



اوتو رستني تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
ACADEMIC YEAR 2017/2018**

**THE EFFECTIVENESS OF ADVERTISING CHANNEL
IN MUAR DISTRICT OFFICE**

**NUR FADZILLAH BINTI YACOB
(2016577871)**

**BACHELOR BUSINESS ADMINISTRATION (HONS)
MARKETING
UNIVERSITI TEKNOLOGI MARA**

AUGUST 2018

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**THE EFFECTIVENESS OF ADVERTISING CHANNEL IN
MUAR DISTRICT OFFICE**

NUR FADZILLAH BINTI YACOB

2016577871

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

DECEMBER 2018



BACHELOR OF ADMINISTRATION WITH (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Nur Fadzillah binti Yacob, (I/C Number: 950928-01-7678)

Hereby, declare that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees. This project-paper is the result of my independent work and investigation, except otherwise stated. All verbalism extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

A handwritten signature in black ink, appearing to be 'Nur Fadzillah binti Yacob', written over a horizontal line.

Date: 26th December 2018

LETTER OF TRANSMITTAL

26 DECEMBER 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PPROJECT PAPER

Attached is the research title "Effectiveness of Advertising Channel in Muar District Office" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



Nur Fadziilah binti Yacob

2016577871

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This study aims to effectiveness of advertising in an organization. The independent variables for the study are awareness of advertising, comprehension of product and conviction of purchase. Data were collected from 80 respondents from employees and clients of Muar District Office via convenience sampling method. The collected data were keyed in into Statistical Software Package for Social Science (SPSS) and analysed using various method such as Frequency Analysis, Descriptive Analysis, Reliability Analysis, Pearson Correlation and Multiple Regression Analysis. The results of the study found that all variables have positive relationship with effectiveness advertising channel and AIDA model. The findings of this research will be useful for organization who intend to enhance advertising in the organization.