

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

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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PLATFORM BY ENTREPRENEURSHIP UNDERGRADUATE STUDENTS IN
UTeM**

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FEBRUARY 2023

SUPERVISOR'S APPROVAL


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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”.

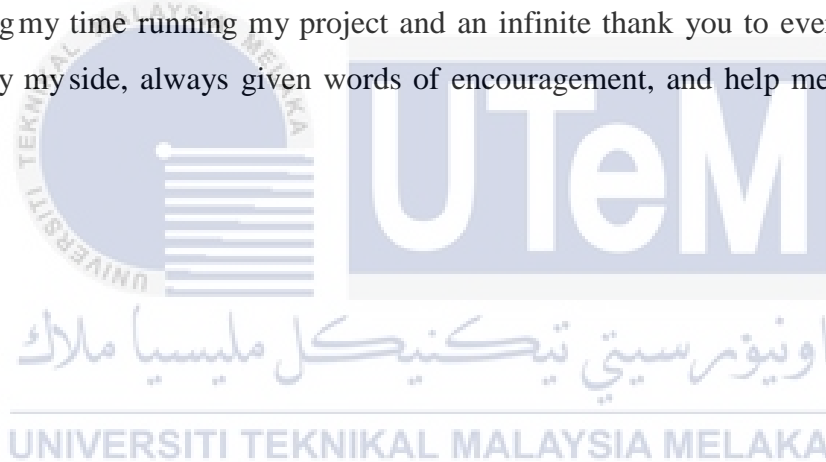
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DEDICATION

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 kebolehppercayaan 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 diperoleh 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 theoretical framework 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).

Furthermore, the usage of business social media platforms such as Facebook and Instagram can be influence by perceived trust. This is because in the trust built, it also requires sufficient time and when it will be, establish the behavior of the individual the intention will also be influence immediately after leading to certain results. In this research study, perceived trust is define as an individual's level of trust in social media as a reliable business platform and it is that trust is expect to have a positive impact on social media usage. Trust has a considerable beneficial effect on nine adoptions of mobile commerce among early users of mobile services in South Africa, according to a study (Joubert & van Belle, 2013).

Entrepreneurship undergraduate students will be expose to the use of technology and this study will find that technology adoption is most dependent on trust. It is plausible to conclude, based on the empirical evidence, that perceived trust influences adoption. The usage of modern technology and behavioral intention are thought to be connect to perceived trust. This is because of the preceding discussion, entrepreneurship undergraduate students usage of social media, as a business platform is likely to be relate to perceived trust

H₁: There is a no significant affect perceived trust towards usage of social media by entrepreneurship undergraduate students UTeM.

2.4 SOCIAL INFLUENCE

Social influence lies in the middle of social psychology. Social influence has include several ways in which an individual changes their behavior to meet the demands of the social environment. Social influence can be define as a process "in which the attitude, cognition or behavior of a person can change the actions of others" (Cialdini & Griskevicius, 2010). However, according to Venkatesh, Morris, Davis, & Davis, 2003 social influence is an individual's perception of the importance of thinking in the adoption of the new system. Studies also examine whether social influence affects intent and consumption. There are several studies suggesting that social influences have culpable effects on the intentions or use of one's behavior.

The study of the entrepreneur's perception of the use of information technology innovations reveals that it tends to act as a moderator between social influence and the behavior of intentions (Moghavvemi et al., 2012). Technology use to provide a positive image of the firm, therefore small enterprises can benefit from SI when utilizing it for purposes like marketing on social media platforms. The most fundamental factor in deciding whether customers would adopt mobile banking is the influence of their social networks. In addition, this study will analyses the factors that affect stock investors' plan to utilize mobile stock trading Tai and Ku, 2013.

According to Yang and Forney, 2013 positive social impacts increase the likelihood that a consumer will engage in mobile retail. Wang, 2009 also mention that M-learning practitioners and educators should be mindful of the relevance of social influence since once users become familiar with it; they would ask others to utilize it as well. This study shows a culpable effect on the use of m learning. Empirical evidence has suggested SI influences decisions in direct acceptance and is sometimes use as a moderator. Similarly, Escobar Rodriguez et al. (2014) found a strong relationship between social impact and perceived advantages and relevance of Facebook as a learning tool in a research on factors influencing these perceptions. Additionally, researcher found that social factors had a substantial impact on blog reads. Users' propensity to engage in blog activities was explain by their shared sense of community and the blog members' welcoming atmosphere (Hsu & Lin, 2008). In contrast, a prior study found no link between social impact and intention to use internet marketing among Malaysians.

However, this research on social influence will be utilize as one of the elements influencing UTeM students' decision to use social media as a platform for their businesses. In fact, every entrepreneurship undergraduate students believes that they will be influence by someone who is trusted or important to run the business. Briefly, social media has the main tools that business student entrepreneurs should use online.

***H₁:** There is a significant affect social influence towards usage of social media by entrepreneurship undergraduate students UTeM.*

2.5 PERCEIVED ENJOYMENT

Perceived enjoyment is defined as the degree to which the action of utilizing the technology is regarded to be pleasant in and of itself, regardless of any potential performance repercussions (Davis, Bagozzi, & Warshaw, 1992). Therefore, perceived enjoyment is likely to have an impact on adoption, particularly when a person finds it fun to use a new technology in addition to improving his or her performance. However, these factors are whether students will be able to do their business through social media platforms as a key branch of the business. This is because the feeling of pleasure in receiving in the use of social media can increase the motivational attitude among entrepreneurship undergraduate students UTeM to do business online as students tend to choose the Instagram platform to promote a business that will be easily recognizable while making it easier to interact with customers.

One of the most significant current discussions usages are perceived enjoyment. Social media platforms are more targeted at young people especially student entrepreneurs as they enjoy doing business by using such apps in communication. We often see a growing percentage of entrepreneurship undergraduate students in UTeM who do business using social media as the main tool especially Facebook and Instagram. Student entrepreneurs can easily learn to do business in social media so that most of them make high

In this research study, the perception of pleasure is one of the main factors influencing entrepreneur students to use social media as a business platform. The excitement by entrepreneurs in the use of social media platforms as it increases customer attractiveness when aspects of innovation, creativity and efficiency can be applied in business. Next, the excitement when shopping online will affect whether the attitude to the purchase itself. In addition, it will additionally increase efficiency in identifying the possible use of electronic payments as well as be able to consolidate the pleasure of being by the user. Finally, researcher chose facts from Davis researchers, Bagozzi & Warshaw, 1992 that were considered pleasant regardless of performance impact. It proves factor-affecting usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

H₁: *There is a significant affect perceived enjoyment towards usage of social media by entrepreneurship undergraduate students in UTeM*

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In addition, a study also on the acceptance of Mobile Social Networking Sites by Guo, 2014 has explain that the perception of pleasure has a relationship with the behavioral intentions of either male or female. However, the perception of pleasure is an external factor that cannot found in the previous reading, but in case of using the TAM, theory in the context of learning the student entrepreneur compared to other external factors.

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H₁: *There is a significant affect perceived enjoyment towards usage of social media by entrepreneurship undergraduate students in UTeM*

2.6 SOCIAL MEDIA USAGE BY STUDENT ENTREPRENEURS

Social media platforms are becoming more recognizable in the community. The use of social media becomes a hot talk of the public if there are some who do not understand the use of social media properly. Most studies on social media (SM) as a business platform have focused on the driving factor behind the acceptance. According to Qalati et al., 2021, social media use among firms is quickly increasing and is now regarded a significant strategy. In this section, focus more on the methods of entrepreneur students who are indent to conduct them based on experience as well as the perception of the use of social media as the main platform. In addition, three elements affect the use of social media such as the quality of information, communication, and advertising. Every entrepreneurship undergraduate students uses social media to promote a product or service and run their business in UTeM.

The widespread use of social media (SM) as a viable business platform has result in the widespread adoption of SM as the primary instrument of corporate operations. However, each organization that uses a few different social media to make their business successful. This statement explains why company owners use social media as a platform for their operations. The use of social media networks to attract the attention of customers is refer to as "social media advertising" (Goyal, 2013). In addition, social media can magnify the approach of how organizations that will develop strategically affect their business and impact relationships between potential customers leading to true building and managing each organization.

According to research on how SMEs may use social media to enhance communication, businesses must also cultivate connections with consumers to have a good influence, so that the company can gather information from customers to create a more dynamic website (Yan & Bill, 2018). Finally, communication is process of the delivery and acceptance of messages through verbal or non-verbal methods, such as speech or verbal communication, known as communication. For example, Facebook groups create Facebook advertising, subscribe to functions and others. In addition, the term advertising social media is the use of social media communication networks to get attention from customers.

2.7 CONCEPTUAL FRAMEWORK

A conceptual framework is a written representation or a visual representation of the relationship to be expected between variables. In general, this conceptual framework was developed based on the existing study and theoretical literature used in the topic of study. This conceptual framework must be solid, real and it in a more memorable way. Crucially, the conceptual framework within a broader framework also as the theoretical framework. In addition, the concept's structure based on the study's aims to demonstrate the relationship between independent factors like students' hopes for their ventures' outcomes and their likelihood of success and dependent variables like students' propensity to utilize the platform to connect with others.

From the research model outline, Figure 1 shown the aims are to investigate the conceptual framework that focuses on four factors the usage of social media as the business platform by entrepreneur students.

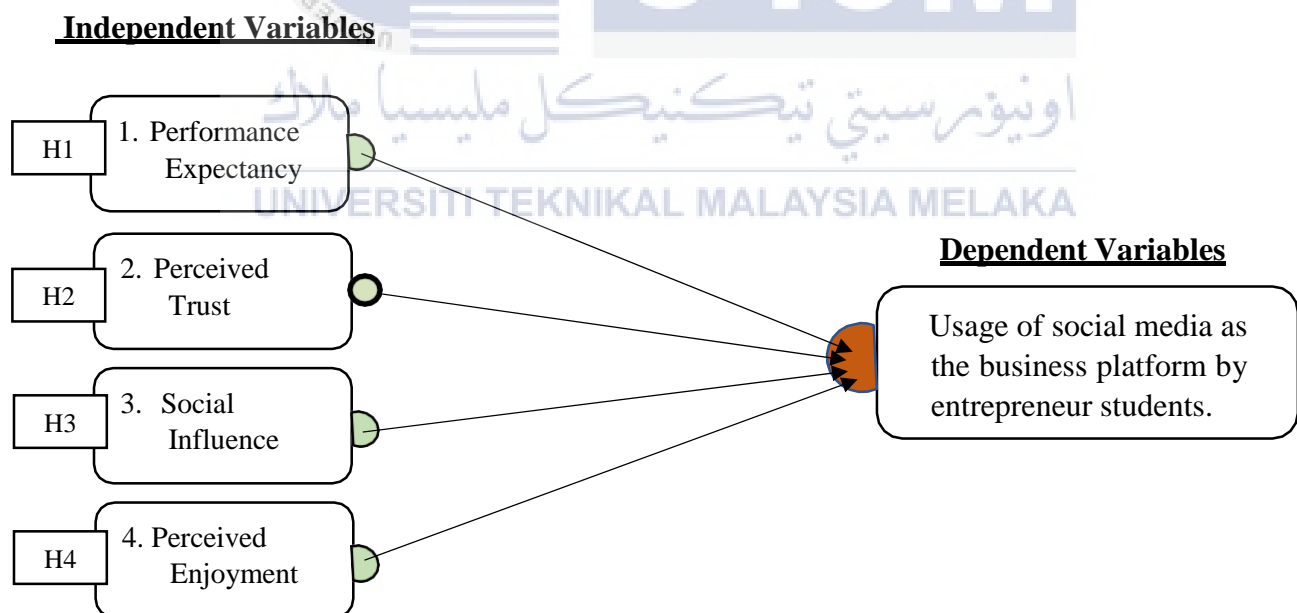


Figure 1.1: Conceptual Framework

2.8 RESEARCH HYPOTHESIS

A research hypothesis (Scientific Hypothesis) is a careful statement of the relationship of expectations between the variables in this study or a clear explanation of the occurrence. This hypothesis would be to the test to see if it answered the research questions and met the research goals. Based on the investigations, four theories given in the table below.

Hypothesis 1. Performance Expectancy (PE)

H₀: There is no significant affect performance expectancy towards usage of social media by entrepreneurship undergraduate students UTeM.

