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UNDERGRADUATE PROJECT (HTM655)

TITLE:

FACTORS THAT INFLUENCE  
THE EFFECTIVENESS OF HOTEL'S DIGITAL MARKETING

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DATE OF  
SUBMISSION:

9 AUGUST 2021

## ABSTRACT

This research was conducted to analyze the factors that influence the effectiveness of a hotel's online marketing. Online marketing is the promotion of products or brands online. In recent days, digital marketing demand in hotels has become extremely strong with Social Media Marketing (SMM) working with social networking sites and Search Engine Optimization making the website appear in Google Ads and Online Magazine Search Engine Marketing (SEM) search results, video marketing through YouTube and websites are the types of digital marketing. The problem statement of this research is constantly evolving of the hospitality industry to remain competitive in a global business environment. It is also extremely important to recognize that the market is now guided by convenience and experience and that change is required to keep up with rivalry. Successful hotels will have digital marketing to support the business and achieve their goals. The objective of the research is to identify factors that influenced the effectiveness of a hotel's online marketing and the most significant factor contributing to the effectiveness of a hotel's online marketing. Next, the method used in this research is the secondary method using books, articles, journals, research reports, and web articles. These articles are compiled from previous research and summarised to improve the research's effectiveness. The findings of this research highlight the most significant factor contributing to the effectiveness of hotel's online marketing. For recommendations to future researchers, they must revise extensively to find relevant data for the research topic. In contrast, the researcher can use a qualitative method for this study, which entails conducting a survey and questionnaire. By using this method, the researcher will be able to collect more data from the questionnaire that they obtained. Moreover, the hotel industry may improve the online marketing strategy to boost their revenue and increase brand awareness.

*Keywords: online marketing, social media marketing, website marketing, e-mail marketing*

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to the God, the Almighty, for his showers of blessings throughout our research work to complete the research successfully.

We would like to express my deep and sincere gratitude to our research Supervisor, Madam Noralisa binti Ismail for giving us the opportunity to do research and providing invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired me. She has guide us from the first until we complete our research. It was a great privilege and honor to work and study under her guidance. We are extremely grateful for what she has offered to us. We would also want to thank her for her friendship, empathy and great sense of humor.

Our sincere thanks also go to our beloved lecturer, Madam Jazira binti Anuar for her encouragement and supports throughout the completion of the research. She always gave us an advice and spirit words for us to complete the research.

We are extremely grateful to my parents for their love, prayers, caring and sacrifices for preparing us for our future. Our thanks and appreciations also go to our colleagues and people who have willingly helped us with their abilities.

Last but not least, we would also want to extend our appreciation to those who could not be mentioned here but have well played their role to inspire us behind the certain. The completion of this undertaking could not have been possible without the participation from all people that involved.

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