



THE EFFECTIVENESS OF TM'S ONLINE
ADVERTISING TOWARDS CUSTOMER
IN KOTA KINABALU, SABAH.

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Abstract

The study is about the effectiveness of the TM's online advertising in Kota Kinabalu, Sabah. The main purpose of the study is to determine the relationship between independent and dependent variable. In this research, a total of 3 independent variables have been taken as a measure of the effectiveness of TM's online advertising in Kota Kinabalu, Sabah. The independent variables are the brand awareness, the customer belief and attitude, and the customer trust. The study has randomly picked up 110 respondents as representatives for the population in Kota Kinabalu. All of the respondents has provided by a set of questionnaire. To ensure the questionnaire designed effectively, the pilot test has been conducted before the questionnaire distributed and the required adjustment has been made after the pilot test conducted. The questionnaire has collected back and has been taken as a primary data for the purpose of study. The data analyzed to obtain the objective of study. There are four techniques that used in this study that are frequencies, cross tabulation, reliability, and regression. Based on the finding that obtained from the result, the conclusion and recommendation has been made. At the end of this research, this study has found that success achieving the objectives defined. As a whole, it appears that the independent variables (customer trust, brand awareness, and belief and attitudes) have a significant relationship with the dependent variable (TM's online advertising effectiveness) of the research. The result also indicates that the belief and attitudes is most significant than other variables.