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

Hypothesis 2. Perceived Trust (PT)

H₀: There is a significant affect performance expectancy towards usage of social media by entrepreneurship undergraduate students UTeM

H₁: There no significant affect performance expectancy towards usage of social media by entrepreneurship undergraduate students UTeM

Hypothesis 3. Social Influence (SI)

H₀: There is no significant affect performance expectancy towards usage of social media by entrepreneurship undergraduate students UTeM

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

Hypothesis 4. Perceived Enjoyment (PE)

H₀: There is no significant affect perceived enjoyment towards usage of social media by entrepreneurship undergraduate students UTeM.

H₁: There is a significant affect perceived enjoyment towards usage of social media by entrepreneurship undergraduate students UTeM.

3.0 SUMMARY

Generally, this second chapter is derive from secondary data in which researcher obtain information from articles, journals, and online theses. In addition, this chapter also explains the review of the literature on theoretical, variable-free, and dependent variables to convey a better understanding of the study. In addition, there are four factors of the impact of the use of social media by entrepreneurship undergraduate students in UTeM such as performance expectancy, perceived trust, social influences, and perceived enjoyment. The framework of the concept can also be define in this chapter and the hypothesis. The conceptual framework has been use in this chapter to develop a research study framework to show a relationship between the four categories of the use of social media as a business platform by entrepreneurship undergraduate students in UTeM.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology is a very important part where it will systematically explain the form of the study to ensure good and reliable results in terms of the goals and objectives set out in Chapter 1 of the study while it is being conduct. In this third chapter, an overview of the study methods will be use and explain in this analysis. This chapter will be review by researchers covering descriptions of research design, methodological choices, data collection (Primary data and Secondary data), research strategies, instruments, time horizons and sampling design. Finally, this chapter will ensure that each research procedure is in accordance with the standards,allow understanding the sampling and data analysis techniques collected in conducting this research.

3.2 RESEARCH DESIGN

Research design is a broad plan or general strategy to conduct a research study on the objectives of the study and provide guidelines that the researcher must use to realize the objective. In addition, the researchers' design helps to continue the journey without knowing but uses a systematic approach as well as research to succeed. The following are some of the benefits of using a study design. It takes less time, keeps the project on track, and aids in the effective planning of resources and their timely purchase. There are four forms of research design, which is explanatory research, exploratory research, descriptive research, and evaluative research. In the research of this study, researchers used descriptive studies when conducting this research to obtain the objectives of the study.

3.2.1 DESCRIPTIVE RESEARCH

Descriptive research is one of the four basic type of research design. Descriptive researcher can be define methods or means of research to describe the characteristics of the population or phenomena studies. In addition, quantitative research methods are also consider conclusive to be using to test specific hypotheses, characteristics as well as functional. Descriptive research should be clear and accurate in this research study. Furthermore, descriptive research can also be define of various types according to the type of approach use in conducting descriptive research.

In this study, researcher use descriptive research to survey representative samples to find out the factors affecting usage the use of business platform social media by entrepreneurship undergraduate students in UTeM. Since the minds of some individuals cannot extract large amounts of data, descriptive statistics are essential for reducing data into manageable form. This is because with this method, researcher can design and create questions to help respondents understand more easily, clearly, and easily to complete the survey.

According to Kaur et al., descriptive statistics are an important aspect of initial data analysis since they provide as a foundation for comparing variables using inferential statistical tests. As a result, it is critical to present the most accurate descriptive statistics using a systematic manner as part of good research practice to avoid erroneous data and information fraud. Further, this study also explores the relationships between the variable.

3.3 METHODOLOGICAL CHOICE

There are three types of research approaches to conduct research. The research approach encompasses qualitative, quantitative and hybrid methods, which are using to collect and analyses patterns of empirical data systematically. The researcher suggest conducting research using quantitative research methods.

Moreover, the choice of methodology is important by the researcher because it is the difference between qualitative and quantitative data. This is because qualitative data in the form of descriptions such as language or image, in addition to quantitative data in the form of numbers. Language-based data may frequently be turned into statistics, such as the frequency of specific key terms. Questionnaires can generate both quantitative and qualitative data; for example, multiple-choice questions generate quantitative data, whilst open-ended questions generate qualitative data.

In this study, researchers use quantitative methods to analyze the relationship between variables because this research method represents a relationship in statistical and mathematical analysis. Researchers will distribute to respondents via Google Forms online. In addition, this study will examine more closely and in detail demographic variables for all entrepreneurship undergraduate students in UTeM for those aged 19 to 26 degree students to analyze the factors affecting the use of social media as a business platform from entrepreneurship undergraduate students located in Universiti Teknikal Malaysia Melaka.

3.4 DATA COLLECTION

Data collection is a process to collect and measure all variable information through a pre-determined systematic manner but allows individuals to answer the stated study questions, test hypotheses and evaluate results. Therefore, the data collection method is the main and important method as it relates to the entire information collected for use, the explanation produced is determined by the methodology and analytical approach applied by the researcher in this study.

In this study, researchers propose to combine primary and secondary data sources to determine the objectives of the study. There are two forms of data collection: primary and secondary data (Saunders & Lewis, 2016). Primary data is information data collected by a researcher through a questionnaire study at the title of a study usually done through the purpose of the survey. In addition, the secondary data source is the documentation that is scribbled as a source include brochures, company studies, scientific journals and websites related to the study.

3.4.1 PRIMARY DATA

Primary data is raw data to be obtain, usually collected from the original source of the data, and used for research purposes by the researcher. In this study, primary data obtained through survey methods was more reliable and easier. Surveys, observations, experiments, questionnaires, and personal data are examples of primary data sources (Ajayi, 2017). In this research, the researcher using a questionnaire to collect data and information of factor affecting usage of social media as the business platform by entrepreneur students in Malaysia.

In summary, the study of this questionnaire will be distribute to individuals based on demographic characteristics. Researcher will collect all subjective and objective information about the population from social surveys. Respondents have filled out the questionnaire survey without any coercion and the time taken depends on the respondent as good.

3.4.2 SECONDARY DATA

Secondary data is the collection of data collected through primary sources and has been available for use by researcher in the research of this study. Secondary data is a report on the testimony of a real witness or event participant (Singh, 2006). Secondary data sources include personal sources, journals, newspapers, books, websites, and official statistics. Therefore, secondary data is easier to know than primary data because it requires less research information and labor by using these sources.

To obtain information about the terms associated with the title of the study, researchers consulted journal articles and websites. In addition, inaccurate secondary data may be outdated but it is a timesaving and cost-saving method for researcher. Researcher collect data from websites such as google scholar, ProQuest library and soon.

3.5 RESEARCH STRATEGY

A research strategy is a planner directional step towards thinking and effort that enables the reviewer to conduct research systematically and on schedule to produce quality results and more detailed reporting. There are several elements of research strategy including experiments, surveys, action studies, basic theories, documentaries and so on. In this study, researcher will collect data through the review method as a successful research strategy. Therefore, questionnaires will be distribute to collect data to reflect public opinion and are design to collect measurable data from respondents to interpret the data. In addition, the data to be collect will be standardize to make for a more convenient comparison for researchers. This survey is a way for researcher to be effective, efficient in collecting, and able to connect large amounts of data from a particular population. According to a reading from Saunders et al., 2009 is that this review deals with aspects of quantitative research that refer to the study framework. Through this, researcher will use quantitative methodology for hypothetical tests to improve reliability. Therefore, researcher will use the questionnaire online through Google Form and share it with the public. The survey will collect data to help determine the factors influencing the use of social media as a business platform or entrepreneurship undergraduate students in UTeM.

3.6 RESEARCH LOCATION

This research were conduct around UTeM on entrepreneurship undergraduate students. The purpose of this location chosen was to study about the factors affecting usage of social media as a business platform of entrepreneurship undergraduate students. The researcher target students from the entrepreneurship section to answer the questions as a lot of information could be gathering for analysis when choosing a location to conduct the study. Therefore, researcher are seeing an increase in young entrepreneurs among students slowly engaging in the business industry using the media platform Instagram to sell their goods. Therefore, researcher are keen to learn more about their inspiration using social media influencers as the main technology of promoting their products.

3.7 TIME HORIZON

Horizon research is a methodology used by researcher aimed at more effective research design. Therefore, this research methodology is more focus on a combination of physical, cultural, social sites and enables researchers to study participants in each natural environment so that they can achieve a better understanding of the research. Thus, the collection of study data can be categorize in two forms, namely in cross-sectional or longitudinal form. First, longitudinal study is a concept that interviews the same individual sample from time to time repeatedly due to its longitudinal nature. However, the second one is a cross-sectional study that examines individual fresh samples each time the research is conduct, but this cross-sectional study does not recur but rather emphasizes the use of new samples every time the research is conduct. In short, this research study selects cross- sectional studies as data to be collected only once in a period. Since the type of investigation in the study is correlate in nature, then a cross-sectional study is adequate.

3.8 RESEARCH INSTRUMENT

A research instrument is any device used to collect, analyses, and report information on a study's subject. Therefore, developing an appropriate instrument is the single most important step in conducting a successful study.

3.8.1 QUESTIONNAIRE DESIGN

Questionnaires are an important part of research, especially for quantitative methods. Questionnaires are an instrument element of a study consisting of a set of written series of questions designed to collect data in an orderly manner on thoughts, perceptions, expectations, interests, and individual behaviors from respondents. Typically, these questionnaires are a combination of closed questions and open questions for research studies. The advantage of a good questionnaire design is that it can save time more time with a single large amount of data collection. In fact, each respondent answered the questionnaire without having to disclose their identity as it comes with systematic data privacy and secure security for the respondent.

In addition, the questionnaire consists of three parts, namely part a, part B and part C. Part A is a questionnaire related to the demographic background (age, gender, and income level) of the respondent. This section will be using to identify the overall demographic background of the respondent. In addition, section B is more focus on the independent variables of the study, which includes the use of social media consisting of social media usage factors towards entrepreneurship undergraduate students as a platform to business in UTeM such as performance expectancy, perceived trust, social influence, and perceived enjoyment relate to social media by entrepreneur students. Therefore, questionnaires will be distribute to individual student's online at all educational institutions in UTeM to collect key data in this research. The survey will be conduct in dual languages, namely English and Malay.

Quantitative attributes are calculate by the interval scale. Three section of the questionnaire that will ask about the factors of using social media as a business platform. The scale range of Likert points is 1 to 5 which represents strongly disapproving, disapproving, neutral, agreeable, and strongly agreeable. The purpose of this study is to analyze the degree of agreement or strong disagreement. Therefore, the questionnaire study using the Likert scale is to evaluate the items in each question of section B and C to the respondent. It is intend to analyze the stages of agreement or strong disagreements. Therefore, the questionnaire also uses the Likert scale to evaluate items in each question against sections B and C in Google Form online.

Table 3.1: Likert Scale

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

3.9 SAMPLING DESIGN

Sampling design is a process of selecting small quantities of individuals from larger populations or planning to obtain samples from a particular population. According to Saunders et al., 2016 sampling is especially important because it helps in time and cost savings for researchers in selecting data samples to collect data from larger populations. Therefore, the probability sampling method will be using in this research. According to Taherdoost, 2016 there are several types of sampling methods including systematic random sampling, random sampling, multi-stage sampling, stratified random sampling and batch sampling. Therefore, the researcher will select the appropriate sampling as the main data in the collection of questionnaires from respondents efficiently and easily. The data collected can get through the google form online.

3.9.1 TARGET POPULATION

The target population refers to a group of individuals and specific populations of people that researchers want to investigate to conduct research. In this study, the target population in the study, the characteristics of the target population and any subgroup should be describe more clearly. Therefore, the target population in this study refers to entrepreneurship undergraduate students UTeM who have more than one year of experience using social media as a platform to do business.

3.9.2 SAMPLING SIZE

Generally, sample size refers to the number of respondents in a study or observation and studies so that the sample size collected can generalize the entire population of the respondents who want represent and investigate. The sample size is very important for analyzing the data methods that will be using to require many respondents. Next, the sampling size in this study was 401 respondents were taken with caution as the selection of sample sizes could significantly affect the validity, accuracy, and consistency of the findings in this study.

TABLE 1
Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note — *N* is population size.
S is sample size.

Figure 3.2 Sample Size Estimation Table

Source: (Krejci & Morgan, 1970)

3.9.3 SAMPLING TECHNIQUES

According to Taherdoost, 2018 techniques sampling is a selection technique by researchers in the expected researcher. In this research study, the sampling technique is not only the probability use by the main approach. Since the study aims to collect many sample sizes (401 respondents as expected), and thus easily the sampling method that falls into the category of non-probability sampling has been adopted. Therefore, the sampling technique a simpler whole study and can facilitate data collection in a shorter period than a certain period in this research.

