



**THE EFFECTIVE WEBSITE CHARACTERISTICS
CASE STUDY AT KELAB GOLF & REKREASI PETRONAS
(KGRP)**

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**BACHELOR BUSINESS ADMINISTRATION (HONS) IN
MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
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"DECLARATION OF ORIGINAL WORK"

I, Syamimi Majdah Binti Shaidi (960430-11-5624)

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: _____

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ABSTRACT

Many of the business companies in Malaysia have their own website. They are aware of the importance of the website but the problem is their website are not effective and users find it difficult to use it. For the KGRP, this company also have the website, and use it as marketing tools to promote and create awareness about KGRP. At the same time, it still implement the old method and focus on direct selling or push strategy. The problem is they are not fully utilize the technology system and using the manual booking. It take long time period to process the entire document like the membership checking and the information on their website is not updated. Therefore the researcher conducted this study to know how effective their Website is. By using the usability testing, characteristics of a website as a marketing tools by comparing with the 3 others competitors which are Royal Selangor Golf Club (RSGC), Kelab Golf Desa Dungun and Royal Pahang Golf Club. The scoring will be based on criteria-which are homepage, task orientation, navigation and information architecture, forms and data entry, trust and credibility, writing and content quality, pay layout and visual design, search and help and feedback. The website with the highest score means have the most useful and effective features compared to the others. The findings showed that, Royal Pahang Golf Club (RPGC) is almost fulfill the criteria of an effective website. The study recommend that KGRP include the features like the company's logo on their website.