

**FACTORS AFFECTING USAGE OF SOCIAL MEDIA AS THE BUSINESS PLATFORM
BY ENTREPRENEURSHIP UNDERGRADUATE STUDENTS IN UTeM**



**BACHELOR OF TECHNOPRENEURSHIP WITH HONOURS
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**FACTORS AFFECTING USAGE OF SOCIAL MEDIA AS THE BUSINESS
PLATFORM BY ENTREPRENEURSHIP UNDERGRADUATE STUDENTS IN
UTeM**

NURFATIHAH BINTI OSMAN

B061910151

990406-10-5052



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA
Faculty of Technology Management and Technopreneurship**

UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM)

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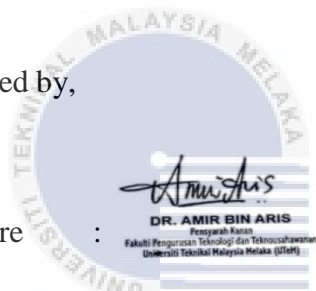
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Approved by,

Signature

Name

Date



: **DR. AMIR BIN ARIS**
: 10th February 2023
اونيورسيتي تيكنيكا ملسيا ملاك
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Signature

Name

Date

:

: **DR. MOHD AMIN BIN MOHAMAD**

: 10th February 2023

STUDENT DECLARATION

“I hereby declare that this report entitled Factors Affecting Usage of Social Media as The Business Platform by Entrepreneurship Undergraduate Students in UTeM is the result of my own research, except certain explanations and passages are cited as a reference in the report”.

Signature : 

Name : NURFATIHAH BINTI OSMAN

Matric No : B061910151

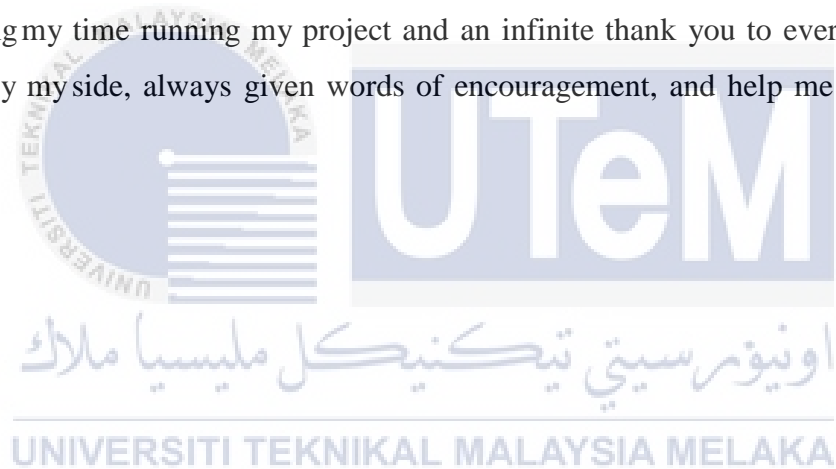
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DEDICATION

I would like to dedicate the award of this study project to Allah SWT and Muhammad SAW (Most Loving and The Most Merciful) as a reason not to give up and a source of strengthen completing this research study. I also express my appreciation to my parents and family who have always support, encourage, motivate, and help me complete this study. Moreover, I would like to thank the supervisor, Dr. Amir Bin Aris, who has given a lot of guidance throughout the course of this research. Finally, I would like to thank all my friends who helped me a lot during my time running my project and an infinite thank you to everyone who has always been by my side, always given words of encouragement, and help me complete this study.



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ABSTRACT

Social media can be define as one of the media that has a big role for entrepreneur students to sell products and services through social media platforms and can communicate with customers. For one reason, social media has rapidly become an integral part of our lives, especially for business owners in Malaysia. However, commercial use of social media in Malaysia is still at a relatively low level. Therefore, the purpose of this study is to identify factors that influence the use of social media as a business platform among entrepreneurship undergraduate students in UTeM. Thus, four variables are performance expectancy, perceived trust, social influences, and perceived enjoyment of using social media as a business platform by entrepreneurial students in UTeM. The next part of this study is the reliability and validity components, which ensure that the research is still accurate and understandable even though it is a cross-sectional analysis of how virgins behave over time. The design of the study is that using questionnaire studies as the main method of analysis and an estimated 401 respondents will configure the sample size for this research analysis. Thus, Pearson Correlation, Multiple Regression Analysis and ANOVA use in this study to test hypotheses and determine all the importance and relationship between dependent and non-dependent variables. All data obtain will be interpret using the Statistical Package of Social Science (SPSS) software aim at collecting data, summarizing for analysis of data accurately and clearly. The results of the questionnaire conduct by the researcher will help to find out the three positive relationships between the use of social media as a business platform to entrepreneurship undergraduate students i.e., the performance of expectations, social influence, and perception of pleasure. However, the perceived trust will not be affect using social media by every student's effort. Finally, researcher use quantitative methods more accurately and clearly.