3.10 PILOT TEST

In this research study, the pilot test is a small initial study or rehearsal of a study made use of to test research studies prior to full-scale performance. According to the Fraser et al. study, 2018 this pilot research study will be conduct to test the level of feasibility of questionnaires or interviews on how they work together in a particular context. In addition, it also examines the accuracy and consistency of questionnaire studies to help complete questionnaires before they are using in data collection. Size sampling for the pilot test is estimate to be between 20 and 30 respondents. Thus, 30 of the respondents will be select for this pilot. Usually, researcher will begin to distribute questionnaires to a small number of respondents who are their family members and colleagues. Researcher will use the pilot to test accuracy and reliability in the survey before it is distribute to the actual party of the respondent. Therefore, this method will determine whether the survey is very clear or for the respondent to understand well to provide clear data to the researchers in this research. Finally, a pilot test can determine a warning to allow researcher to make improvements in questionnaire studies on problems that will have a negative impact in the study.

3.11 DATA ANALYSIS

Data analysis is a process or method to systematically use techniques, form several conclusions; elaborate, compress and scan back to evaluate data results in business. The purpose of the data analytics is to extract useful information from the study data and take the data for thesis. Data analysis will involve statistical analysis. There are three methods using the method of Statistical Package for Social Sciences (SPSS) version 28, the analysis of the Pearson correlation coefficient and the multiple linear regression. In science, data analysis will use a clear approach through advanced techniques to explore with data. However, through the business context the data will be using to make decisions based on data that will enable the company to improve the overall performance of the organization.

3.11.1 STATISTICAL PACKAGE FOR SOCIAL SCIENCE (SPSS)

In this research study, researcher use SPSS as the main media statistic tool to analyze data from respondents. Each data examine will use a statistic software better known as SPSS standing as a package of social science statistics. SPSS is a group of programmer that will work together as one package. In each basic use of the programmer, scientific data relate to the social sciences of the study will be analyses. It is a very important part of editing and analyzing all kinds of data in each software. With SPSS software, the time it takes to analyze data is less than other statistical tools. It even helps researcher carry out critical analysis by successfully entering large amounts of data and numerical information. For the research window, the researcher use SPSS version 28.

3.11.2 PEARSON'S CORRELATION COEFFICIENT ANALYSIS

Pearson's correlation coefficient is a covariance between two variables that will be divide by the result of its standard deviation. It aims to measure the statistical relationship between two variables continuously. It will provide information about the magnitude of relevance or correlation as well as the direction of the relationship in the study. In this research study, the Pearson analysis correlation refers to analyzing the relationship between factors that influence the use of social media as a business platform by entrepreneur students in UTeM. As a result, Pearson's correlation analysis will measure all four elements in influencing such factors as perceived expectations, perceived beliefs, social influences, and perceived pleasure. In addition, depending on the orientation of the link between the two variables, either the correlation coefficient might take on a positive or negative value. This is because the value of the correlation coefficient varies greatly between one and one in terms of the study strength relationship.

3.11.3 MULTIPLE LINEAR REGRESSION ANALYSIS

Multiple regression is a method of statistical analysis use to examine the correlation between a single dependent and a set of independent variables. The objective of the analysis of double regression to use an independent variable whose value predicts the value of a single dependent value. The ANOVA test will be using to study the relationship between dependent variables and independent variables. Through this test, researcher were able to see the influenceof the factors selected in the study and confirm about the factors that influence the use of socialmedia as a business platform. There will be equation of multiple regression analysis:

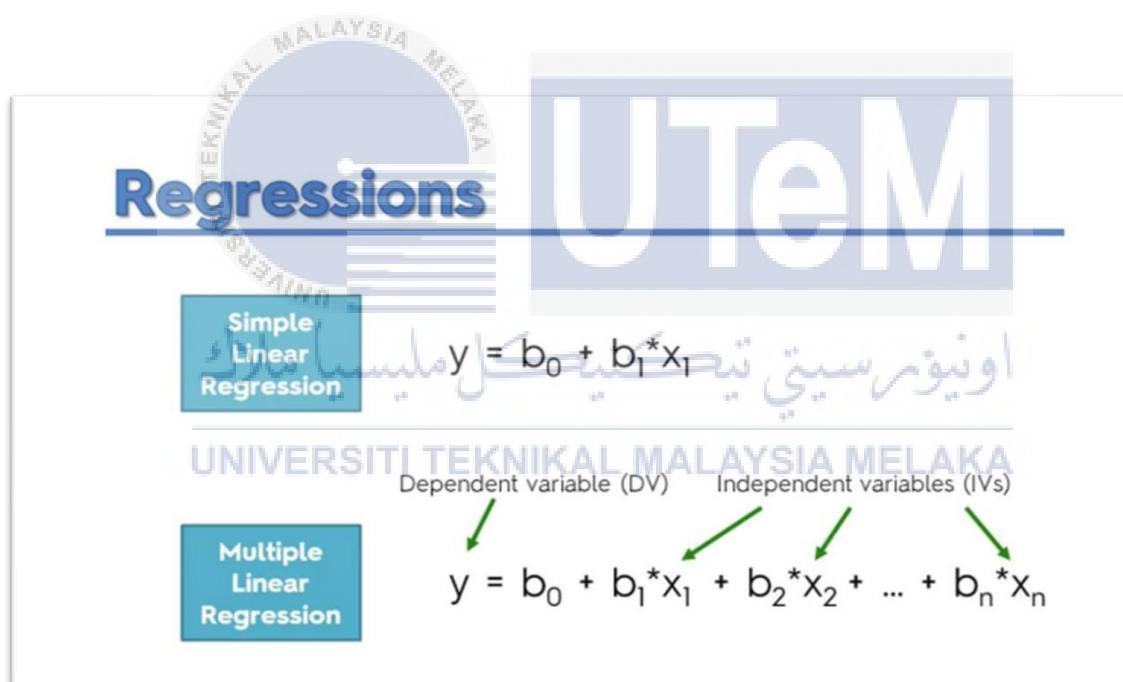


Figure 3.3 Regression Test Formula

Source: (Bogicevic, 2019)

3.12 VALIDITY

The validity of research is usually using in quantitative studies to assess the accuracy of concepts. In simpler terms, this validity refers to how good an instrument is in measuring what to measure. This is important in determining the validity for all decisions and concepts to be more accurate. There are two types of validity, which are internal and external validity. According to Fisher, 2007 in Muhammad Umar Sultan and MD Nasir Uddin (2011), validity is define as a statement intended to measure what it wants to measure.

3.12.1 CONSTRUCT VALIDITY

There are measure that can be using to validity tests, one of which is construct validity. Researcher to test the hypotheses or ideas they are assessing frequently use questionnaires. The validity of this construct relates to the extent to which the test accurately evaluates the construct of interest. It refers to the measuring of instrument structures using hypotheses that are correct and appropriate. However, before doing factor analysis, the researcher must ensure that the measurement scale is interval or ratio scale and that it meets the normal distribution requirement, as well as that the number of respondent questionnaire questions is at least five times more than the number of items.

3.12.2 INTERNAL VALIDITY

Validity in reference to the extent to which the researchers are convince that the relationship between cause and effect will be form in a study that cannot be explain by other factors. This method of study aims to measure whether the study correctly or not. This has to do with the wrong variables in the researchers 'experiments. According to Yin, 2009 the validity in this can be achieve when researcher are able to draw conclusions on various issues. For example, recent events that change the views of participants, the influence of tests on one's perspective, the influence of a person who withdraws from research, etc.

3.12.3 EXTERNAL VALIDITY

External validity is more focus on the extent to which the results of the study are expect to get active in an orderly and perfect manner. More specifically, it refers to the extent to which the results of a study can be generalize around the world. The goal of this research study helps researchers draw conclusions about how it works in actual work based on the results of the study and helps the researcher solve all the questions in his study. We can predict the results of studies conducted on the sample population. Researcher are not able to draw conclusions in the event of the absence of something external verification. Therefore, it is very important to know that the studies conducted are effective and their effectiveness in other situations.

3.13 RELIABILITY

In quantitative research, reliability refers to important considerations in consistently evaluating the measurement methods of a study. Researcher can promote transparency and eliminate prejudice by participating in research, according to Shekhar Singh, 2014. In research more referred to as measures of consistency, accuracy, repeatability, and reliability according to Chakraborty (2013). If the same results are obtained consistently using the same method and under the same conditions, then the measurements are considered reliable. Usually, internal measurements are used such consistency as Cronbach Alpha. It based on the most accurate measurements of reliability when using the Likert scale.

3.13.1 CRONBACH'S ALPHA

Alpha Cronbach is a simple test that is often use in the calculation of reliability in either consistency or composite scores. The Alpha Cronbach method is easy to measure whether a score is reliable or not. It was create to provide a level of measurement for reliability. In this research, researchers will use alpha Cronbach to measure the strength of consistency. The level is accepted when the Cronbach alpha coefficient is greater than 0.7. If the alpha coefficient shows a negative value, it means that something is wrong with the data.

Table 3.3: Shows the value of Alpha Cronbach.

Cronbach's Alpha	Internal Consistency
More than 0.90	Excellent
$0.80 > 0.89$	Good
$0.70 > \alpha \geq 0.79$	Acceptable
$0.60 > \alpha \geq 0.69$	Questionable
$0.50 > \alpha \geq 0.59$	Poor
$\alpha < 0.5$	Unacceptable

3.14 SUMMARY

In conclusion, this chapter details the research strategies that were chose and implement via the process of addressing the research questions posed in order to accomplish the goals of the study. Next, the design of the study as a quantitative approach through questionnaires to entrepreneurial students who want to do business using social media platforms. Through sampling, there are 401 that will be expect that respondents will have experience with using social media as a business platform and will target as a sample size, according to the assessment of the overall population of the Universiti Teknikal Malaysia Melaka. We also use two methods, namely data collection, namely primary and secondary data. There is also an SPSS investigation also use in this research to assist researchers in the data analysis process. Finally,the researchers also discussed the data collection methods, techniques and procedures needed to interpret the data that will make the information more useful.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 INTRODUCTION

In this chapter, the researcher analyze the data based on quantitative methods and the findings of this study. The data collection through the survey method by google form to the target respondent, which consists of using social media as the business platform. This chapter is presenting the result of the analysis of data and interpretation of data in more detail, which is descriptive analysis, multiple linear regression analysis, Pearson's correlation coefficient analysis, and reliability test. Researcher also cover descriptive demographic statistics, the profile of respondent variables, descriptive statistical results for each independent variable, and the dependent variable. The Alpha Cronbach technique will be using for test reliability. All data collection will be analyses in table form by the software version of SPSS 28.

4.2 PILOT TEST

Pilot tests can be characterize by a form of software testing that verifies in real-time the components of the system or the entire system. This pilot test will be encouraging for decision makers and act as "a small-scale experiment or collection of observations conducting to assess how and full scale it was launched (Collins English Dictionary, 2014). Furthermore, this pilot test ensures that the previous respondents, who will then disseminate them widely, can decipher the queries. It also by distributing questionnaires to a small group of respondents and analyzing the data through the SPSS. All correlations between all independent variables and dependent variables were reveal through pilot testing. There were 30 respondents selected using a questionnaire to perform a pilot test.

Table 4.1: Case Processing Summary & Reliability*(Source: SPSS Output)*

		N	%
Cases	Valid	30	100.00
	Excluded	0	.0
	Total	30	100.00

a. List wise deletion based on
all variables in the procedure

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.889	.893	20

Cronbach's Alpha was **0.889**, which obtaining from reliability statistics. According to Saunders et al. 2016, a result of 0.70 or above indicates that the questions use the same scale. A 0.889 superiority over a 0.70 significance shows the questionnaire was reliable. Researcher distribute questionnaires to 30 respondents during a pilot test. The studies essentially for the researcher to continue his study by ensuring that all respondents understand the questions asking.

