



**UNIVERSITI TEKNOLOGI MARA**

**BBA (HONS) MARKETING  
SEMESTER: SEPTEMBER - DECEMBER 2017**

**MKT 672  
INDUSTRIAL TRAINING PROJECT PAPER**

**PROPOSAL REPORT FOR:  
EXPLORING THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING  
TOWARDS CUSTOMER SATISFACTION**

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CHAPTER 1: INTRODUCTION .....	1
1.1 Background of study .....	1
1.2 Background of the company .....	2
1.3 Job Platform .....	3
1.4 Problem Statement .....	5
1.5 Objectives of the study .....	6
1.6 Scope of study .....	7
1.7 Significance of study .....	7
1.8 Limitation of study .....	8
CHAPTER 2: LITERATURE REVIEW .....	9
2.1 Social media marketing .....	9
2.2 Customer Satisfaction .....	9
2.3 Measuring success of social media performance .....	9
2.4 Conceptual Framework .....	11
CHAPTER 3: METHODOLOGY .....	11
3.1 Research Design .....	11
3.2 Secondary Data .....	12
3.3 Research Approach .....	13
4.0 REFERENCES .....	15

22

**Research Title:**

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**CHAPTER 1: INTRODUCTION**

Introduction in this chapter, the researcher will discuss about the background of research, problem statement, research objective, research question and significance of research.

**1.1 Background of study**

The internet gives us a wide range of opportunities such as; having a connection with people all around the World, creating, sharing and disseminating contents, gaining and searching information on unlimited number of subjects and staying up to date. More or less, there are some indisputable outcomes and changes due to the emergence of internet but especially the widespread use of social media. One of these crucial changes happens in business models, as well. By the beginning of 21th century, the use of internet and social media has become a part of business strategies. Social-media is not only a communication tool for amusement, but it is also an important part of marketing strategies in business life. An increasing number of marketers and businesses are utilizing social media as a channel to directly connect and communicate with consumers (Michaelidou et al. 2011).

This social media phenomenon has opened up new paths of engagement and revolutionised the exchange of information. With more people engaging with social media, it is worth investigating its relevance to the recruitment process. One of the most important reasons that made them penetrate into the market is low barriers to entry. Companies are particularly attracted by low-cost, increasing amount of subscribers, and strong interactivity of social media marketing and thereby adopting social media in their marketing communication mix (Michaelidou 2011).

Accordingly, prior studies have started to explore whether the employment of social media marketing by large enterprises is effective or not. For example, de Vries et al. (2012) investigated the effect of social media marketing by examining influencing factors of brand posts popularity on Facebook brand fan pages of 11 international brands from six product categories. Swani et al. (2013) examined the effectiveness of different message strategies on social media (i.e., Facebook) to promote online word-of-mouth activities for Fortune 500 companies. Further, Pletikosa Cvijikj and Michahelles (2013) analysed the relationship between the post characteristics on Facebook brand page of fast moving consumer goods

companies (e.g., Coca-Cola, Starbucks, and Red Bull) and the level of customers' online engagement in the content.

These indicate why social media has been widely used for ecommerce marketing activities and it has been proven that even big companies no exception to this trend. Social media marketing activities are important as it gives the opportunity for companies to stay engaged with customers and to access them anytime and anywhere.

They have three main product used as social media engagement for recruitment; Maukerja, Ricebowl and Internsheeps. These products provided for different purposes that specially designed to ease the job-searching experience for their users. As for this paper, researcher will explore more on Maukerja's social media engagement as it has highest followers and wide reach compare to other products.

## 1.2 Background of the company



Figure 1.1 Brightan System Sdn Bhd Logo

Brightan System Sdn Bhd was founded the best recruitment medium-AJobThing, designed for the companies which are looking for staff and public which are looking for a job. AJob Thing is a Malaysia jobs hiring & e-Recruitment solution for employers who need to hire great people for the job vacancies. AJobThing helping facilitate the hiring & recruitment process of talented candidates for the organization. They attract the best candidates allowing us the opportunity to source and select the best talents to match you jobs hiring & recruit requirements.

In March 2018, A Job Thing became the best Job Portal and Win Asia Recruitment Awards 2018 held by HR Asia Recruitment. They are committed to continuously improving the value we provide to employers to recruit & hire talented candidates. To deliver on this, they

continue to evolve their product and service offerings to better facilitate the matching of employers to job seekers. A Job Thing have designed an integrated approach focuses our more innovative technology and expertise into powerful, easy to use solutions. Why? Because to help employer hire not only the best quality job seekers, but more of them. To streamline the process so that can save time and money to hire & recruit people for the job vacancy that will do a good job at the company. This will help they make smarter decisions to improve their return on investment. Basically, they want to give employer the ability to hire & recruit like no one else can. They also will give the best recruitment consultant for you!

### **1.3 Job Platform**

#### **1.3.1 MauKerja**



Figure 1.3.1 MauKerja Logo

MauKerja is an online vacancy job search platform that offers thousands of vacancies from the private sector or government in Malaysia to facilitate Malaysians to get job opportunities. For a Malay-English job seekers. Categorized by state to facilitate your search, MauKerja offers various vacancies in Selangor, Kuala Lumpur, Johor, Penang, Perak and others. Employment Opportunities as Clerk, Account, Administration (Admin), Sales Officer, Marketing Officer, Human Resource, Practical or Part-Time Work are available at Work! Offering all types of job; be it Full Time, Part Time, Temporary, Internship and even Home Based and Online Jobs, MauKerja is your one-stop centre for your journey to your dream job.