



**IMPACT OF SOCIAL NETWORK MARKETING AND CUSTOMER ENGAGEMENT
TOWARDS CUSTOMERS' ONLINE PURCHASE INTENTION RELATED TO
TRAVEL AGENCY**

MOHAMAD NAZMI BIN NORDIN

2015110579

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2018

**IMPACT OF SOCIAL NETWORK MARKETING AND CUSTOMER ENGAGEMENT
TOWARDS CUSTOMERS' ONLINE PURCHASE INTENTION RELATED TO
TRAVEL AGENCY**

MOHAMAD NAZMI BIN NORDIN

2015110579

**Submitted in Partial Fulfilment of the
Requirement for the Bachelor of
Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Mohamad Nazmi Bin Nordin, (I/C Number: 931223085167)

Hereby, declare that:

- This work has not previously been accepted in substances 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 acknowledge.

Signature: _____

Date: _____

LETTER OF SUBMISSION

DECEMBER 2018

Dr. Rizuwan Bin Abu Karim,
Lecturer of UiTM Kampus Bandaraya Melaka,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300, Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**IMPACT OF SOCIAL NETWORK MARKETING AND CUSTOMER ENGAGEMENT TOWARDS CUSTOMERS’ ONLINE PURCHASE INTENTION RELATED TO TRAVEL AGENCY**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....

MOHAMAD NAZMI BIN NORDIN

2015110579

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS MARKETING

ABSTRACT

The main objective of this research is to determine the impact of social network marketing and customer engagement towards customers' online purchase intention related to travel agency. This research is to study whether there are any relationships between social network marketing and customer engagement towards customers' online purchase intention. This research was conducted within Kuala Lumpur by distributing 132 questionnaires to individuals that have been using social networking sites related to travel agency. The sampling technique used was the non-probability sampling which was the convenience sampling. The result of the findings showed that one of the independent variables has significant relationship with dependent variable, while another independent variable has no significant relationship. As for the most influential impact towards customers' online purchase intention related to travel agency is the customer engagement.

KEYWORD: Social Network Marketing, Customer Engagement, and Customers' Online Purchase Intention