4.2.1 DESCRIPTIVE ANALYSIS

Table 4.2: Descriptive Statistics on Independent Variable*(Source: SPSS Output)*

Descriptive Statistics							
	N	Min	Max	Mean	Std. Dev	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Performance	401	3.00	5.00	4.4620	.51230	-.831	.122
Perceived	401	1.25	5.00	3.9021	.72473	-.100	.122
Social	401	1.00	5.00	4.1629	.71576	-.697	.122
Enjoyment	401	2.25	5.00	4.1509	.63541	-.348	.122
DV	401	2.33	5.00	4.4086	.59522	-.791	.122
Valid N (list-wise)	401						

Descriptive analysis using in this study to offer readers a more precise understanding. Descriptive analysis was a student by the researcher in order to describe the data sample. In order to make the data gather from the questionnaire easier for readers to grasp, researcher have utilized tables, pie charts to illustrate, and summaries data specifics. The descriptive statistics in table 4.2 shows performance expectancy, perceived trust, social influence, and perceived enjoyment as the independent variable to contributing the usage of social media as a business platform by student entrepreneurs. Performance expectancy has the highest mean of 4.4620. However, the second follows by social influence is 4.1629, and perceived enjoyment with the mean is 4.1509. Lastly, the perceived trust comes out with a mean of n 3.9021 contributing usages of social media as the business platform by entrepreneurship undergraduate students in UTeM.

4.2.2 Independent Variable 1: Performance Expectancy (PE)

Table 4.3: Performance Expectancy (PE)

(Source: SPSS Output)

Descriptive Statistics					
	N	Min	Max	Mean	Std. D
	Statistic	Statistic	Statistic	Statistic	Statistic
PERFORMANCE EXPECTANCY	401	2	5	4.40	.704
1. I can learn to use my social media more efficiently					
2. I can access information sources anywhere and anytime through social media easily.	401	2	5	4.55	.639
3. The use of social media as a business platform can reduce costs and time.	401	2	5	4.47	.689
4.-Doing business on social media can improve the performance of a company or organization.	401	2	5	4.43	.686
Valid N (list wise)	401				

Table 4.3 shows the statistic of all performance expectancy (PE) items among 401 respondents. The table shows that most respondents 4.40 believe they have room to improve in terms of how well they utilize social media (0.704). Next respondents can access information sources anywhere and anytime through social media making a mean of **4.55** and a standard deviation is **0.639**. Thus, the use of social media as a business platform can reduce time because it comes out with a mean of 4.47 and a standard deviation is 0.689. Lastly, doing business on social media can improve performance with a mean of 4.43 and a standard deviation is 0.686. Conclusion, the question 3 is higher mean statistic because social media is complimentary, so users do not need many phone lines or answering services.

4.2.3 Independent Variable 2: Perceived Trust (PT)

Table 4.4: Perceived Trust (PT)

(Source: SPSS Output)

Descriptive Statistics					
	N	Min	Max	Mean	Std. D
	Stat	Stat	Stat	Stat	Stat
PERCEIVED TRUST	401	1	5	3.84	.925
1. Most sellers on social media sell quality and trustworthy items.	401	1	5	3.95	.946
2. Use in social media can store user data securely	401	1	5	3.96	.847
3. Customers are more confident to buy goods online	401	2	5	3.86	.888
4. The information shared is accurate and reliable.	401	1	5		
Valid N (list wise)	401				

Table 4.4 displays, for 401 respondents, the perceived trust (PT) statistics for all items. From the tables, most sellers on social media sell quality and trustworthy items with a mean of 3.84 and a standard of deviation 0.925. Next, the use in social media can store user data securely come out a means 3.95 and standard deviation is 0.946. Thus, customers are more confident to buy goods online make mean **3.96** with standard deviation is **0.847**. Lastly, the information share is accurate and reliable make a mean of 4.25 and a standard deviation is 0.888. Summary of findings, questions 3 is higher mean statistic because the establishing credibility with a target market is one way to increase consumer support for a product and sometime is easy customers offer return and a money back guarantee.

4.2.4 Independent Variable 3: Social Influence (SI)

Table 4.5: Social Influence (SI)

(Source: SPSS Output)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
SOCIAL INFLUENCE	401	1	5	4.06	.978
1. Friends influenced me to use social media	401	1	5	4.09	.869
2. Suggestions from friends for doing business on social media are simple.	401	1	5	4.30	.808
3. The current situation influenced me to use social media.	401	1	5	4.20	.780
4. Satisfied user response using social media.	401	1	5		
Valid N (listwise)	401				

Furthermore, table 4.5 show the statistic of social influence among 401 respondents. For the table respondents agreed because the friends influenced me to use social media making the mean 4.06 with a standard deviation of n 0.978. Next, is a suggestion from a friend for doing business on social media are simple come out with mean 4.09 and standard deviation is 0.869. The current situation influences to use of social media with a mean of **4.30** and standard deviation is **0.808** and satisfied user responses using social media make mean 4.20 with a standard deviation of 0.780. The question 3 is higher mean statistic because it true statement while the current situation influenced other to use social media. This is because a person's influence increase the value they have to organizations and people who wish to spread a message or sell a product.

4.2.5 Independent Variable 4: Perceived Enjoyment (PEE)

Table 4.6: Perceived Enjoyment
(Source: SPSS Output)

Descriptive Statistics					
	N	Min	Max	Mean	Std. D
	Statistic	Statistic	Statistic	Statistic	Statistic
PERCEIVED ENJOYMENT	401	1	5	4.09	.872
1. Social media does not burden users.	401	1	5	3.80	.963
2. Customer safety is more assuring.	401	2	5	4.37	.716
3. Customers can make comparisons faster.	401	1	5	4.35	.734
4. The use of social media makes individuals feel fun	401				
Valid N (list wise)	401				

Moreover, table 4.6 shows the perceived enjoyment statistic among 401 respondents. The term "perceived pleasure" (PEN) is using to describe how much people like using technology regardless of the expected benefits to performance (Davis, Bagozzi, & Warshaw, 1992). According to the data in the table, respondents concur that using social media does not strain users, with a mean of 4.09 and a standard deviation of 0.872. Next, customer safety is more assuring come with the mean 3.80 and with standard deviation is 0.963. Thus, customers can make comparisons faster; it makes mean **4.37** with standard deviation are **0.716**. Lastly, the use of social media can makes individuals feel fun come the mean 4.35 and standard deviation is 0.734. Respondents agree with statement question 3 when customers can make comparisons faster because ads on social media platforms are a great resource for researching and comparing luxury goods before making a purchase decision.

4.2.6 Dependent Variable: Usage of social media by Student Entrepreneurs

Table 4.7: Usage of Social Media by Student Entrepreneurs

(Source: SPSS Output)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
1. I believe using social media makes daily work easier.	401	1	5	4.40	.759
2. The use of social media is the best platform to do business	401	2	5	4.41	.705
3. Channels from social media are faster than others	401	2	5	4.48	.678
4. I suggest that people use social media more for buying and selling activities	401	3	5	4.35	.715
Valid N (list wise)	401				

Based on 401 responses, Table 4.7 displays the dependent variable of entrepreneurship undergraduate students' use of social media as a business platform in UTeM. According to the data, with a mean score of 4.40 and a standard deviation of 0.759, students believe utilizing social media makes daily tasks easier. Next, the use of social media as the best platform for doing business comes out with a mean of 4.41 and a standard deviation is 0.705. Thus, the channel's question statements from social media are faster than others showing the highest mean statistics compared to others, as respondents are confident that social media can build their brand awareness, generate leads, and more. Therefore, the mean statistic is **4.48** with a standard deviation is **0.678**. The last is the suggestion that people use social media more for buying and selling activities with mean 4.35 and a standard deviation is 0.715. It nutshell, respondents agree channels from social media are faster than others because many more individuals are one aware of events occurring in other regions of the world as a result of this.

4.3 RESPONDENT DEMOGRAPHIC ANALYSIS

Students' shrewdness in the ways of social media for business sent questionnaires through the internet. Four hundred and one surveys were gathering for analysis. Online surveys account for 100% of the gathered data. The respondents' context is the primary focus of exploratory research. After analyzing the data, the researcher determine that 278 (69.3%) of the respondents were female. The majority of responders (54.1%) were between the ages of 23 and 24. Furthermore, degree (undergraduates) was the most common educational level, with 313 accounting for 78.1% of all respondents and majority of them is full time entrepreneurship undergraduate students in UTeM with 378 respondents. Instagram is one of platform social media that respondents use for their business. Most of them using social media 4 hours and above to spend their time with 185 respondents (46.1%). Lastly, 249 respondents choose all the above which is mobile data and Wi-Fi while using social media with 249 respondents.

Table 4.8: Summary of the Demographic Details of the Respondents*(Source: SPSS Output)*

Demographic	Demographic Details	Frequency	Percentage (%)
Gender	Male	122	30.4
	Female	278	69.3
Age	19-20	72	18.0
	21-22	74	18.5
	23-24	217	54.1
	25-26	37	9.2
Education of level	Diploma	82	20.4
	Degree	313	78.1
	Master	4	1.0
	PhD	1	.2
Status of student	Part Time	22	5.5
	Full Time	378	94.3
Which platform of social media did you prefer?	What Sapp	111	27.7
	Instagram	171	42.6
	Facebook	60	15.0
	Twitter	58	14.5
Frequency use of social media	Less than 1 hour	30	7.5
	2 hours	67	16.7
	3 hours	118	29.4
	4 hours	185	46.1
Internet Access	Mobile Data	99	24.6
	Wi-Fi	52	13
	All the above	249	62.1

4.3.1 Gender

Table 4.9: Gender
(Source: SPSS Output)

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	122	30.4 %	30.4 %	30.4 %
	Female	278	69.3%	69.3%	100.0
	Total	401	100.0	100.0	

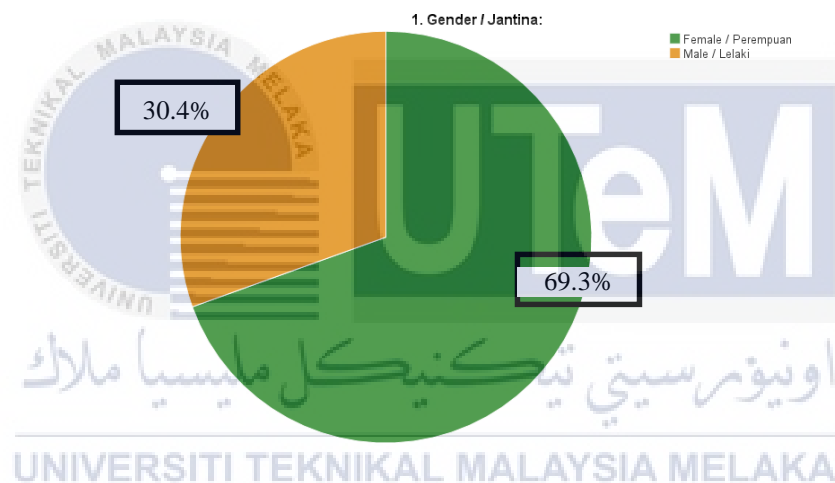


Figure 4.9: Gender
(Source: SPSS Output)

Table 4.9 and Figure 4.9 show the gender distribution of the respondents who answer the questionnaire. There are a total of **278** or **69.3%** female respondents and 122 or 30.4% male respondents in this sample. From the data analysis of this study, female respondents participate more than male respondents did. Nevertheless randomly distributed only distribute by the research and did not systematically select the gender of the respondents. As a result, there are more women than men enroll in this course for their undergraduate degree in entrepreneurship UTeM.

4.3.2 Age

Table 4.10: Age
(Source: SPSS Output)

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-20	72	18.0	18.0	18.2
	21-22	74	18.5	18.5	36.7
	23-24	217	54.1	54.1	90.8
	25-26	37	9.2	9.2	100.0
	Total	401	100.0	100.0	

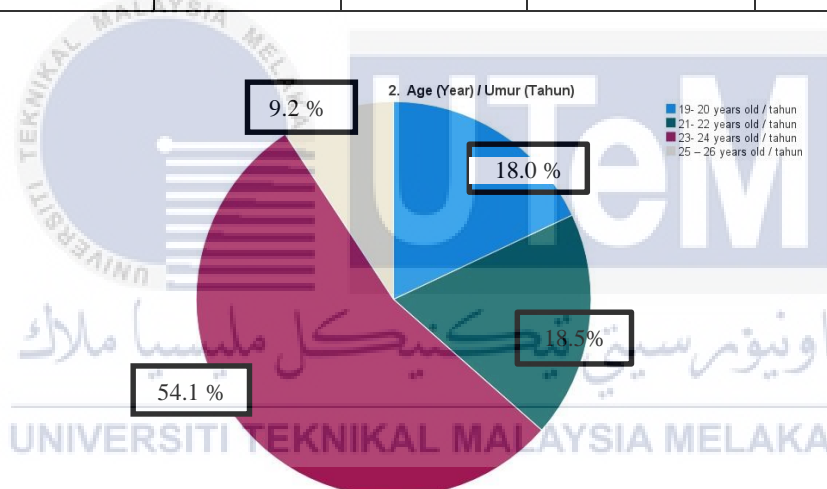


Figure 4.10: Age
(Source: SPSS Output)

Table 4.10 and figure 4.10 shows the age range of the respondents. For this sample, the majority of respondents who participate in this research were in the age group of 23-24 years, with **217** respondents or **54.1%**, joined by the age group of 21-22 years, with 74 respondents comprising 19% of the sample. The minority of respondents are in the age group of 19-20 years each with 72 respondents or 18% and the lowest is the age group 25-26 years and above with 9.2%. Gen Z, individuals between 8 and 23 years old, will eventually take leadership roles that use social media for knowledge, inspiration, and expression.

