



**FACTORS THAT INFLUENCE THE EFFECTIVE OF SOCIAL  
MEDIA ADVERTISING: A STUDY AT NETHERLANDS  
MARITIME INSTITUTE OF TECHNOLOGY (NMIT)**

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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH (HONOURS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
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### "DECLARATION OF ORIGINAL WORK"

I, Nurul Arinah Binti Muhammad, (I/C Number: 960907-10-6670)

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:           Nurul Arinah          

Date: 26th December 2018

## LETTER OF TRANSMITTAL

26th DECEMBER 2018

Mardziyana Mohamad Malom  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the research report title "Factors That Influence The Effective Of Social Media Advertising: A Study At Netherlands Maritime Institute Of Technology (NMIT)" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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## **ABSTRACT**

In era globalization, social media have become convenience to consumers to receive information and knowledge. In recent years, many businessmen have shifted from traditional media platform to social media because they want to minimum cost effective in order to gain maximum profit. Social media advertising continues to change as the usage of social media continues to spread and distribute. This purpose of the study is to identify the factors that influence the effective of social media advertising in Netherlands Maritime Institute of Technology. In this study, the researcher used reliability analysis, Pearson correlation coefficient and regression analysis in order to run the analysis. There are five independents variables and one dependent variable tested which are informativeness, credibility, entertainment, creativity and advertising value. Besides, there are 100 respondents were participating in this study and the researcher used convenience sampling as a sampling technique. The findings indicate that among the five independent variables, only advertising value are significant towards the dependent variable. From the finding, the highest significant relationship is advertising value and contributes highest factors that influence the effective of social media advertising in Netherlands Maritime Institute of Technology.

**Keywords:** social media advertising, advertising value, Netherlands Maritime Institute of Technology.