

**DEVELOPMENT, DEPLOYMENT, AND IMPLEMENTATION OF A
REFERRAL MARKETING SYSTEM FOR A COLLABORATION BETWEEN
AN E-COMMERCE AND AN ONLINE MARKETING PLATFORM START-
UP**

By

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21951019

MASTER'S DEGREE
in

MASTER OF INFORMATION TECHNOLOGY
FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY

SWISS GERMAN UNIVERSITY


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The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

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Revision after Thesis Defense on 15th July 2021

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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By

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The online marketing platform start-up was founded in 2019 as a marketplace for promotions. It utilizes the concept of referrals, where users will earn rewards for every successful recommendation they make. The ecommerce in Singapore aims to differ from other ecommerce services in Singapore while targeting the top 20% of Singaporean citizens. Consequently, it requires a lot of marketing effort to attract consumers in terms of money and time. Thus, the purpose of the collaboration between the two companies is to minimize the effort while obtaining high performance. The objective of this research is to study whether implementing the online marketing platform system into the ecommerce workflow will result in high marketing performance in terms of financial performance and customer satisfaction. The development and deployment phase utilizes Agile, and both performances are measured using a financial performance and an E-Satisfaction framework respectively. In the end, the collaboration proves successful by comparing the performances before and after, where the financial performance and customer satisfaction are higher in the latter. For instance, the ROI before was 58.68%, and with the system is 86.33%, which is nearly twice, and the profit is increased by 85%.

Keywords: Referrals, Marketing, Collaboration, Financial Performance, Customer Satisfaction



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DEDICATION

I dedicate this thesis work to the company I am working at, my university, my advisors, and my family.



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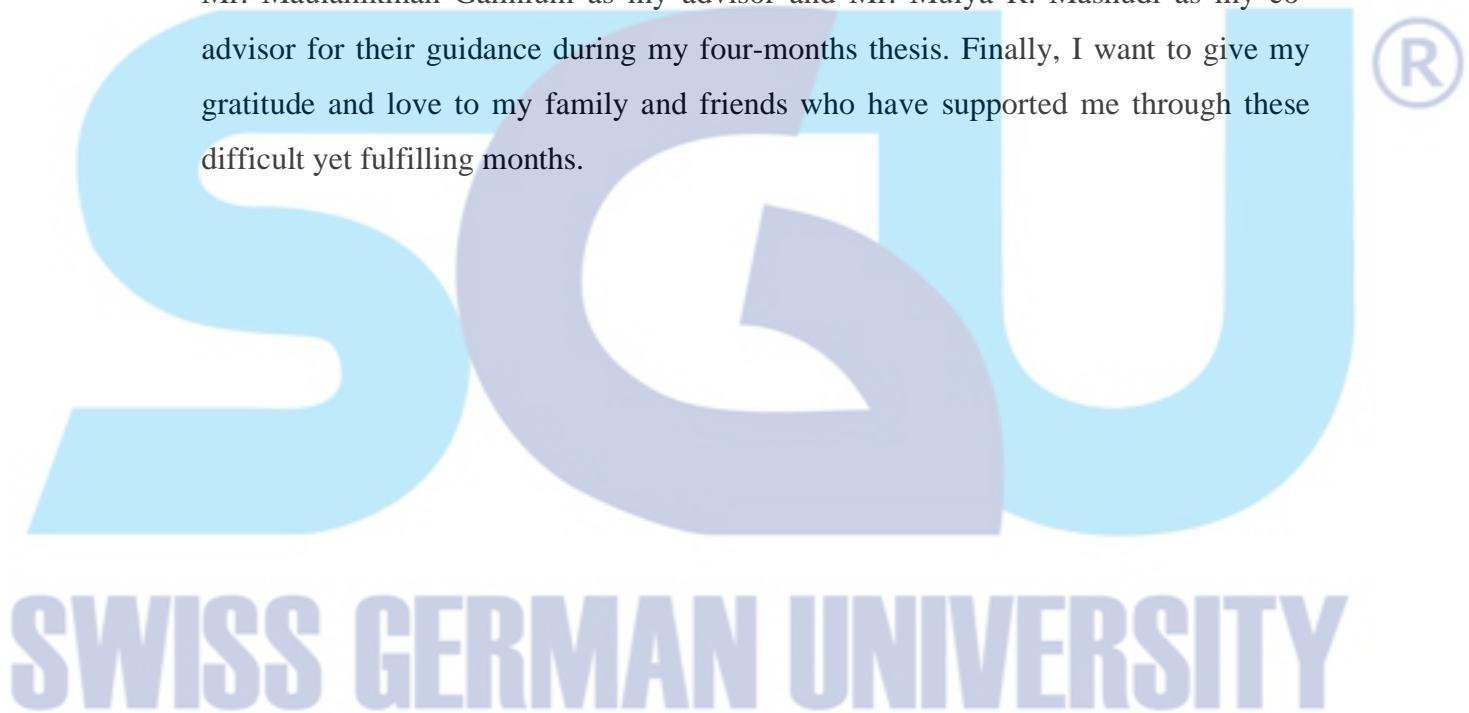


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