4.3.3 Education level

Table 4.11: Education of level

(Source: SPSS Output)

Education of level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	82	20.4	20.4	98.8
	Degree	313	78.1	78.1	78.3
	Master	4	1.0	1.0	99.8
	PhD	1	.2	.2	100.0
	Total	401	100.0	100.0	

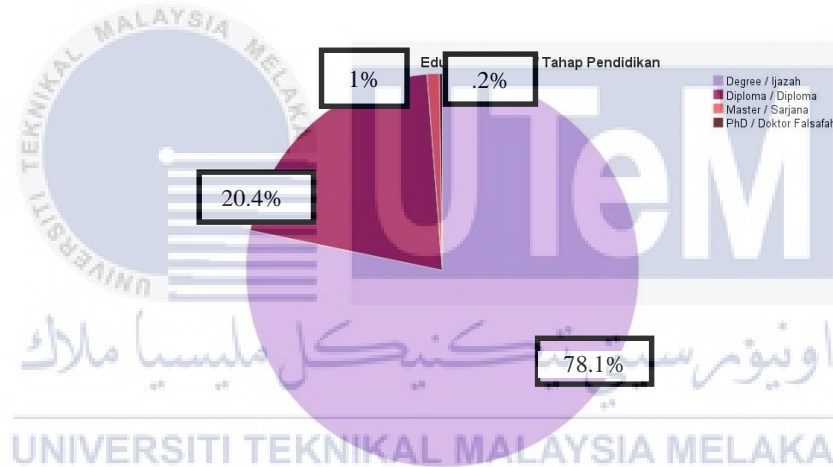


Figure 4.11: Education of level

(Source: SPSS Output)

Table 4.11 and Figure 4.11 show the education of level of education of the respondents. The highest education of level of the respondents is from the degree level, which are **313** respondents or **78.1%**. The sample also shows that the diploma has 82 respondents (20.4%), while the master's is lower than the diploma, which is only 4 respondents with 1.0%. While the lowest number of respondents are from the Ph. D. level with .2 respondents at .2%. Considering the data taken from the majority of respondents from the age range of 23 to 24 years old, the education level of respondents is more focus on students with degree students. Therefore, the researcher's objective of studying entrepreneur students will be simpler to achieve.

4.3.4 Status of Student

Table 4.12: Status of Students

(Source: SPSS Output)

Status of Students					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Part time	22	5.5	5.5	5.5
	Full time	378	94.3	94.3	100.0
	Total	401	100.0	100.0	

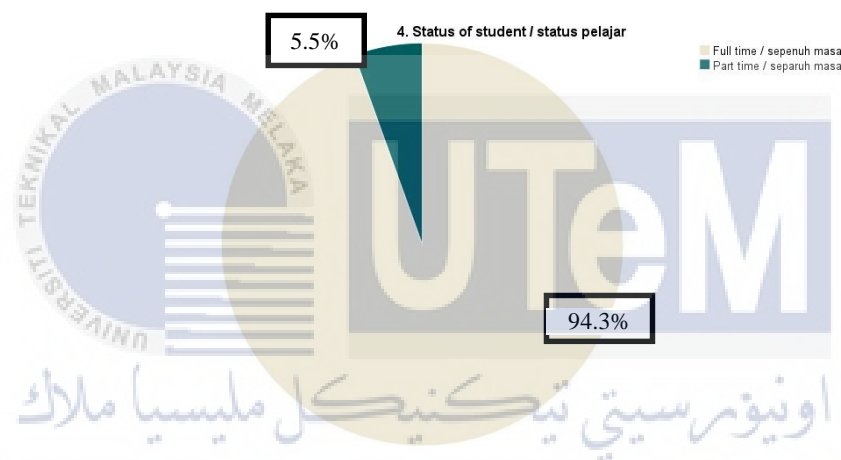


Figure 4.12: Status of Student

(Source: SPSS Output)

Table 4.6 and Figure 4.6 show the status of the students of the respondents. The highest student status of the respondents is in terms of full-time, which is **375** respondents or **93.75%**. While the lowest number of respondents was in terms of part-time with 25 respondents or 6.25. This means that respondents for this study are mostly focused students studying full-time. The outcomes of this study make it evidently simpler for researchers to collect data that is more relevant to their work. According to Forbes, the respondents' highest degree suggests that the average student takes a full- time degree.

4.3.5 Frequency using of social media

Table 4.13: Frequency using of social media

(Source: SPSS Output)

Frequency using of social media					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	30	7.5	7.5	7.5
	2 hours	67	16.7	16.7	17.0
	3 hours	118	29.4	29.4	46.4
	4 hours and above	185	46.1	46.1	100.00
	Total	401	100.0	100.0	

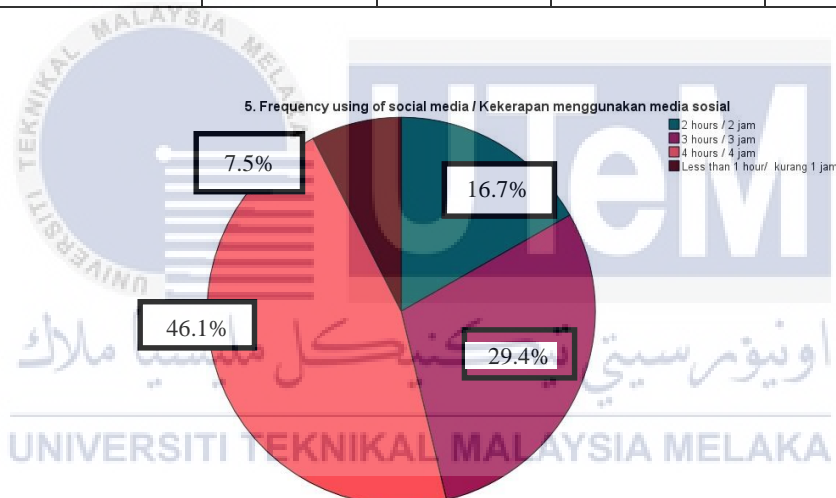


Figure 4.13: Status of Student

(Source: SPSS Output)

Based on Table 4.13 and Figure 4.13, shows the frequency of social media use. From the table and figure, it shows that the highest is 4 hours and above with **46.1 %** with **185** frequency respondents. As we can see, there the respondents also use social media in 3 hours 118 representing with 29.4 %. Next, the frequency of using social media is 2 hours, which respondents with 16.7% with less than one hours, which is 30 frequency with 7.5%. Ad frequency shows how often a user has view each of your adverts. As shown, social media's power is its ease of use, especially for students who want to do business on it.

4.3.6 Which platform of social media did you prefer to use

Table 4.14: Which platform of social media did you prefer to use

(Source: SPSS Output)

Which platform of social media did you prefer to use					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	What Sapp	111	27.7	27.7	27.7
	Instagram	171	42.6	42.6	57.9
	Facebook	60	15.0	15.0	15.2
	Twitter	58	14.5	14.5	100.0
	Total	401	100.0	100.0	

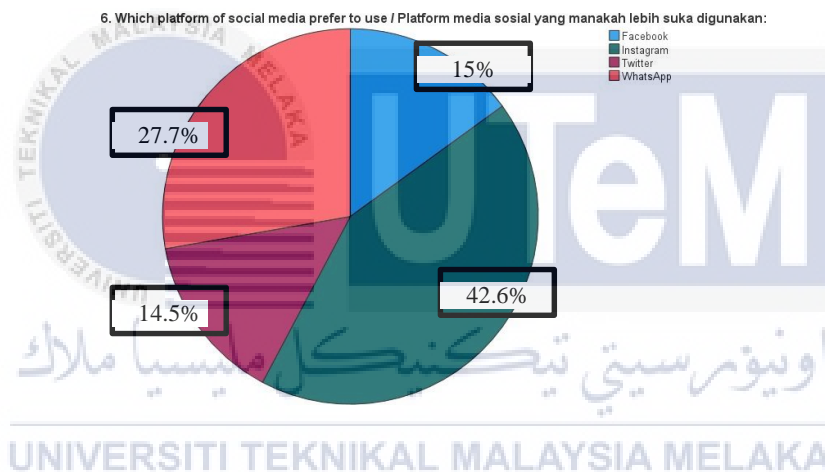


Figure 4.14: Which platform of social media did you prefer to use

(Source: SPSS Output)

Based on Table 4.14 and Figure 4.14, the percentage of respondents who voted using social media platforms through Instagram was higher at **42.6%** consisting of **171** respondents. Next, the What Sapp platform and which shows a percentage of 27.7% equivalent to 111 respondents. Facebook also one of platforms social media that we prefer to use with 60 respondents (15%). Finally, a lower percentage used the Twitter platform, which was 14.5% of the 58 respondents. As we can see, Instagram is higher frequency because business can effectively engage customers on Instagram. A business's main social media marketing aim is audience engagement.

4.3.7 Internet Access

Table 4.15: Internet Access

(Source: SPSS Output)

Internet Access					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All the above	249	62.1	62.1	62.3
	Mobile Data	99	24.6	24.6	87.0
	Wi-Fi	52	13.0	13.0	100.0
	Total	401	100.0	100.0	

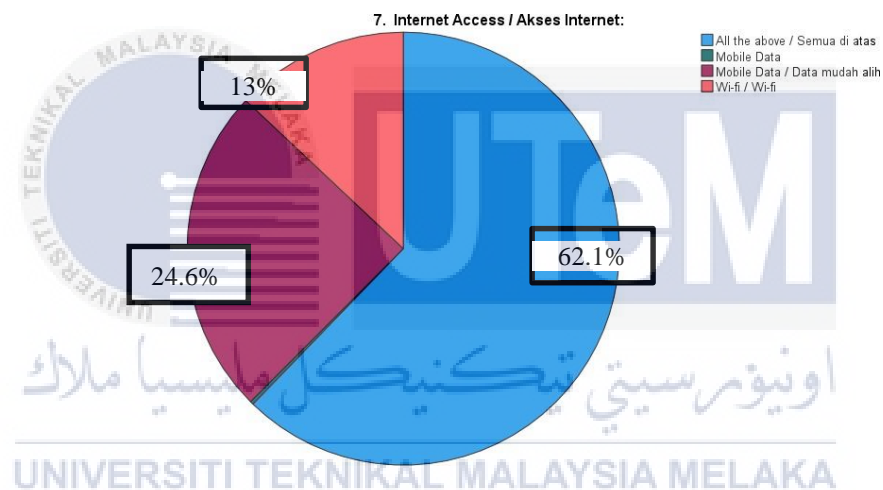


Figure 4.15: Internet Access

(Source: SPSS Output)

Based on Table 4.15 and figure 4.15, it shows that internet access. From the table and figure, it shows that the highest percentage is through all the above which is (mobile data and Wi-Fi) which is 62.1% with 249 respondents. Next, the second highest is by using mobile data which is 24.6% with 99 respondents. Finally, the last data that we can conclude is using Wi-Fi with 13%, which are 52 respondents. Briefly, a fast and dependable business-grade Wi-Fi network may do wonders for the company's output. Mobile data and Wi-Fi allows for significant streamlining of processes. In other words, the respondents span the full spectrum of internet users, from those who rely on it for work to those who use it for fun.

4.4 RELIABILITY ANALYSIS

We define dependability as the consistency with which a given variable or group of variables is measured in the preceding chapter. Reliability testing is significant in research because it allows the researcher to check the validity of each question before sending out the questionnaire to real people. Cronbach's Alpha can be calculate or the reliability evaluation tool. Cronbach's alpha values showing the following indicate a high degree of dependability for the instrument.

