



**LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS BUSINESS
GROWTH**

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**LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS
BUSINESS GROWTH**

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**A report submitted in partial fulfilment of the requirements for
degree Bachelor of Technopreneurship with honours.**

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APPROVAL

“I hereby declared that I had read through this thesis and in my opinion that this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor in Technopreneurship”

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DECLARATION

“I declare that all the work of this project entitle “LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS BUSINESS GROWTH” is original done by myself and the result of my own research except that is cited in the reference. The research project has not been for any degree and is not concurrently submitted in the candidature of any degree”

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DEDICATION

I would like to say a lot of thanks and appreciation to both my parents who always give encouragement to continue to go through the twists and turns of learning. Next, also I express deep sense of gratitude to my supervisor for my final year project, DR. Hazmilah Binti Hasan who helped and educated me a lot to prepare this report. Finally, I would like to thank my fellow friend who helped me a lot in finding references to prepare this report. Without your blessings and help, I would not have been able to complete this report. Thanks for everything, I really appreciate it.

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ABSTRAK

This study focuses on leveraging social media for entrepreneurs' business growth in Ayer Keroh, Malacca. Several variables have influenced the development of entrepreneurs in running their business, including the use of TikTok applications for branding entrepreneurial products and services, leveraging the use of Instagram for business to create catalogues, business profiles, and call-to-action to facilitate customers and users to make purchases on the Instagram platform without out of the platform, and the use of Facebook Ads to create promotions has made the business of beauty and health entrepreneurs better known. Significant changes in businesses that were originally only traditionally done have moved to the virtual world due to high demand and easy dealings. This study uses a quantitative approach to find out the leverage of using social media for entrepreneurs' business growth. To complete this study, a measuring tool in the form of a questionnaire was used and supplied to the study location, namely Ayer Keroh, Malacca. The information collected from the questionnaire is a sample of social media admins and beauty and health product entrepreneurs as respondents.

Key Word: Leveraging Social Media, Entrepreneurs Business Growth.

ABSTRAK

Kajian ini memberi tumpuan kepada memanfaatkan media sosial untuk pertumbuhan perniagaan usahawan di Ayer Keroh, Malacca. Beberapa pembolehubah telah mempengaruhi perkembangan usahawan dalam menjalankan perniagaannya, termasuklah penggunaan aplikasi TikTok untuk penjenamaan produk dan perkhidmatan usahawan, memanfaatkan penggunaan Instagram for business untuk membuat catalog, profil perniagaan, dan call-toaction untuk memudahkan pelanggan dan pengguna membuat pembelian di platform Instagram tanpa keluar daripada platform tersebut, dan penggunaan Facebook Ads untuk membuat promosi telah menyebabkan perniagaan usahawan kecantikan dan kesihatan lebih dikenali. Perubahan yang ketara dalam perniagaan yang asalnya hanya dilakukan secara tradisional telah berpindah ke alam maya disebabkan oleh permintaan yang tinggi dan urusan jual beli yang mudah. Kajian ini menggunakan pendekatan kuantitatif untuk mengetahui manfaat menggunakan social media untuk usahawan mengembangkan perniagaannya. Bagi melengkapkan kajian ini, satu alat pengukur dalam bentuk soal selidik telah digunakan dan dibekalkan ke lokasi kajian, iaitu Ayer Keroh, Malacca. Maklumat yang dikumpul daripada soal selidik tersebut merupakan sampel admin media social dan usahawan produk kecantikan dan kesihatan sebagai responden.

Kata Kunci: Memanfaatkan Media Sosial, Perkembangan Perniagaan Usahawan,

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CHAPTER 1

INTRODUCTION

Since the pandemic of Covid-19, social media has become one of the most significant aspects of our lives. Because everyone in the globe has a social media account, including entrepreneurs who want to build their business, have paid close attention to the usage of social media since the pandemic. The TikTok platform, Facebook, and Instagram are among the most popular social media platforms used. Because many industries were shut down because of the Covid19 epidemic, many people turned to social media to find work. For example, pursuing sponsored reviews, gift reviews, and conducting business online. As a result, entrepreneurs who want to establish a business or grow their existing business have taken advantage of social media to accelerate their growth.

Social media is a platform that allows people to share content including images, videos, links, and opinions. Social media was originally designed to allow people to interact with one another and reconnect with long-lost connections, as well as to share their daily lives. Since then, social media has evolved into a tool for forming communities and encouraging the exchange of ideas and perspectives. Because it may offer both free and paid advertising, social media can provide a business with the capacity to communicate with the entire population of the world who has a social media account. As a result, it can be an effective marketing technique for entrepreneurs looking to expand their business.