Keywords: Business Platform, social media, Student Entrepreneurs, Performance Expectancy, Perceived Trust, Social Influences, Perceived Enjoyment

ABSTRAK

Media sosial boleh ditakrifkan sebagai salah satu media yang mempunyai peranan besar kepada pelajar usahawan untuk menjual produk dan perkhidmatan melalui platform media sosial serta boleh berkomunikasi dengan pelanggan. Atas satu sebab, media sosial telah menjadi sebahagian daripada kehidupan kita dengan pantas, terutamanya bagi pemilik perniagaan di Malaysia. Bagaimanapun, penggunaan media sosial secara komersial di Malaysia masih berada pada tahap yang agak rendah. Oleh itu, tujuan kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi penggunaan media sosial sebagai platform perniagaan dalam kalangan pelajar sarjana muda keusahawanan di UTeM. Oleh itu, empat pembolehubah ialah jangkaan prestasi, persepsi kepercayaan, pengaruh sosial, dan persepsi keseronokan menggunakan media sosial sebagai platform perniagaan oleh pelajar keusahawanan di UTeM. Bahagian seterusnya dalam kajian ini ialah komponen kebolehpercayaan dan kesahihan, yang memastikan bahawa penyelidikan itu masih tepat dan boleh difahami walaupun ia merupakan analisis keratan rentas bagaimana anak dara berkelakuan dari semasa ke semasa. Reka bentuk kajian adalah menggunakan kajian soal selidik sebagai kaedah analisis utama dan dianggarkan seramai 401 orang responden akan mengkonfigurasi saiz sampel untuk analisis penyelidikan ini. Oleh itu, Korelasi Pearson, Analisis Regresi Berganda dan ANOVA digunakan dalam kajian ini untuk menguji hipotesis dan menentukan semua kepentingan dan hubungan antara pembolehubah bersandar dan tidak bersandar. Semua data yang diperolehi akan ditafsir menggunakan perisian Statistical Package of Social Science (SPSS) bertujuan mengumpul data, meringkaskan untuk analisis data dengan tepat dan jelas. Hasil daripada soal selidik yang dijalankan oleh pengkaji akan membantu untuk mengetahui tiga hubungan positif antara penggunaan media sosial sebagai platform perniagaan kepada pelajar prasiswazah keusahawanan iaitu, prestasi jangkaan, pengaruh sosial, dan persepsi keseronokan. Bagaimanapun, kepercayaan yang dirasakan tidak akan menjejaskan penggunaan media sosial dengan usaha setiap pelajar. Akhir sekali, pengkaji menggunakan kaedah kuantitatif dengan lebih tepat dan jelas.

Kata kunci: Platform Perniagaan, media sosial, Usahawan Pelajar, Jangkaan Prestasi, Perceived Trust, Pengaruh Sosial, Keseronokan yang Dirasai

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

During this whole section, we will examine and discuss about the background of the study, provide problem statements, research question and research objective. The researcher also found that this study has the scope of the study, the importance of the study, the findings of the study and finally the conclusion at the end of this first chapter. In this first part of the main, researcher remove keywords from the scope of the title study from other researcher. The aim and purpose of this study is so that researcher can know in detail the scope of the title conducted through various sources such as articles and journals and can define research statements to explain why new studies or research are needed. In addition, this first chapter will discuss factors that will affecting usage of social media as a business platform media by entrepreneurship undergraduate students in UTeM (Malaysia).

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1.2 BACKGROUND OF STUDY

The world of technology is evolving in line with the modernization technology in Malaysia, especially the social media channels, which frequently capture the attention of the community's regular users. This is because the growth of the digital business sector is in large part due to the rise of social media platforms. Despite the Covid-19 pandemic, it is not an obstacle as entrepreneurship undergraduate students explores the opportunity strategy to start a business among small and medium enterprises (SMEs). Social media can be interpret as an interactive platform for the use of internet-based technology to enable easy communication and interaction dialogue among social media users Amber A. Smith- Ditizio, 2016. Typically, the development of social media is divide into different eras either through the age of broadcasting and through the interactive age.

