as questions through Messenger or WhatsApp



The social media posting will be more organized and consistent.



Will make the posting more organized and easier for the audience to understand the product or service that is being promote.

Medium length but comprehensive caption can attract viewers.



Can be more alert when there are potential customers tries to get in touch through the social media.



# RECOMMENDATION



In conclusion, social media is frequently used by many people and currently are used as a business platform by many business especially during this pandemic. Therefore it is a good move for every business to create social media so that it is easier for customers to reach out, whether to ask about the products and services or general inquiries.

## CONCLUSION



Not only that, through social media, we can have bigger range of audience, which can attract potential customers not only local but international. Having social media as business platform can also improve the relationship between buyer and seller, where it can build trust from the media posting, the service provided and the quality of both products and services delivered.



# SIGNIFICANCE

This study's finding will redound to Nur Agency Gibraltar BSN where plan and solution are recommended in order to improve their social media. Not only that, the findings can help the company to see which one is the factors that may help customer's engagement and interest in social media posting. This also to gain favourable attitude from the customers towards social media posting especially on Facebook page. Hence, they can improve their social media posting and marketing.

# SELF-REFLECTION



Through my period of internship, I have realised how social media posting can actually attract more audiences and get to know which aesthetic that audience prefer more when looking at a product or service.



From internship, I have gained many knowledge especially in insurance company, where I realised that not many know how much life insurance can help them in their life, especially in hospitalization and education.



It has been a great opportunity to be exposed in the working environment, both in the office and work-from-home. From here, I have gained knowledge especially in insurance company and how to handle a company's social media.

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