

CONFIRMATION OF SUPERVISOR

I/We acknowledge that have read this thesis and in my/our opinion this thesis is sufficient in term of scope and quality for the award of Bachelor of Technology Management (High Technology Marketing) with Honour

Signature :

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Date :

EASE OF USE, USEFULNESS, INFORMATION QUALITY, AND FEELING AS
DETERMINATION OF FACEBOOK USAGE INTENTION AMONG STUDENT OF
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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Laporan ini dikemukakan sebagai
memenuhi sebahagian daripada syarat penganugerahan
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CONFESSION

“I admit that this report is a product of my own work except the abstract and citation for each of which I have mentioned the sources.”

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DEDICATION

This Projek Sarjana Muda (PSM) report is dedicated to the researcher supervisor, Dr. Ismi Rajiani, the researcher parents, Mohtar bin Hussien and Siti Rugayah binti Ahmad, the researcher siblings, the researcher friends and last but not least to the reader who is reading the researcher PSM report.

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ABSTRACT

The Internet shifted from being solely an information access tools to being an interaction tool that expand rapidly and used by individuals to discover and share content, opinions, and information. Apart from that, this research aim at finding individual usage intention of Facebook by using variables ease of use, usefulness, information quality, and feeling. By using Theory Acceptance Model (TAM), the group of students from Universiti Teknikal Malaysia Melaka (UTeM) is asked to provide information regarding their usage intention of Facebook and access tool usage. The differences in these usage intentions based upon the various access methods and the usage intention of Facebook. The usage pattern based upon the access methods can have an impact on the user behavior of Facebook. By using judgmental sampling, 100 (one hundred) respondents are used to predict high usage group whose highest mean values for the usage intention variables ease of use for both access method and Facebook with multiple regression analysis is a used. This research suggests that Facebook should accommodate and energize mobile users and design to facilitate interaction and information sharing.

ABSTRAK

Internet beralih daripada menjadi satu alat akses maklumat untuk menjadi alat interaksi yang berkembang pesat dan digunakan oleh individu untuk mencari dan berkongsi kandungan, pendapat, dan maklumat. Selain daripada itu, matlamat penyelidikan ini mencari tujuan penggunaan Facebook individu dengan menggunakan pemboleh ubah kemudahan penggunaan, kegunaan, kualiti maklumat, dan perasaan. Dengan menggunakan Teori Penerimaan Model (TAM), kumpulan pelajar dari Universiti Teknikal Malaysia Melaka (UTeM) diminta untuk memberi maklumat mengenai tujuan penggunaan mereka di Facebook dan capaian penggunaan alat. Perbezaan dalam niat penggunaan berdasarkan pelbagai kaedah akses dan niat penggunaan Facebook. Corak penggunaan berdasarkan kaedah akses boleh memberi kesan ke atas tingkah laku pengguna Facebook. Dengan menggunakan persampelan pertimbangan, 100 (seratus) responden digunakan untuk meramalkan kumpulan penggunaan tinggi yang paling tinggi nilai min bagi pemboleh ubah niat penggunaan kemudahan penggunaan bagi kedua-dua kaedah capaian dan Facebook dengan analisis regresi berganda digunakan. Kajian ini menunjukkan bahawa Facebook harus menampung dan tenaga pengguna telefon bimbit dan reka bentuk untuk memudahkan interaksi dan perkongsian maklumat.

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LIST OF ABBREVIATIONS

TAM	Theory Acceptance Model
UTeM	Universiti Teknikal Malaysia Melaka
RSS	Really Simple Syndication
TV	Television
CNN	Cable News Network
MTV	Music Television
MRA	Multiple Regression Analysis
ANOVA	Analysis of Variance

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CHAPTER 1

INTRODUCTION

1.1 Introduction/Background of the Study

Social networking sites have shown that the crucial of communication channels used by individual to create content, distribute materials, share ideas, express opinions and use information and knowledge. In addition, individual can build dynamic public profiles about themselves through the various interests, philosophies, educational background, and demographic information where it can share with other individuals by using social networking sites. Besides that, social networking sites such as Facebook design to permit user to connect with other users based on a common interest and form or join virtual communities. Due to that, social networking sites encourage the users to visit the site repeatedly and share the content.