Social media offers numerous leverages and can assist an entrepreneur in remaining intact, competitive, and thriving. Entrepreneurs can now communicate with their existing consumers through social media. Social media can also be used to notify customers and consumers that the business is running special promotions, offering coupons, and offering discounts on things purchased by customers. As a result, it is apparent that utilizing and exploiting social media can help entrepreneurs build their firms and compete with well-established companies.

1.1 Research Background

Entrepreneurs that use and exploit social media to expand their businesses are the focus of this study. This because social media, such as Facebook Ads, Instagram, and other famous websites, may assist entrepreneurs in growing their businesses to a higher level in a more efficient manner. Social media provides knowledge to humans without requiring them to travel from one location to another. Furthermore, this platform is a useful tool for disseminating information, particularly for the distribution of information about products or services (Utami, 2012). Information and communication technology, such as social media, may provide communities with the same level of information, both urban and rural.

Furthermore, today's utilization of technology has aided entrepreneurs in reaching their organization's future more effectively and providing more systematic research measures in business direction planning (HSemuel, 2007). Current technological advancements have transformed traditional marketing messages into more engaging devices (Lestari, 2015). Furthermore, social media is a low-cost marketing technique that does not require huge investments such as paid signs, television, or radio advertising. In terms of product advertising, social media can assist entrepreneurs. Because social media is a location where the entire population of Malaysia gathers, it is one of the advantages for entrepreneurs. Entrepreneurs can save money on advertising because of this advantage. Entrepreneurs gain a capital advantage by lowering their advertising expenditures, allowing them to expand their business. According to Thackeray et al. (2008), social media has infectious power, making it the fastest way for knowledge to spread nowadays.

The use of social media only requires a smartphone with installed apps like Facebook, Instagram, TikTok, and others. The rental cost for each signboard used to market their business is one of the costs that can be minimized. The cost of paying the salesperson's wage to advertise their goods is the next expense. Promoting a product in this manner necessitates a considerable amount of capital, as entrepreneurs must give vast quantities of their items while also taking risks if the product is not well received. However, utilizing social media can help businesses save money and possibly improve the amount of money available for future usage.

1.2 Problem Statement

One issue is that malls have troubled customers and the community. This is because, traffic has become congested, parking densities and congestion, and congestion in malls especially on weekends and holidays (Ms. Lizcolling. June 2019). This situation has caused difficulties for Shopping due to the crowded halls and shops. So, customers often ignore the items to be purchased because they do not want to wait for a long time to buy, customers also find it difficult to park their car, and they feel it is not worth it to face traffic jams and congestion in the mall just to buy a few items. As a result, customers and consumers have chosen to shop online through social media. Due to the high demand for online transactions, entrepreneurs have more options to start and grow their businesses.

Furthermore, many criminal occurrences such as pickpocketing, snatching, and child abduction have occurred at shopping malls, causing alarm among the community and visitors who desire to visit the mall (Azril Rizal Mohd Sarit, March 2016). Customers with little children are likewise concerned about their children's safety while at the mall. This is due to their inability to keep an eye on the child while shopping for supplies. As a result, to secure the safety of their families and loved ones, many nowadays have chosen to purchase their needs and wishes online. Because today's society is completely focused on the use of social media, this condition has successfully given space and opportunities for entrepreneurs to build their businesses by using social media.

People started to raise their need for online shopping as a result of the closure of several businesses, starting with bars, restaurants, and shopping malls. As a result, businesses had to adapt to meet this demand. Risk attitudes, particularly for visiting sites designated as shopping and entertainment, transportation stations, and workplaces, can be blamed for the rapid reduction in movement when the WHO (World Health Organization) proclaimed COVID-19 to be a pandemic (Chan, Skali, Savage, Stadelmann, & Torgler, 2020). Contrarily, pandemics did not instantly influence supply chains and instead enhanced consumers' propensity to purchase online to minimise virus exposure, unlike disasters that quickly affect every entity in them, including producers, suppliers, distribution centres, and retailers (Hao, Wang, & Zhou, 2020).

1.3 Research Question

- a)What are the positive and negative impacts of social media among entrepreneurs business growth?
- b)Why do entrepreneurs use social media other than e-commerce?
- c)What are the challenges of using social media in business?

1.4 Research Objective

- a)To identify the positive and negative impact of using social media among entrepreneurs business growth.
- b)To investigate the reason for entrepreneurs choosing social media for business growth.
- c)To analyze the importance of entrepreneurs using social media for future business growth.

1.5 Scope of Study

This research focuses on leveraging the social media of entrepreneurs' business growth. Ayer Keroh, Melaka is where most of the study was conducted. Researchers focus their efforts on beauty and health business that want to growth in Melaka. The focus of the study was on social media admins and staff, managers and entrepreneurs' beauty and health. Questionnaires will be collected from 331 respondents using google forms, according to Krejcie and Morgan. The period to answer the questionnaire is within a week.