According to Nawi et al. (2017), the use of social media in promoting and developing entrepreneurial students. It is not impossible for Malaysia to produce many young people, especially young students who have ventured into business from small to large scopes and have produced thousands of entrepreneurial students in Malaysia. Among the popular social media platforms in Malaysia and often used by entrepreneurial students include Instagram, Facebook, Twitter, and Website. Many of these applications have help them to help not only students but also young entrepreneurs outside of creating competitive and modern business opportunities that are the main trend that remains today.

The role of social media helps students' efforts in business is crucial because it facilitates communication with customers, enabling a combination of social interaction on e-commerce sites. There are several types of online platform categories including social networks (Myspace, Facebook, and LinkedIn), web blogs (Tumblr and Blogger), micro blogs (Pinterest and Twitter), multimedia sharing sites (Instagram and YouTube), wikis (Wikipedia), social news (Yahoo Buzz), gaming sites (Yahoo Games), and consumer shopping (Social Liaison, Group on) and raking sites (Yelp) among them.

Statistics suggest that 16 million Malaysians out of 19 million Internet users are also active on social media (We Are Social, 2014). Meanwhile, small businesses have a chance to compete with larger ones in the global business environment by using social media platforms Abuhashesh, 2014. In addition, studies show that social media has found high popularity among users of student entrepreneurs. Furthermore, social media marketing is arguably useful as one of the side ideas for students in deepening career skills to do business using social media.

According to the Socialbakers.com (2012), Malaysia has 13.2 million Facebook users, ranking 18th worldwide. Thus, this study set out to undertake a comprehensive literature review and critical analysis to identify the fundamental issues holding back the mainstream adoption of social media. Entrepreneur students in UTeM will respond to these circumstances by changing how they use social media.

1.3 PROBLEM STATEMENT

In today's globalized senses, the use of social media is very prevalent among young individuals and businesses are changing due to the rapid development of this technology. Although there has been an increase in the use of social media but there are also challenges and problems in the use of social media specifically of student entrepreneurs. Nonetheless, not all students have the same view on the usefulness of social media, and this has practical implications.

According to the Malaysian Communications and Multimedia Commission (MCMC), data has shown that 66.6 percent of the population in Malaysia are Internet users (MCMC, 2015). The study found that the main use of the Internet was the purpose of social media and online communities (87.1%). The survey found that boarding students of either college or university accounted for 62.5 percent of them were Internet users compared to 4.2 percent of non-users. Therefore, this study aims to identify factors that may affect the use of social media as a business platform by every student entrepreneur in Malaysia. Briefly, researcher believe that students can use social media as a key strategy as a start-up to start an online business in Malaysia.

1.4 RESEARCH QUESTIONS

The research questions raised below are develop in line with the purpose of the study to understand and study the use of social media as a business platform by entrepreneurs in UTeM. Therefore, the question of the study in the report is:

RQ1: What is the relationship the factors that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM?

RQ2: What are the main factor that may affect the usage of media social as the business platform by the entrepreneurship undergraduate students in UTeM?

1.5 RESEARCH OBJECTIVES

The overall objectives of the study to examine the factors affecting usage of social media as the business platforms by entrepreneurship undergraduate students in UTeM include:

RO1: To study the relationship the factors that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

RO2: To study the main factor that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

1.6 SCOPE OF THE STUDY

In this study, we focus and examine the factors of using social media as a business platform for entrepreneurship undergraduate students in UTeM, Malaysia. In addition, the use of social media as a platform in business among entrepreneur students will be critical of the literature review as there are several studies on the use of social media. Furthermore, this study is to examine such as performance expectancy, perceived trust, social influences, and perceived of enjoyment. However, the surge in social media will provide new opportunities for student entrepreneurs in UTeM, Malaysia. The study also explains that the use of social media will lead to the information they receive in just an hour. Next, this respondent will be the target of entrepreneur students in UTeM whether there is no online business or currently running an online business required in this questionnaire. In general, these respondents are more focus on the 23-years pan up to 24 years of university in UTeM.