1	If Cronbach's Alpha is >0.90	Very High Reliability
2	If Cronbach's Alpha is 0.70 to 0.90	High Reliability
3	If Cronbach's Alpha is 0.50 to 0.70	Reliability is Quite High
4	If Cronbach's Alpha is <0.50	Low Reliability

The Cronbach's Alpha of this research have shown in table 4.16 below:

Table 4.16: Case Processing Summary and Reliability Statistic

(Source: SPSS Output)

Case Processing Summary			
		N	%
Cases	Valid	397	99.0
	Excluded ^a	4	1.0
	Total	401	100.0
a. List-wise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.917	.919	20

The Cronbach's Alpha Independent Variables:

Table 4.17: Performance Expectancy (PE)

(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.747	4

Based on Table 4.17 shows Cronbach's Alpha base on standardized items. It shows an independent variable, which is performance expectancy (PE). The Cronbach's Alpha for reliability statistic is high reliability, which is **0.746**. Typically, this metric draws its information from test scores, evaluation forms, and other standardized testing results.

Table 4.18: Perceived Trust (PT)

(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.817	4

Table 4.18 shows Cronbach's Alpha based on standardized items. When participants rate highly on one thing, they will likely rate well on the others as well. The second independent is high reliability at **0.816**. Cronbach's alpha values above .70 suggests that participants' responses to the same set of questions are reliable. Therefore, it is reasonable to presume that these questions are adequate for preserving the idea of perceived trust and to move on with the real use of the questionnaire.

Table 4.19: Social Influence (SI)

(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.855	4

Table 4.19 show the independent variables for social influence Cronbach's Alpha. It shows the highest Cronbach's Alpha standardized item among other variables, which is **0.850** high reliability for social influence (SI). To proceed with the actual usage of questionnaire, it is reasonable to assume that these questions are sufficient for maintaining the concept of social impact for social media as the business platform.

Table 4.20: Perceived Enjoyment (PEE)

(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.768	.774	4

Table 4.20 show the last independent variables for Cronbach's Alpha Based on Standardized items. The data shows highest Cronbach's Alpha for perceived enjoyment (PEE) which is **0.768**. Hence, it is safe to assume that these questions are sufficient in retaining the concept of perceived enjoyment, and that it may be proceed for the actual use in the questions.

Table 4.21: Cronbach's Alpha Test of Reliability

(Source: SPSS Output)

Variables	Cronbach's Alpha	Number of items	Results
Performance Expectancy (PE)	0.746	4	Good
Perceived Trust (PT)	0.816	4	Good
Social Influence (SI)	0.850	4	Good
Perceived Enjoyment (PEE)	0.768	4	Good

Table 4.17 show the four items of independent variables with Cronbach's Alpha and each item of independent variables. Social influence (S) becomes the highest alpha value of the result among the variable, which is **0.850**. Perceived trust (PT) becomes the second highest alpha value, which is 0.816.

4.5 PEARSON CORRELATION ANALYSIS

Pearson's correlation coefficient is a statistical test for gauging the degree to which two continuous variables are relate to one another. As it is found on the principle of covariance, it is widely acknowledge as the most accurate way to assess the degree of connection between the variables of interest. Table 4.18 displays the value of the correlation coefficient (Saunders et al., 2016). Thus, determine the strength of the relationship between the independent and dependent variables as well as quantify the relationship between the variables.

Table 4.22: Strength of the Correlation Coefficient

Correlation Coefficient	Correlation Strength
0.71 to 1 (-0.71 to -1)	Perfect positive (Negative)
0.31 to 0.71 (-0.31 to -0.70)	Strong positive (Negative)
0.1 to 0.30 (-0.1 to -0.30)	Weak positive (Negative)
0	Perfect independence

4.5.1 Objectives and Hypothesis Test

4.5.1.1 Objectives 1: To study the relationship factors that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

Hypothesis 1: There is a significant relationship between performances expectancy and usage of social media by entrepreneurship undergraduate students in UTeM.

Hypothesis 2: There is a no significant relationship between perceived trust and usage of social media by entrepreneurship undergraduate students in UTeM.

Hypothesis 3: There is a significant relationship between social influence and usage of social media by entrepreneurship undergraduate students in UTeM.

Hypothesis 4: There is significant relationship perceived enjoyment and usage of social media by entrepreneurship undergraduate students in UTeM.

Table 4.43: Pearson Correlation Coefficient Analysis

(Source: SPSS Output)

Correlations						
		Performance	Perceived	Social	Enjoyment	DV
Performance	Pearson Correlation	1	.304**	.509**	.591**	.621**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	401	401	401	401	401
Perceived	Pearson Correlation	.304**	1	.406**	.486**	.391**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	401	401	401	401	401
Social	Pearson Correlation	.509**	.406**	1	.606**	.605**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	401	401	401	401	401
Enjoyment	Pearson Correlation	.591**	.486**	.606**	1	.658**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	401	401	401	401	401
DV	Pearson Correlation	.621**	.391**	.605**	.658**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	401	401	401	401	401

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.43 displays the statistical correlation test's findings where performance expectancy, perceived trust, social influence, perceived enjoyment and usage social media as dependent variables. This objective was identifying based on hypothesis 1, hypothesis 2, hypothesis 3, and hypothesis 4. The data demonstrate a favorable relationship between each independent variable and the dependent one.

Based on the past research by Venkatesh et al. 2013, the research is focusing on how quickly they receive and change their business information whether it is ability to transmit information faster than traditional media methods. Furthermore, the results show that the correlation between performance expectancy and usage of social media by entrepreneur's students is strongly positive correlation with an R-value of 0.621, $n=401$, $p<0.01$. In addition, the significant value of F-ratio is at level <0.01 as the p-value is <0.05 . In overall, the hypotheses predicted that there is performance expectancy. From the table show, the result of correlation for performance expectancy and usage of social media by entrepreneur student was shows. Therefore, that the correlation coefficient can assume the performance expectancy had significant relationship with usage of social media by entrepreneurship undergraduate students. Summary, hypothesis 1 had is a significant relationship between performances expectancy and usage of social media by entrepreneur students. The researcher has found that the first objective of the study is closely relate to hypothesis 1.

Next, table 4.23 illustrates the outcome of correlation coefficient with relationship between perceived trust and usage of social media by entrepreneurship undergraduate students is strong positive correlation (Hypothesis 2). Previous work by Reicheld and Schefter, 2000 suggests that the study's focus on trust between people is ground in an interest in doing what it takes to make the other person happy. In this research, we will look at how students' exposure to technology affects their decision to adopt, and we expect to see that trust is the most crucial factor. Inferences about the impact of trust on adoption can be support by the data. The data show R-value 0.391, $n=401$, $p<0.01$. The significant value for perceived trust was $0.186>0.05$. Therefore, the researcher rejected the alternative hypothesis (H2).Summary; hypothesis 2 had a no significant relationship between performances expectancy and usage of social media by entrepreneur students. The researcher has found that the second objective of the study is closely relate to hypothesis 2 will rejected.

Hypothesis 3 also to related to identify the factor social influence that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM. The study is concentrating on how social impact is a person's impression of the significance of thinking in the acceptance of the new system, based on previous research by Venkatesh et al. (2013). Table 4.23 shows that there is a statistically significant relationship between students studying entrepreneurship and their use of social media, with an R-value of 0.605, N=401, and a p-value of 0.000 (.001), all of which are significantly smaller than 0.05 ($p < 0.05$). In conclusion, the third hypothesis held that there is a significant association between social influence and the use of social media by entrepreneur students. The researcher has found that the first objective of the study is closely relate to hypothesis 3. Therefore, it follows that the entrepreneur student's social media usage is strongly link to the extent to which they are influence by others.

According to the previous research by Davis, Bagozzi, and Warshaw, 1992 the research study intends to investigate on insight the action of using technology that is view as enjoyable in and of itself, disregarding of any probable performance consequences. Students' ability to transact business on social media platform is a major aspect. This is because gaining pleasure from social media may motivate entrepreneurship undergraduate in UTeM to do business online. Students choose to pick Instagram to market a brand that is instantly identifiable and easy to communicate with clients. Based on Table 4.23, the correlation coefficient is R-Value 0.658, n-401 and the p-value of 0.000 (.001), which is less than the threshold of 0.05 ($p < 0.05$).

In conclusion, the all independent variable have reach a significant level, whilst the dependent variables are in the range of strongly positive values. The researchers can determine the nature of the connection independent and dependent variables by analyzing all of the correlation values at the level of 0.01 for the two-tailed test.

4.6 MULTILINEAR REGRESSION

4.6.1. Objectives 2: To study the main factor that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

Hypothesis 1: There is significant relationship performance expectancy and usage of social media by entrepreneurship undergraduate students in UTeM.

Table 4.44: Model Summary

(Source: SPSS Output)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.552	.39857
a. Predictors: (Constant), Enjoyment, Perceived, Performance, Social				

Table 4.45: ANOVA

(Source: SPSS Output)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.810	4	19.702	124.028	<.001 ^b
	Residual	62.907	396	.159		
	Total	141.717	400			
a. Dependent Variable: DV						
b. Predictors: (Constant), Enjoyment, Perceived, Performance, Social						

Table 4.46: Coefficients

(Source: SPSS Output)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.651	.185		3.524	<.001
	Performance	.347	.050	.299	6.995	<.001
	Perceived	.042	.032	.051	1.325	.186
	Social	.204	.036	.245	5.592	<.001
	Enjoyment	.288	.046	.307	6.327	<.001
a. Dependent Variable: DV						

Multiple regression analysis findings are summaries in Table 4.44 using SPSS version 28. Based on the data present, it appears that there was a correlation between the independent and dependent variables in the study ($R = 0.746$). The R square value was 0.556, which indicates that the variance in performance expectancy, perceived trust, social influence, and perceived enjoyment can only account for 55.6% of the variance in entrepreneurship undergraduate students' use of social media. This leaves 44.4% of the variance in entrepreneur student use of social media unexplained. In addition, the adjusted R square values were positively robust at 0.552, which meant that they could account for about 55.2% of the variance in the regression prediction variables measuring the extent to which entrepreneur students make use of social media.

This multiple regression analysis yielded an F-Test value of **124.028**, which is statistically significant at the 0.001 level (table 4.21). Additionally, the p-value of 0.000 is less than the significance criterion of 0.05 ($p < 0.05$). Student entrepreneurs can predict social media usage using regression models. Thus, students' motivation to utilize social media for business depends on their expectations of outcomes, their trust in, and influence from others, and their enjoyment of doing so.

From this table, we can see hypothesis 1, which is performance expectancy, is the main factors that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM. Based on unstandardized coefficients, responsiveness has the highest beta 0.347. In conclusion, the main factors are performance expectancy because it is no secret that young people and entrepreneur students conduct business via social media platform and mobile applications. Increasing numbers of young business owners in Malaysia rely heavily on social media platform like Facebook and Instagram to run their operations. Most UTeM students find great success due to the ease with which they can learn to do business on social media.

4.7 HYPOTHESIS TESTING

Hypothesis 1: Performance Expectancy (PE)

H₀: There is no a significant relationship between performance expectancy and usage of social media by entrepreneurship undergraduate students in UTeM.

H₁: There is a significant relationship between performance expectancy and usage of social media by entrepreneurship undergraduate students in UTeM.

From the table above, the result the regression for performance expectancy and usage of social media by entrepreneur. The significant value for performance expectancy was $<.001 < 0.05$. Therefore, that the multiple regression analysis can assumed that performance expectancy had significant relationship with usage of social media by entrepreneur students. As conclusion, the researcher accepted the alternative hypothesis (H1) and rejected the null hypothesis (H0).

Hypothesis 2: Perceived Trust (PT)

H₀: There is a less significant relationship between perceived trust and usage of social media by entrepreneurship undergraduate students in UTeM.

H₁: There is a no significant relationship between perceived trust and usage of social media by entrepreneurship undergraduate students in UTeM.

The table below shows the regression outcome for the perceived trust and usage of social media among entrepreneur students. In terms of how trustworthy people think others are, the result of $0.186 > 0.05$ was statistically significant. According to the results of the multiple regression analysis, it can be conclude that there was no statistically significant correlation between entrepreneurial students' confidence in other and their use of social media. This study's findings indicate that the researcher should accept the null hypothesis (H0) rather than the alternative hypothesis (H2).

Hypothesis 3: Social Influence (SI)

H₀: There is no a significant relationship between social influence and usage of social media by entrepreneurship undergraduate students in UTeM.

H₁: There is a significant relationship between social influence and usage of social media by entrepreneurship undergraduate students in UTeM.

Above, you can see the results of a regression analysis conduct on the impact of social media on students learning to become entrepreneurs. Interestingly, the $<.001 < 0.05$ significance level for social influence was shown to be significantly higher. Based on the results of the multiple regression analysis, it can be conclude that there is a substantial correlation between the social network and the students' entrepreneurial activity. Ultimately, the study's author decided that (H3) was plausible alternative and that (H0) should be dismiss.