In Malaysia, Facebook is currently one of the most popular social networking sites. Edzan (2010) tells that by March 2010, in Malaysia alone, Facebook recorded 6.2 million visitors when compared to 4.2 million for MySpace and 2.1 million for Friendster. Facebook is undoubtedly the most visited social networking site in Malaysia.

When Mark Zuckerberg launched Facebook in February 2004 from his dormitory in Harvard University, his intention was to create a Web site, which emulates

MySpace but designed exclusively for students (Edzan, 2010). It shows that Facebook creates for students as the communication tools.

The focuses of this study are on the investigating of various factors that facilitate the social network site's use, examining the various access methods used to access the social networking sites and to determine dimension of ease of use, usefulness, information quality and feeling through the individual's perception. Currently, the social networking tools available to individuals to share content and comments include Facebook. Besides that, Facebook is most commonly used online social networking tool among students that they use to interact with other users. Other than that, the access method used such as mobile device, desktop computers and netbook. This is because the information and communication technologies have become necessary tools to engage in content and information sharing.

1.2 Statement of the Problem/ Research Question

The research questions for this study are:

1. How investigating of various factors that facilitates the social network site's use?
2. What is the various access methods used to access the social networking sites?
3. What are the relative crucial regarding the dimension of ease of use, usefulness, information quality, and feeling through the student's usage intention of Facebook?

1.3 Objectives

This research main objective is to look into the dimension of ease of use, usefulness, information quality, and feeling through the student's usage intention of Facebook.

This can be achieved by:

1. To investigate of various factors that facilitates the social network site's use.
2. To examine the various access methods used to access the social networking sites.
3. To determine dimension of ease of use, usefulness, information quality and feeling through the student's perception of Facebook.

1.4 Scope, Limitation and Key Assumption of the Project

The potential limitation is the respondents do not represent a various enough audience. In addition, the respondents to this project characterize a highly educated group which 100 per cent students. The key assumptions of this project are ease of use, usefulness, quality information, and feeling that have relationship with usage intention.

1.5 Important of the Project

The important of this project is the student's perception of usage intention in Facebook using the identified dimensions of ease of use, usefulness, information quality, and feeling.

1.6 Summary

In this project, the focus on the ease of use, usefulness, information quality and feeling as determination of Facebook usage intention among student of Universiti Teknikal Malaysia Melaka. During this project there have four variables that use in order to relate with student's usage intention, which is ease of use, usefulness, information quality, and feeling. Besides that, this project has review about the factor of make students use Facebook for intention. There have three objectives that need to achieve in this project. Firstly, to determine dimension of ease of use, usefulness, information quality and feeling through the student's perception of Facebook. Secondly, to investigate of various factors that facilitates the social network site's use. Lastly, to examine the various access methods used to access the social networking sites.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

(Thackeray, Neiger & Keller, 2012), Social media is a group of Internet-based application that allows individual to create, collaborate, and share content with one another. This shown that social media was the platform for virtual social life. In addition, social media permit the user to communicate with each other through the social media application such as Facebook, Twitter and others.

The reason of individual used the social media as the platform to communicate each other were social media could deliver information in a quick and easy technique. Besides that, social media could enable people to be actively involved in the communication process and stay connected with people that they care.

Apart from that, social media was the opportunity to create ongoing conversations and dialogue with group of people in the exchange of ideas and opinions. These conversations are the early point for generating deeper connections and longer-term relationships with people.

2.2 Marketing and Technology

Technology is very important in the modern marketing. We can see that most organization using technology. For example, online banking, airlines with online ticket, bookshop with online buying and others.

According to Mohr, Sengupta & Slater (2010), when people hear the phrase high tech marketing, they frequently think of things like advertising on the Internet, using social networking sites like MySpace or Facebook to market consumer products or conducting a paid search campaign using a platform like Google AdWords. By its very nature, marketing requires the use of technologies. For example, Web 2.0 technologies including the collaborative, user generated websites known as wikis, RSS feeds, social networking sites and the many other technological innovations characterized by the increased connectivity and communities of users on the Internet are a key tool in any company's marketing arsenal whether it is a high tech company or not. So, naturally the role of these tools in a high tech company's marketing efforts is addressed.

2.3 Definition of Facebook

With the grow of new wave of technology, social media is becoming popular as marketing tools. One of social media that gain popularity is Facebook. According to (Heinrichs, Lim & Lim, 2011) Facebook is currently the most commonly used online social networking tool among adults with 73 per cent of adults having a profile on Facebook which they use to interact with other users. In the researcher's opinion, this shown that Facebook was the most social networking sites that could attract people to use it.

