

### Author's Declaration

I declare that all of the work done from this dissertation is in accordance with the regulations of Universiti Teknologi MARA (UiTM). All of the results and analysis obtained from this study is genuine and through our own work unless it is indicated or acknowledge of referenced and cited work. In any event of this study is found to violate any of the conditioned of out bachelor's degree and will accept to any disciplinary action as regulated by Universiti Teknologi MARA (UiTM).

Name of candidate: NOR ANIZA BINTI MD ZAIN  
NUR HAKIMAH BINTI MAZLAN

Matrix number: 2018206334  
2018223044

Signature:

Program: Bachelor of Science (Hons) Hotel Management (HM240)  
Faculty: Hotel and Tourism Management  
Dissertation Title: Social Media Adoption on Customer Satisfaction Among 4-5  
Hotels in Malaysia.

## TABLE OF CONTENTS

| CHAPTERS | CONTENTS                                                                                                                                                                                                                              | PAGES      |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|          | <i>Abstract</i>                                                                                                                                                                                                                       | <i>I</i>   |
|          | <i>Acknowledgement</i>                                                                                                                                                                                                                | <i>II</i>  |
|          | <i>Table of Contents</i>                                                                                                                                                                                                              | <i>III</i> |
| 1        | INTRODUCTION<br>1.1 Overview<br>1.2 Background of the Study<br>1.3 Problem Statement<br>1.4 Research Objectives<br>1.5 Research Questions<br>1.6 Conceptual Framework<br>1.7 Significance of the Study<br>1.8 Definition of Key Terms | 1-9        |
| 2        | LITERATURE REVIEW<br>2.1 Overview<br>2.2 Social Media Adoption<br>2.3 Factors Contributing to Social Media Adoption in Hotels<br>2.4 Conclusion                                                                                       | 10-16      |
| 3        | METHODOLOGY<br>3.1 Overview<br>3.2 Research Design<br>3.3 Research Method<br>3.4 Data Collection<br>3.5 Data Analysis<br>3.6 Research Ethic Considerations                                                                            | 17-21      |
| 4        | FINDINGS AND DISCUSSION<br>4.1 Overview<br>4.2 Findings and Discussion<br>4.3 Conclusions                                                                                                                                             | 22-27      |
|          | REFERENCES                                                                                                                                                                                                                            | 28-36      |

## ACKNOWLEDGEMENT

---

I would like to express my heartfelt appreciation to my research supervisor, Madam Jazira Bt Anuar, for providing us with the opportunity to conduct research and for providing appropriate support throughout this process. Working and learning under her supervision was a great privilege and honor. I also like to thank her for her friendship, empathy, and wonderful sense of humor during this journey completing the research.

I would like to thank my research partner, Nor Aniza Bt Md Zain, for the stimulating discussion and for working together before the deadline during this whole research. We always sharing together the information and time in order to completing this research.

Last but not least, I like to express the gratitude to our family for their spiritual support throughout this semester. They are the best supporter that always push us together in fulfill the task and assignment during this semester.

## ABSTRACT

In this increasingly advanced era, the adoption of technology is becoming more widespread especially information technology such as social media. Social media provides users with the ability to maintain social connection, support networks and access more conveniently information for a variety of purposes. This study is intended to examine the factors that contribute to social media adoption on customer satisfaction among 4-5 Hotels in Malaysia. These factors include hotel size, hotel star rating, and social media experiences. This study will identify which factors are the most significant and may be employed in hotel operations to stay competitive. Secondary data was gathered for this study through the use of relevant publications on social media adoption obtained from journals, newspapers, magazines, websites, and so on. This study will contribute to academic and industry perspective where they can investigate Social Media Adoption in Hotels as this study will provide a better understanding of the aspects that contribute to social media adoption in the hotel business.

*Keywords: Social Media, Social Media Adoption, Hotel Size, Hotel Star-Rating, Social Media Experiences*

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 OVERVIEW**

This section comprises of overview and background of the study that led to why researchers would like to conduct the study. It starts from 1.2 the background of the study, followed by the problem statement in section 1.3, while section 1.4 stating the research objectives, section 1.5 elaborates the research question, section 1.6 on theoretical framework, the significance of study mentioned in section 1.7 as well as in section 1.8 the definition of key terms used in the study.

### **1.2 BACKGROUND OF THE STUDY**

Social media today is crucial for any business industry, but why is it so valuable to the hospitality market? Digital Report 2018 in Southern Asia indicated that the number of social media users in Malaysia comprise of 1.68M (70%) users of Facebook, 16.8M (69%) users of YouTube, 11.8M (49%) users of Instagram and 7.2M (30%) users of Twitter. These statistics indicate that social media networks are evident especially in the hospitality market and reaching out hotel customers. Back then in year 2008, there were more than 110 million blogs, 100 million videos and more than 123 million Facebook users (Mayfield, 2008). Facebook now boasts over 500 million users, with half of them accessing the site on any given day (Facebook, 2010). With the expanding number of internet users, social media has arisen as an online two-way communication medium. It is a medium in which people may readily engage and contribute (Karjaluoto, 2008).

Moreover, social media provides hotels the opportunity to build on their customer relationship and enhance the digital image of the brand hotels. Customers can communicate with one another through social media and organizations can engage with customers in a two-way fashion (Smith & Zook, 2012). This scenario indicate that social media can support the entire decision-making and booking process, as guest begin planning their trips using a search engine, they will be searching the travel inspiration on the social media, as well as they attract to the contents from their influencers on their social media platforms, and also