Hypothesis 4: Perceived Enjoyment (PEE)

H₀: There is no significant relationship perceived enjoyment and usage of social media by entrepreneurship undergraduate students in UTeM.

H₁: There is significant relationship perceived enjoyment and usage of social media by entrepreneurship undergraduate students in UTeM.

From the table above, the result of regression for perceived enjoyment and usage of social media by entrepreneur students shown. The significant value for performance expectancy was $<.001 < 0.05$. Therefore, that the multiple regression analysis can be assume that between perceived enjoyment had significant relationship with usage of social media by entrepreneur students. As conclusion, the researcher accepted the alternative hypothesis (H4) and rejected the null hypothesis (H0).

4.8 SUMMARY OF HYPOTHESIS

Hypothesis	Results
Hypothesis 1	Accepted
Hypothesis 2	Rejected
Hypothesis 3	Accepted
Hypothesis 4	Accepted

4.9 SUMMARY

This chapter presents and discusses the study's findings by researcher on factors affecting usage of social media as the business platform by entrepreneurship undergraduate students in UTeM. The analysis that has been conduct by researcher to analyses the results is included with the descriptive analysis, reliability test, ANOVA analysis, Pearson correlation analysis, and multiple regression analysis. Furthermore, researchers have use IBM SPSS Statistic version 28 as a statistical tool used to analyses all data in this research. All SPSS calculation undertaken for this study should be export, and all data should be interpret, with an eye on establishing the nature of the link between the independent and dependent variables. By calculating the degree of significance of each independent variable in relation to the dependent variables, the hypotheses developed in Chapter 2 that has been form. Finally yet importantly, Chapter 5 discussed the conclusion and recommendation.

CHAPTER 5

DISCUSSION

5.1 INTRODUCTION

This chapter is summarize in the following section. The researcher will summarize the review in statistical analysis, evaluate, and analyses the findings from the previous chapter in this chapter. Entrepreneurship undergraduate students in UTeM discuss the importance of this work in the relationship between independent variables and the significance of each affected variable towards the dependent variable affecting social media usage. The chapter concludes with recommendations for more studies This chapter will also provide research study conclusion. Objective and hypothesis testing, research implications, future research, and a conclusion are discuss.

Table 5.1: Summary of Descriptive Analysis of Respondent's Demographic

Demographic	The frequency with the highest value	Frequency	Percentage (%)
Gender	Female	278	69.3
Age	23-24	217	54.1
Education of level	Degree	313	78.1
Status of student	Full Time	378	94.3
Which platform of social media did you prefer?	Instagram	171	42.6
Frequency use of social media	4 hours and above	185	46.1
Internet Access	All of above	249	62.1

According to the data overview above, the use of social media as business platform for entrepreneurship undergraduate students in UTeM is very popular, especially among female students who namely 278 (69.3%). Besides that, 401 respondents were involved in the data collection process for this research studies. Therefore, most students who use the platform are 23-24 years old as full time and degree students. Aside from that, most students encourage social media marketing using the Instagram site. Almost all students spend at least 4 hours and above a day engaging in professional related social media activity with frequency 185 (46.1%). Finally, the respondents' research indicates that students are more likely to utilize their own data as well as Wi-Fi for social media use (all of above) with frequency 249 (62.1%).

5.2 SUMMARY OF THE STUDY

The focus of this study is to identify the use of social media as a business platform by entrepreneurs' students at UTeM Malaysia. In order to determine the answer to this research question pose by this study, four independent variables were chose to examine the extent to which entrepreneur student use social media. These variables are students' performance expectancy, perceived trust, social influence and perceived enjoyment that has selected to identify the usage of social media by entrepreneur students in order to identify the solution that was in this study's research problem.

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

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

Likewise, in studies, there is a hypothesis to investigate the relationship between an independent variable and a dependent variable. The hypotheses in this study use to find out the relationship between the performance of expectations, perceived trust social influences, perceived enjoyment, and the use of social media by student entrepreneurs. By using a random sample from the population of interest, hypothesis testing aims to draw conclusions about that population.

5.3 DISCUSSION OF OBJECTIVES

In this section, the focus of the study is to analyze the relationship among the independent variables and lean towards achieving the objectives of this study. In addition, the findings of the analysis measure whether research is use to achieve objectives. There are three objectives develop by the researcher completing the research of the questions at the beginning.

5.3.1 Objective 1: To study the relationship factors that may affect the usage of social media as a business platform by entrepreneurship undergraduate students in UTeM.

The first goal of the study accomplish by the end of Chapter 2 when the researcher had uncover the variables that influence social media consumption. In fact, researcher have explain the relationship between dependent variables and non-dependent variables. Furthermore, independent variables such as performance expectancy, perceived trust, social influences, and perceived enjoyment can be seen as one of the most determinants of previous research. Therefore, researchers have identify factors that influence the use of social media as a platform business by entrepreneurship undergraduate students UTeM through several review literature. Objective one has been achieving.

First, the factor that will influence the use of social media as a business platform by entrepreneurship undergraduate students in UTeM is performance expectancy. Based on past studies, researcher have found that building trust is a process to take time to build trust, in the behavioral intentions of the affected individual as it leads to specific decision-making. The p-value of performance expectancy is $<.001 <0.05$. Hence, it can conclude that there is significant relationship performance expectancy and usage of social media. Researcher also found that from a previous study the UTAUT Model brings PE a positive effect on Facebook's advantages as a social media platform that directly affects the intentions of users who use Facebook as a learning aspect (Escobar-Rodríguez, Carvajal-Trujillo, & Monge-Lozano, 2014). In conclusion, performance expectations are one of the positive factors that will affect the use of social media by entrepreneurship undergraduate students in UTeM.

The results show that the correlation between performance expectancy and usage of social media by entrepreneurship undergraduate students in UTeM is a strongly positive, with an R-value of **0.621, n=401, p<0.01**. Next, the relationship between perceived trust and usage of social media by student entrepreneurs is a strong positive correlation with an R-value of **0.391, n=401, p<0.01**. Social impact and student entrepreneurs' social media use are also positively correlated with an R-value of **0.605, n=401, p<0.01**. Therefore, the relationship between perceived enjoyment and usage of social media by students entrepreneur is a strong positive correlation with an R-value of **0.658, n=401, p<0.01**

Apart from that, the factors of using social media as a business platform perceived trust. According to earlier studies, trust may characterize a party's readiness to be expose to another party's activities based on another's expectations of a certain behavior especially to the perceived trust regardless of the ability to monitor such parties (Mayer, Davis, & Schoorman, 1995). Based on past studies, this concept of trust is consider an important point between both social interactions and factors that will influence technology as it will influence the consideration in the use of social media platforms (Hallikainen, 2015). This is because trust is a process where it takes time so it is not affected. The p-value of perceived trust to usage of social media is $0.186 > 0.05$. As a result, the trust felt by positive factors that influence the social use of media by entrepreneur students.

After that, social influence is what can effect social media use. Social influence has a major role in shaping Saudi consumers' decisions on whether or not to engage in m-commerce, according to research by Alkhunaizan and Love (2012). So that, the p-value of social influence is $< .001 < 0.05$.

Finally, entrepreneur students use social media for their businesses based on users' reported levels of satisfaction. In order to determine the context of fun while looking at robotic technology, Heerink, Krose, Wielinga, and Evers, 2008 laid the groundwork for the present study. Another study found that there is a connection between how much people like their online experiences and their frequency of engaging in various online activities including sending and reading messages, exploring websites, downloading files, and making purchases (Teo, 2001). Research shows that both ease of use and enjoyment seem to be essential criteria in the context of blog usage, which is similar to the findings of Hsu and Lin (2008). Hsu and Lin (2008) found that enjoyment influences the use of IT, and comparable research reveals that simplicity of use and enjoyment seem to be crucial characteristics in the context of blog usage.

5.3.2 Objective 2: To study the main factor that may affect the usage of social media as the business platform by entrepreneurship undergraduate students in UTeM.

The researcher employed SPSS version 28 to corroborate the explanatory factor outcomes in the second aim of the study. There are four independent variables which are contributing factors that may affect the usage of social media as a business platform by entrepreneur students. Using the hypothesis testing method, we found that three main characteristics drove how many businesses used social media. One potential contributor, however, was disregarded because its association with entrepreneur students of social media was too weak to be considered. One reason social media was not used was because people did not trust them.

From that, the main factor that may affect the usage of social media as the business platform is performance expectancy. This is as a result that the multiple regression coefficient analysis finds a p-value of 0.001 (0.347) for the hypothesis that performance expectancy is the most important factor in explaining behavior. In addition, perceived enjoyment turns out to be the second key factor that affects social media usage, with a beta value of 0.288 and a p-value of 0.001. However, social influence is the component associated with the least frequent use of social media, with a beta value of 0.204 and a p-value of less than 0.001. In conclusion, entrepreneur student's primary motivation for utilizing social media as a platform for conducting business is a desire to have fun while doing it.

Another study found is a connection between how much people enjoy their online experiences and they engage in activities like sending and reading messages, surfing websites, downloading files, and making purchases (Teo, 2001). That is in line with what (Hsu and Lin, 2008) found when they looked at how people felt when using IT; research found that people were more likely to use a blog if it was fun and easy to do.

5.4 DISCUSSION OF HYPOTHESIS

Based on data analysis in Chapter 4, respondents will answer the each independent of this research as follows. In this study, investigate the main hypothesis. The table below shows that the significant value of performance expectancy, social influence, and perceived enjoyment were $<.001 < 0.05$, $<.001 < 0.05$ and $<.001 < 0.05$. Multiple regression analysis suggests that entrepreneur students' use of social media is significantly relate to their performance expectancy, social influence, and perceived enjoyment. However, the perceived trust value was $> 0.186 > 0.05$, making it statistically significant. As a result, it can be conclude that the multiple regression analysis did not find any statistically significant associations between entrepreneur student's use of social media and any of the independent variables.

Table 5.2: Summary of hypothesis testing

(Sources: SPSS Output)

Hypothesis	Sig	Results
Hypothesis 1	$<.001 < 0.05$	Accepted
Hypothesis 2	$0.186 > 0.05$	Rejected
Hypothesis 3	$<.001 < 0.05$	Accepted
Hypothesis 4	$<.001 < 0.05$	Accepted

5.4.1 Performance Expectancy

Hypothesis 1: There is a significant relationship between performance expectancy and the usage of social media by entrepreneurship undergraduate students in UTeM.

The result shows the performance expectancy was able to affect the usage of social media as business platform in the hypothesis 1. The p-value of health and safety policies was $<.001$ and it is lower than 0.05 according by the multiple regression analysis result in chapter 4. From the result show that there is significant relationship between performance expectancy usage of social media by entrepreneur students. Expectations for results have a strong correlation with how entrepreneurship undergraduate students use social media as a platform for their businesses.

5.4.2 Perceived Trust

Hypothesis 2: There no a significant relationship between perceived trust and usage of social media by entrepreneurship undergraduate students in UTeM.

In hypothesis 2, the result show that perceived trust was not able to affect the usage of social media by entrepreneur students. The p-value of perceived trust was 0.186, which is more than the threshold for statistical significance set at 0.05 based on the results of a multiple regression analysis conducted in a sample of four. Students majoring in entrepreneurship found no correlation between their level of trust in and comfort with using social media. According to recent research by Akinwunmi, Olajubu, and Aderounmu, trust plays a crucial role in the use of technology (2015). A cloud computing adoption research was conduct. Some research suggests a connection between individuals' levels of trust and their propensity to adopt and utilize cutting-edge technologies. Perceived trust is hypothesis to be link to entrepreneur students' use of social media as marketing tools. Finally, the p-value was more than 0.05 (0.186), indicating significance. No substantial correlation possible to view between student's level of confidence in social media and their frequency of use.

5.4.3 Social Influence

Hypothesis 3: There is a significant relationship between social influence and usage of social media by entrepreneurship undergraduate students in UTeM.

Researcher found that entrepreneur's views on the role of IT innovation in affecting consumer behavior moderate the relationship between social influence and desire to change behavior (Moghavvemi et al., 2012). An entrepreneur's students level of social impact is measured by how well their thoughts and perceptions of significant others mirror their actions. The result show the social influence was able to affect the usage of social media as the business platform by entrepreneurship undergraduate students in the hypothesis 3. The p-value of health and safety policies was 0.001 and it is less than 0.05 according by the multiple regression analysis result in Chapter 4. The data reveal a strong correlation between students' social-influence networks and their social-media use as aspiring business owners.