In addition, Facebook was one of the most popular social media tools in the United States. This statement was reinforced with Ledbetter, Mazer, DeGroot, Meyer, Mao & Swafford (2011) said that Facebook was one most popular across a variety of demographic categories. Through Facebook originated in 2004 as an social networking sites exclusively for college student use, the site soon opened to corporate networks in early 2006 and then to the general public by the end of that year. In the researcher opinion, Facebook already popular among the student because Facebook was made for the students by Mark Zuckerberg.

According to Sun & Guohua (2011) as a behavioral variable, Facebook intensity is defined as the extent to which the participant was emotionally connected to Facebook and the extent to which Facebook was integrated into his or her daily activities.

2.4 Theory Acceptance Model (TAM)

In this study, there had theory of acceptance model that is ease of use and usefulness. This theory of acceptance model would use for the measurement of the student's usage intention of Facebook. According to Heinrichs, Lim & Lim (2011) Technology Acceptance Model (TAM) had been most widely adopted by researchers investigating the determinants of adoption and usage of technology in various settings. TAM theorizes that the two external variables labeled perceive ease of use and perceives usefulness was primarily relevant for usage intention and acceptance behaviors. According to Heinrichs, Lim & Lim (2011) expanded upon TAM by adding perceived playfulness or feeling and concluded that these factors are positively related to Internet usage.

Referring to Heinrichs, Lim & Lim (2011) perceived ease of use has defined as the extent to which one believes that using a particular system will be free to effort. Ease of use in social networking site easy to use and the user did not need to expend effort on operating the social networking site to achieve his or her desired objective. For example, it could be implied that social network sites and Web 2.0 technologies for sharing and content generation that are easy to use can encourage user participant and sharing on social networking sites.

According to Heinrichs, Lim & Lim (2011) perceived usefulness had defined as the extent to which the user believes that using a particular system, application or Web 2.0 technology will increase their performance. When the social networking site or access method perceived as easy to use and less complex to operate, then the particular system, application, access tool, or social networking site can affect perceived usefulness. For example, the social networking sites perceived usefulness indicates that users are confident in their ability to obtain information, share experience, create content and enhance their performance thus resulting in increased participation of the social networking sites.

According to Heinrichs, Lim & Lim (2011) to ensure that individuals would want to visit the social networking sites have high quality features are usable as determined by the design of the site, provide accurate and trustworthy information and possess general user satisfaction. Therefore, they said a key high quality feature that the social network site needs to possess is information quality can be thought and measured in terms such as accuracy, timeliness, completeness, relevance, and consistency of the information provided. It is important that information quality is measured using these specific attributes as these attributes help with information sharing among the participants. Therefore, the content on the social networking site should be complete, relevant, and easy to understand to ensure that users continually return to the social networking site. For example, in term of social networking, information quality might be as significant as researchers have previously argued for organizational websites. This is

evident in the growth of blogs where information and opinions published on any of a variety of topics.

In accordance with Heinrichs, Lim & Lim (2011) one of the features of social networking tools is the ability for the user to blog or shares their opinion on any topic. Since this is an important way to encourage increased and continual social interaction, intrinsic motivation should have a significant impact on the usage of social networking sites. Intrinsic motivation refers to the performance of an activity by the user for no apparent reinforcement other than the process of performing that particular activity. In this study, the dimension labeled feeling includes the concept of enjoyable, pleasurable, fun, exciting, fascinating, and involving. Users may engage in a particular behavior if that behavior provides them with a feeling of fun and enjoyment. This suggests that users may adopt a particular technology or access method or visit social networking sites simply because its use is enjoyable to them. Playfulness and enjoyment are other intrinsic motivators that prompt users to engage with technology, access methods, or social networking sites just for the intrinsic benefit. For example, when users perceived that interactions with mobile devices were more users that are playful, generally believe that the mobile devices were more useful and enjoyable.

2.5 Relationship between Facebook and Marketing

According to Keegan & Green (2011) said the information revolution what Thomas L. Friedman refers to as the democratization of information is one reason for the trend toward convergence. The revolution is fueled by a variety of technologies, products, and services including satellite dishes, globe-spanning TV network such as CNN and MTV, widespread access to broadband Internet and Facebook, Twitter,