



RELATIONSHIPS AMONG SOURCE CREDIBILITY OF
E-WOM (EXPERTNESS, TRUSTWORTHINESS AND
OBJECTIVITY) AND PURCHASE INTENTION
(BM 240)

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JUNE 2019

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ACKNOWLEDGEMENTS

This final year project report maybe not completed without a full supporting, helping and contribution and also the cooperation from all person and parties involves even direct and indirect involved.

First of all, this acknowledgement goes to Dr. Noorziah Mohd Salleh, lecturer of Universiti Teknologi MARA Cawangan Kota Kinabalu, Sabah for the guidance in the subject of Industrial Training Project Paper (MKT 672) and her contribution of her idea, encouragement and help during the preparation of this report. Special thanks to my advisor, Dr. Jacqueline Koh Siew Len Stephen for hell full support and supervision, being cooperative, contribution of ideas, printed materials, notes and spending her time to correct the content of my report during the completion of this report. Last but not least, to all my classmates of BM 240 for their contribution such as materials, notes and for the support.

I am also not forgetting for those persons who are involved with direct or indirect ways. I hope that this final proposal report can make satisfying to all parties and give the exposing information for learning this project paper in the future.

Thank you very much.

ABSTRACT

INTRODUCTION

This research presents worked progress of Relationship Among Source Credibility of Electronic Word-of-Mouth (Expertness, Trustworthiness, Objectivity) and Purchase Intention. It is implemented because to help the hoteliers in Malaysia to make a new marketing strategies in order to gain more profit as well as the satisfaction of the customers. Many hoteliers do not know what are the factor does the customers need and want when they are choosing or wanted to book a hotel. The objectives of this study are to determine whether the factor (expertness, trustworthiness, objectivity) does have a relationship towards purchase intention. The method that has been implemented during the development of this research was using the questionnaire and online survey. IBM SPSS Statistics 24 are used in order to evaluate the data that have been given by the respondents. The result of the research does have a supported and not supported outcome. The customers supported the factor as they usually would ask those experienced travellers regarding a hotel.

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The sums of online shopping client was expanded once in a whereas. A winner among the foremost overwhelming nations online in Southeast Asia, which was Malaysia was an lock in commerce portion for electronic commerce. A center pay nation with an electronic market of more than 20 million individuals, Malaysia, pulls in hangers both from neighborhood and by and large attractions that are energized almost getting an thought of its web business exhibit (Ascani/p, 2018). Typically the reason individuals got to use E-WOM (Electronic Word of Mouth) when they had obtained and assessed any data that they require. E-WOM may be a broadly lasting component for clients to hunt for thing data.

As demonstrated by Neilson (2015), a showing 92 percent of customers around the world said that they trust earned media, for instance, recommendation from friends and family, over cash and every other sort of publicizing. As such, a portion of the time it doesn't have any kind of

CHAPTER 1

INTRODUCTION

This section starts with the foundation of the investigation, which gave an outline about the connections among source credibility of electronic word-of-mouth (expertness, dependability, objectivity) and purchase intention. This was trailed by articulations of research questions, research objectives, scope of the study and the significant of study.

1.1 Background of study

As point by point by The News Straits Times (2018), The Entrepreneur Development Ministry of Malaysia implies to deliver true getting prepared to commerce visionaries, whereas in like way going approximately as an orchestrating body for work environments beneath its space in an thought to reinforce the commitment of commerce visionaries to the economy (Bernama, 2018). Web had changed our reliably exercises and correspondences with individuals. This support had changed the strategy for individuals within the way they offer, in light of the way that we seem fulfilled others from all around the world with fair a singular tick. Verbal trade is portrayed as verbal, person to-singular correspondence between a beneficiary and a communicator, whom the specialist sees as non-business, with regard to a brand, thing, or organization. This definition was endeavored to depict the examination uttermost comes to of casual examination, and put complement that verbal exchange was verbal and non-business. The Web has lock in

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