5.4.4 Perceived Enjoyment

Hypothesis 4: There is a significant relationship between social influence and usage of social media by entrepreneurship undergraduate students in UTeM.

Perceived enjoyment found to be a significant factor affecting entrepreneurship student's decisions to use social media as a business platform. Entrepreneur students may be influenced to use social media to run their online businesses by the entertainment value, which includes things like pleasure and relaxation. As an added bonus, a social media study has to include in the impact of perceived enjoyment if it is to reach entertainment value (Guo, 2014). Coefficient table results indicate that the perceived ease of use has a significant value of 0.001, which is less than 0.05. The findings suggest a strong correlation between the explanatory variable of entrepreneur students use of social media as a platform for their businesses.

5.5 IMPLICATION OF STUDY

The purposes of this study is to investigate the factors that may influence entrepreneurship undergraduate student's decisions to use social media for business reasons. Therefore, this research aims to examine what influences entrepreneur students' use of social media. The research relies on questionnaires in various forms, Insight into the factors influencing Malaysian students' usage of social media; as a platform for conducting business might be glean from such an analysis. Therefore, on today's increasingly digital world, it is crucial for businesses to leverage technology to provide clients with unique and memorable experiences that will encourage them to return (Webber et al., 2020).

5.5.1 THEORETICAL IMPLICATION

Theoretically, this research can help explain why business students with entrepreneurial aspirations use social media to market their wares. It contributes to the research model that based on performance expectancy, perceived trust, social influence and perceived enjoyment as the independent variable and dependent variables is the usage of social media by entrepreneur students.

Previous research indicates that performance expectancy, social influence and perceived enjoyment compensate the independent variable to dependent variable of e-effective marketing communication. This demonstrates the association between potential factors influencing entrepreneur student's use of social media as a platform for doing business. Research into the unique uses of Augmented Reality technology is encourage by data provided by Yim et al. 2017 which explains the factors of performance expectancy, social influence, and perceived enjoyment.

5.6 LIMITATION OF THE STUDY

The study's limits are the aspects of its design or methodology that prevent it from being universally applied or universally interpreted. They are the limitations on the study's generalizability and practicality that emerge from the study or the method employed to ensure internal and external. There are 401 respondents have given to this study, with data coming mostly from Google Form. Furthermore, this research has assume that all students studying in Universiti Teknikal Malaysia Melaka are affect by four factors listed in this study. To put it another way, this research lacks rigor and precision since its team members are able to pay attention to just a subset of the variables. Thus, there has not been a great deal of study into whether or not entrepreneur students plan to use social media as marketing platform. The focus of this investigation is narrower than that; it is on students professional applications of social media.

5.7 RECOMMENDATION

The study's conclusions are substantial statistically, but it has certain limitations that need fixing. The researcher offers some lines of inquiry that may be pursue to reinforce the study's findings. First, the researcher recommend that the scope of the study broadened to include the field of employment that makes use of social media as business platform in order to provide more specific into the motivation for entrepreneurship and the development of online enterprise.

Moreover, in order to improve the findings of future demographic studies, researcher should make an effort to obtain reliable data from each year in UTeM. The customer base has to be educate and given implications for further research, which can only be achieve with more in-depth knowledge. In addition, the authors recommend that future research expand independent variables factors beyond performance expectancy, social influence, perceived trust, and perceived enjoyment to determine the impact that entrepreneur student in UTeM are having on the platform line with social media, especially in light of the recent Covid-19 pandemic.

5.8 CONCLUSION

In summary, the factors that influence entrepreneur student's usage of social media as a platform for doing business are the primary emphasis of this study. All study goals were achieve as evidence by the results of the SPSS version 28 analysis. This chapter summarizes the findings from Chapter 4 and includes a description of hypothesis testing and the study objectives. In addition, this chapter on the implications of this study for future research by detailing the study's contribution. Finally, the study's limitations and suggestions for future researchers who might be interest in doing similar studies are given. The study's author has high hopes that it would serve as a useful resource for recruiting and learning what makes entrepreneur students on social media survive.

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APPENDIX

➤ Gantt chart Final Year Project 1

➤ Task FYP 1	Weeks														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Briefing PSM by the coordinating															
Discuss the tittle of research and confirming the tittle															
Build research problem statement, question, and objective															
Meeting with supervisor															
Minor change on topic															
Change the RQ and RO															
Studying and finding the sources for secondary data															
Chapter 1															
Chapter 2															
Chapter 3															
Do correction Chapter 1-3															
PSM Presentation															
Submission final report															

➤ **Gantt chart Final Year Project 2**

➤ Task FYP 2	Weeks														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Briefing PSM 2 with coordinator.															
First meeting with Dr.Amir															
➤ Designing questionnaire															
➤ Gathering statistical information															
Submit draft and do redesigning questionnaire															
Data collection from respondent in Google Form for pilot test data															
Analyzing data from a pilot test in Statistical Package Social Science (SPSS 28)															
Do report writing chapter 4															
Do report writing chapter 5															
Final draft thesis report PSM II															
Preparation slide for Viva II															
Viva II presentation															
Do correction PSM II															
➤ The supervisor confirms the correction of the student's thesis															
Log book submission															
Submission of the final thesis report by student to the faculty.															



Dear Sir/ Madam,

RE: BACHELOR OF TECHNOPRENEURSHIP WITH HONOURS (BTEC) – FINAL YEAR PROJECT

A Survey on “Factors Affecting Usage of Social Media as the Business Platform by Entrepreneurship Undergraduate Students in UTeM.”

I would be very pleased if you could allow me to conduct this survey with you in influencing the use of social media as a business platform, especially for UTeM entrepreneurship undergraduate students. I am very interested in all of your responses because there are not any right or wrong answers in this research study. I will ensure that each feedback received will be treat as **STRICT CONFIDENTIAL** and carefully retained. The purpose of this study is to ensure that the respondents know that social media can help whether students or non-university students to facilitate communication with customers and enable a combination of social interactions on e-commerce sites.

The survey will take a couple of minutes of your valuable time to answer all the questions. To ensure this study is successful, we very much appreciate your participation in this research. We look forward to your cooperation. Please do not hesitate to contact me for further information.

Sincerely,

Please contact: NurFatimah Binti Osman
Email:
Contact no:

Supervisors:

Dr. Amir bin Aris
Senior Lecturer
Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka
Contact no:
Email: amir.aris@utem.edu.my

QUESTIONNAIRE

SECTION A: DEMOGRAPHIC BACKGROUND DATA OF RESPONDENTS

BAHAGIAN A: DATA LATAR BELAKANG DEMOGRAFI PERIBADI

The information requested in the ensuing questions will be using to establish the responders' profiles. Please tick your answer (/) in the desired column.

1. Gender / *Jantina*:

☐

Male / *Lelaki*

☐

Female / *Perempuan*

2. Age (Year) / *Umur (Tahun)*:

☐

19- 20 years old / *tahun*

☐

21- 22 years old / *tahun*

☐

23- 24 years old / *tahun*

☐

25 – 26 years old / *tahun*

3. Educational level / *Tahap Pendidikan*:

☐

Master / *Sarjana*

☐

PhD / *Doktor Falsafah*

☐

Degree / *Ijazah*

☐

Diploma / *Diploma*

4. Status of student / *status pelajar*:

☐

Partime/ *Separuh masa*

☐

Fulltime/ *Sepenuh masa*

5. Frequency using of social media / *Kekerapan menggunakan media sosial*:

☐

Less than 1 hour/

☐

2 hours / *2 jam*

kurang 1 jam

☐

3 hours / *3 jam*

☐

4 hours / *4 jam*

6. Which platform of social media prefer to use / *Platform media sosial yang manakah lebih suka digunakan*:

☐

WhatsApp

☐

Facebook

☐

Instagram

☐

Twitter

7. Internet Access / *Akses Internet*:

☐

Wi-fi / *Wi-fi*

☐

Mobile Data / *Data mudah alih*

☐

All the above / *Semua di atas*

**SECTION B: FACTORS AFFECTING USAGE OF SOCIALMEDIA AS THE
BUSINESS PLATFORM BY ENTREPRENEUR’S STUDENTS IN MALAYSIA**
*BAHAGIAN B: FAKTOR-FAKTOR YANG MEMPENGARUHI PENGGUNAAN MEDIA
SOSIAL SEBAGAI PLATFORM PERNIAGAAN OLEH PELAJAR SARJANA MUDA
KEUSAHAWAN DI UTeM*

This section intends to identify the factors affecting social media usage as a business platform by entrepreneurs’ students in Malaysia. Based on the question below, please answer the question briefly by using the 5 Likert scales that consist of strongly disagree until strongly agree.

1	2	3	4	5
Strongly Disagree/ <i>Sangat Tidak Setuju</i>	Disagree/ <i>Tidak setuju</i>	Neutral/ <i>Neutral</i>	Agree/ <i>Setuju</i>	Strongly Agree / <i>Sangat Setuju</i>

i. Performance Expectancy

1. I can learn to use my social media more efficiently. /

Saya boleh belajar menggunakan media sosial dengan lebih cekap.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. I can access information sources anywhere and anytime through social media easily. / *Saya boleh mengakses sumber maklumat di mana-mana dan pada bila-bila masa melalui media sosial dengan mudah.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. The use of social media as a business platform can reduce costs and time. / *Penggunaan media sosial sebagai platform perniagaan dapat mengurangkan kos dan masa.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

4. Doing business on social media can improve the performance of a company or organization. / *Menjalankan perniagaan di media sosial boleh meningkatkan prestasi syarikat atau organisasi.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

5. **Perceived Trust**

1. Most sellers on social media sell quality and trustworthy items. / *Kebanyakan penjual di media sosial menjual barangan berkualiti dan boleh dipercayai.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. Use in social media can store user data securely. / *Penggunaan dalam media sosial boleh menyimpan data pengguna dengan selamat.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. Customers are more confident to buy goods online. / *Pelanggan lebih yakin untuk membeli barangan secara online.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

4. The information shared is accurate and reliable. / *Maklumat yang dikongsikan adalah tepat dan boleh dipercayai.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

6. Social Influence

1. Friends influenced me to use social media. / *Rakan-rakan mempengaruhi saya menggunakan media sosial.*
- ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
2. Suggestions from friends to do business on social media are easy and easy to promote. / *Cadangan daripada rakan-rakan untuk berniaga di media sosial adalah mudah dan senang dipromosikan.*
- ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
3. The current situation influenced me to use social media. / *Keadaan semasa yang mempengaruhi saya menggunakan media sosial.*
- ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5
4. Satisfied user response using social media. / *Sambutan pengguna yang berpuas hati menggunakan media sosial*
- ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5



7. Perceived Enjoyment

1. Social media does not burden users. / *Media sosial tidak membebankan pengguna*

- ☐ **1**
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**

2. Customer safety is more assured./ *Keselamatan pelanggan lebih terjamin*

- ☐ **1**
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**

3. Customers can make comparisons faster. / *Pelanggan boleh membuat perbandingan dengan lebih pantas.*

- ☐ **1**
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**

4. The use of social media makes individuals feel fun / *Penggunaan media sosial membuatkan individu berasa menyeronokkan*

- ☐ **1**
- ☐ **2**
- ☐ **3**
- ☐ **4**
- ☐ **5**



SECTION C: USAGE OF MEDIA SOCIAL AS BUSINESS PLATFORM BY ENTREPRENEUR STUDENTS IN MALAYSIA

PENGUNAAN MEDIA SOSIAL SEBAGAI PLATFORM PERNIAGAAN OLEH PELAJAR SARJANA MUDA KEUSAHAWAN DI UTeM.

Based on the question below, please answer the question briefly using the 5 Likert scales: strongly disagree until strongly agree. This section is about the usage of social media as a business platform.

1	2	3	4	5
Strongly Disagree/ <i>Sangat Tidak Setuju</i>	Disagree/ <i>Tidak setuju</i>	Neutral/ <i>Neutral</i>	Agree/ <i>Setuju</i>	Strongly Agree / <i>Sangat Setuju</i>

1. I believe using social media makes daily work easier. / *Saya percaya menggunakan media sosial menjadikan kerja harian*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

2. The use of social media is the best platform to do business. / *Penggunaan media sosial adalah platform terbaik untuk berniaga.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

3. Channels from social media are faster than others. / *Saluran dari media sosial lebih pantas daripada yang lain.*

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

4. I suggest that people use social media more for buying and selling activities. / *Saya mencadangkan agar orang ramai menggunakan media sosial lebih banyak untuk aktiviti jual beli.*

- 1
- 2
- 3
- 4
- 5