1.7 LIMITATION OF THE STUDY

In the studies conduct, we have found that there are some limitations of studies. Researcher have found problems and weaknesses throughout the study of the work carried out. In addition, the limits of the study found difficulties when the limitations were identify, which were limited sample sizes for questionnaire surveys and influenced by four factors in the study. In addition, it refers when researchers are unable to carry out comprehensively because it is limited to a limited portion of the variable.

1.8 SIGNIFICANCE OF STUDY (IMPORTANCE)

According to Tuten and Solomon (2015), social media define to be similar and like traditional media because social media platforms include many channels and organizations that rely on technology capabilities. This research is very important aimed at a broad learning and brings the potential for one to revolutionize the whole scenario to the education of student entrepreneurs in UTeM.

In addition, the importance of the study is to focus on the business of entrepreneur students who are in UTeM in managing social media properly as the best way to do business in today's technological age. In fact, it helps researcher understand the importance and advantages of venturing into social media in the business world as well as managing the online marketplace properly. Finally, it can improve the development of social media usage well in the strategic pursuit of student performance in the field of entrepreneurship.

1.9 SUMMARY

In this chapter, research explain the aim and objective for this research which is researcher informing in discussing the factors affecting usage of social media as the business platform by entrepreneurship undergraduate students in UTeM. Researcher also describes study methods relate quantitative correlation. This study report has also provide an overview of the research by researcher starting from the purpose of the investigation, the problem statement, and the question of the research and the objectives of the research, the scope of the study and the importance of the research and the importance of the research and outlines Chapter 1. This is because, in part of chapter 1 of the main, this has provided variable and dependent information be also discuss.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this next chapter, more talk about the review of the important literature in this research. These terms are particularly important to be notify by researcher or describe in detail to discover new findings or information such as data to support statements relating to the terms used. Nonetheless, this study's authors will define their essential terms and outline the background of the many sources the draw. In addition, the relevant literature research in this chapter of independent variables (IV) and dependent variables (DV) will develop a research hypothesis. In the final formulation of the research will explain the formulation of the theoreticalframework of the results of this study.

In this second chapter will also describe past studies conducted by the previous by the researcher and the theory applied in the research. Throughout this chapter, the theory and facts will be described is to provide a clearer understanding of the topic of the study. Researcher believe this research study information can be achieve by briefly considering key ideas on factors that affecting the use of social media as a business platform by entrepreneurship undergraduate students in UTeM. People may have a two-way dialogue about the products and services they use on social media, discussing their likes and dislikes and offering feedback to one another. Opportunity recognition is the first step in the entrepreneurial process, which entails determining what needed, locating those resources, developing a strategy to take advantage of that strategy, and putting it into action.

2.2 CONCEPTUAL MODEL

Conceptual framework is a visual depiction of the connection you anticipate discovering between variables, or the features you want to investigate. It is usual practice to do a literature review of relevant studies prior to developing a conceptual framework. This framework may be present in written or graphic form. A conceptual framework serves as a guide for doing research and carrying out the results of that research. It lays out the potential connections between the factors that are important to your research and characterizes them. It is common practice for researcher to utilize a conceptual framework to formulate research questions, choose data points, and formulate hypotheses in quantitative investigations.

Technology adoption by users the subject of information systems has made significant strides in the recent two decades, particularly in the area of studying information technology. Models for understanding and forecasting users' adoption of new technology have been propose repeatedly. Over the course of the past two decades, the discipline of information systems has devoted significant attention and research to the topic of user acceptability of emerging information technologies. There have been many different models suggested to explain and forecast how people would react to new technologies.

The Unified Theory on Acceptance and Use of Technology (UTAUT) is a relatively new paradigm in the study of technology adoption that unifies eight existing theories of technology adoption to give a holistic understanding of the elements that influence users' decisions to accept new technologies. Furthermore, performance expectancy (PE), perceived trust (PT), social influence (SI), and perceived enjoyment (PE) are all included as constructs in this paradigm. Age, gender, voluntarism, and experience all play a role in influencing technology adoption. According to Dahlin et al., 2014, social media marketing entails the promotion of products, companies, services, ideas, and information via social media platforms and can be classify as an emerging commercial practice.

