UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

THE STUDY OF CUSTOMERS' ACCEPTANCE TOWARDS FELDA PRODATA SYSTEMS SDN BHD INBOUND MARKETING PROGRAMS IN KUALA LUMPUR.

CHE ZUREN YUSRENA BINTI CHE YUSOFF
2009810972

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KELANTAN

JUNE 2012

ABSTRACT

The aim of this study was to examine the factors that influencing customers' acceptance towards Felda Prodata Systems Sdn Bhd inbound marketing programs in Kuala Lumpur. There are five factors that been studied, which were perceived usefulness, perceived ease to use, trust, perceived enjoyment and attitude toward using. The objective of this study is to see the important factors that influence customers' acceptance towards inbound marketing programs. Then, the findings of this study will be beneficial to Felda Prodata in ensuring its acceptance to inbound marketing programs. Data were gathered from the questionnaires which were distributed to 160 respondents of Felda Prodata customers who are using their products and services. The data were analyzed using Statistical Procedure of Social System (SPSS) through the frequencies analysis, mean analysis, and correlation coefficient analysis. Based on the results obtained in this study, the researcher found out that four from five independent variables used in this study are significant towards the dependent variable of the study. The variables are perceived ease to use, perceived usefulness, trust, and attitude towards using. Moreover, the researcher has derived one model using regression analysis for this study. The researcher suggests some recommendations such as royalty programs, to have flexible interaction, and engagement programs that can help Felda Prodata to assist the current and future potential sales

ACKNOWLEDGEMENT

"In the name of Allah, The Most Gracious, the Most Merciful and Selawat and Salam to His Messenger our Prophet Muhammad SAW."

Alhamdulillah, 'His' willing has made it possible for me to complete my research successfully. Here, I would like to gratefully acknowledge the contributions of several people who have direct or indirectly involve during my research.

Firstly, thank you so much to En Nor Aidil Bin Abd Aziz as my advisor and En Ahmad Mudzfir bin Zubir as my second examiner for my research for their continuous guidance and support that they gave throughout completing this task. I really enjoy and love doing this task and I admit that I have learned lot of new knowledge and have improved my knowledge.

I would like to convey my heartfelt gratitude to all Felda Prodata Systems Sdn. Bhd. staff especially to Marketing Manager, En Norismail Isa and En Mohd Hilmee bin Abdul Rahman as an Executive Marketing Unit for their collaboration and support really helped me to fulfill my research's requirement.

To all of my friends who lend their hands and support me from behind, I appreciate everything that you do. Finally yet importantly, thank you to my lovely and understanding family who always keep on praying to The Almighty and supporting me throughout my life.

Thank you.

Che Zuren Yusrena Binti Che Yusoff
Faculty of Business Management
MARA University of Technology
Kota Bharu City Campus

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