



اوتپور تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

**THE EFFECTIVENESS OF ADVERTISING CHANNEL  
(TRADITIONAL VS NON TRADITIONAL) IN UTAS TRAVEL  
AND TOURS WORLDWIDE HOLIDAY SDN BHD.**

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION  
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### "DECLARATION OF ORIGINAL WORK"

I, Nabila Binti Nayan, (I/C Number: 941028-01-6018)

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 where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 26/12/2018

## LETTER OF TRANSMITTAL

16 December 2018

Mardziyana Mohamad Malom  
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JOHOR DARUL TAKZIM

Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report title "The Effectiveness Advertising Channel in Utas Travel and Tours Worldwide Holiday Sdn Bhd" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Nabila Binti Nayan  
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Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

Effectiveness of Advertising Channel is now recognized as an integral component of a firm's customer know about the advertising know about the information form the advertising itself. Therefore, it is important to understand how consumers perceive the effective advertising rendered, as well as how these perceptions are translated into customer awareness and behavioral intentions of the customer when they want to use the company services. The researcher decided to conduct the study at Utas Travel and Tours Worldwide Holiday Sdn Bhd. This research is to obtain an understanding on how the travel agency company must maintain their services because the effectiveness of advertising also can give an impact to the client information and also their satisfaction. The consulting company must meet their client's expectations towards the services because it also could influence the effectiveness of Advertising in Travel and Tours Company. This research also want to find why the Travel and Tours Company would need to know the important of advertising towards their company. Besides, the management also need to think the way on how to make their type of advertising channel able to make the customer believe of the advertising that has been advertise. The researchers have distributed the questionnaires to the client of Utas Travel and Tours Worldwide Holiday Sdn Bhd. The data will be evaluated using the SPSS (Statistic Package for Social Science) and the effectiveness of advertising channel in Utas Travel and Tours Worldwide Holiday Sdn Bhd. The analysis of data will be analyses by using the Descriptive Analysis, Pearson Correlation Analysis and Linear Regression Analysis. Based on this study, the researcher would be identify what are the independent variable that have significant relationship with the Effectiveness of advertising and variable that are not significant relationship with the Effectiveness of Advertising channel.