A wide range of variables (Al-Sharji, A. Ahmad, 2018) is affecting the spread and usage of technology. According to Gupta, K.P.; Manrai, 2019 said that the UTAUT is one of the all-encompassing models that may help accurately foresee a consumer's desire to embrace a technology-based application or system. UTAUT shows to be superior to other widely used models, making it one of the most popular choices. Recent studies, Lim W.M., 2019, proposed a conceptual framework for foreseeing social media adoption as a communication tool and source of information for non-profit operations in nonurban areas.

Their value as a conceptual lens for behavioral modelling in today's technology-mediated situations, technology adoption models like the UTAUT model might benefit from having their capabilities increased. Lim W.M., 2019. As a result, the authors opt to use the UTAUT framework throughout the research. This hypothesis explains 70 percent of the variation in people's stated intentions to use technology in their daily lives by describing the elements that affect adoption and utilization of technology, especially in the workplace.

The UTAUT paradigm is applicable outside the realm of mobile applications, providing insight into how people will utilize technology in domains as diverse as big data at service providers. This theory is a synthesis of eight previous theories used to describe how individuals utilize information systems (the theory of reasoned action, the technology acceptance model, the motivational model, the theory of planned behavior, and a combined theory of planned behavior/technology adoption model).

2.2 PERFORMANCE EXPECTANCY

Performance expectations are a stage where an individual assumes that the system will help in achieving the performance profit of a work Venkatesh et al., 2003. In fact, it can also define as an undertaking in which undergraduate students assume a smartphone will allow them to achieve in the performance improvement of their academic activities. Next, it can be attribute to the performance of students in the use of social media by how quickly they receive it and change their business information whether it is the ability to transmit information faster than traditional media methods. It is the hope of the aspiring entrepreneur's students that the wealth of information readily available via social media will inspire them to launch their own internet venture.

According to Sair and Danish, 2018, the performance expectations change match the perceived expectancy variables in the behavioral model. Furthermore, performance expectancy has a beneficial impact on ICT use, according to the research. Furthermore, according to a study conduct in Thailand to investigate the factors affecting the adoption of health information technology, performance expectancy is poor. In fact, Wang (2009) has claim that three UTAUT constructs, namely performance expectations, expectations of effort and social impact will affect the intention of behavior in using learning, which is support by the research of this study. According to the findings, performance anticipation is the strongest predictor of behavioral intention because persons with greater performance use m learning more than those with lowerperformance do.

Likewise, according to Foon and Fah, 2011 the UTAUT was use in a study investigating the elements that promote internet-banking acceptability among Malaysians, and the researcher found that performance expectancy had a significant impact on behavioral intention toward internet-banking uptake. Furthermore, Zhou (2011) did study on continuous mobile internet usage in China from the standpoint of UTAUT and flow theory to uncover the elements driving it. Performance expectations were prove to influence the continued usage of mobile interned. Therefore, based on the discussion of the above researchers, PE is still expect to have a connection with the use of social media as a business platform by every student entrepreneur in Malaysia.

Concisely, in the above study shows the meaning of the performance expected of the researcher from Venkatesh et al., 2003 chosen because the theory of meaning conveyed to other researcher had a positive impact and the effectiveness of the selected meaning. Furthermore, it also clearly shows that performance expectations have a relationship with the user's behavioral intentions and the use of social media by using UTAUT. Next, entrepreneur students in Malaysia believe that social media can improve their business performance at a wider level indirectly. Therefore, the use of social media benefits many students in operating business on social media such as on Facebook, Instagram, and Website. Entrepreneurship undergraduate students in UTeM also can improve credibility, productivity, technology effectiveness and cansave time online.

H₁: There is a significant affect performance expectancy towards usage of social media by entrepreneurship undergraduate students in UTeM.

2.3 PERCEIVED TRUST

Trust is a key component in the use of technology and helps entrepreneurs build relationships with customers firmly Reichheld and Scheffer, 2000. From the following statements, a perceived trust can be define as mental and emotional state that motivates someone to trust another person since doing so will lead to mutually beneficial outcomes for both parties. Trust is especially important in the technology of using social media to businesses because it will allow the expression of expectations about one's future behavior at previous interactions. Studies of trust have implications for many fields, including the social psychology of e-commerce and e banking.

Likewise, trust also can describe as "a party's readiness to be vulnerable to the acts of another party in the expectation that the other will perform a specific action vital to the trust or, regardless of the tractor's ability to monitor or control that other party" (Mayer, Davis, & Schoorman, 1995). Trust affects social interactions and technological adoption, such as whether to utilize social media (Hallikainen, 2015).