1.6 Significance of Study

This research intends to give entrepreneurs a new perspective on the advantages of using social media to help them build their businesses. Given that the country was plagued by the Covid-19 outbreak, sales have dropped drastically. Entrepreneurs should gain a better understanding of the leverage of using social media for entrepreneurs' business growth because of this study. Various information about the benefits of social media use has been reported in the literature by several previous studies. However, little research has been done on business growth spurred by effective social media use. As a result, the results of this research will highlight the advantages of using social media to expand a small business.

1.7 Summary

This chapter serves as the foundation for this research. The study will begin by reviewing the literature from prior studies to provide a clear description of the study's topic, which is the benefits of using social media to help entrepreneurs build their businesses.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The literature review will be examined in this chapter. The researcher discussed on using social media to help entrepreneurs build their businesses. After reading the proper form of literature study, the dependent and independent variables were defined. A literature review is necessary to choose an appropriate research methodology, such as quantitative or qualitative research. At the conclusion of this chapter, the suggested research framework can outline the theory and build the hypothesis.

2.2 Definition of Concept

The researcher defines the main concepts to ensure that the statement of the title of the research becomes clearer and easier to understand. This is to ensure that it can provide benefits and understanding of the future of researchers as a source of information and reference. It also aims to ensure that the researcher or respondent who reads this study understands each of the terms and meanings stated.

2.2.1 Social Media

The development of increasingly sophisticated technology and communication has made the usage of social media marketing a major choice made by entrepreneurs to build their businesses in the digital age. One of the benefits of social media is that it has a lot of potential for business growth (Aji et al., 2020; Pourkhani et al., 2019). Internet-based business transactions are a relatively new phenomenon in the world of commerce (Salimi et al., 2019; Zahara et al., 2021). One of the benefits of using social media to introduce and sell a product or service. In terms of money, web marketing holds a lot of promise for increasing corporate profitability.

Furthermore, because of the rapid growth of technology and society's expanding knowledge of information technology, the number of users of social media is rapidly increasing (Akoglu et al., 2021; Belenioti et al., 2019). Traditional techniques of searching for information and purchasing items have become obsolete as a result of social media.

2.2.2 Entrepreneurs Beauty and Health Businesses

In 1970, at the launch of the New Economic Policy, the term "entrepreneur" was first used. An entrepreneur, according to the New Edition Board Dictionary, is a person who owns and operates a business. Entrepreneurs are big-scale jobs that produce industrial goods or trade on a huge scale. Furthermore, according to The Encyclopedia Americana International Edition, an entrepreneur is a businessperson who takes risks by combining factors of production such as capital, labour, and materials, and earns compensation in the form of profits from the market value of his goods. A person who controls an economic activity, notably managing, owning, managing, and incurring the risk of a firm, is defined as an entrepreneur by Webster's Third New International Dictionary. Furthermore, Carland (1984) defines an entrepreneur as a person who establishes a firm and runs it in order to profit and expand it.

To summarise, an entrepreneur is someone who takes the risk of beginning or establishing a firm or enterprise and running it. An entrepreneur is a person who has founded a business or purchased one that has been started by someone else. Entrepreneurs have a vision and work to build their businesses for the community's benefit. It is someone who seeks commercial freedom, makes their own judgments, and wishes to prosper by their own efforts.

2.3 Leveraging social media

Reduced transaction costs, increased convenience, time savings, quick and constant access to information, convenience, the ability to switch between companies, the ability to purchase goods that are not offered in the local market, the ability to leave comments on product reviews, and the ability to view other people's opinions are all advantages that consumers can enjoy. additional acquisitions (Prahiawan et al., 2021).

In order to communicate, social media activity makes use of the cultural environment of online social communities, such as social networks, virtual worlds, social news sites, and social opinion-sharing platforms (Fahlevi, 2021). On a variety of social media sites, including Instagram, Facebook, Twitter, LinkedIn, and Youtube, social media marketing activities can be conducted. The act of social media marketing offers many benefits for businesses, including raising sales and brand value, disseminating brand information, and developing consumer relationships (Sahir et al., 2021)

Businesses are increasingly accepting of social media, which is now seen as a critical strategy. However, company owners employ a variety of social media channels, such as Facebook Ads, Instagram for commerce, and TikTok. Additionally, social media is a popular alternative for business owners because it enables effective communication and gives them the chance to comprehend and anticipate customer wants. For analytics, conversion monitoring, content management, automated posting, and customer targeting, social media is also a reasonably priced choice.

2.3.1 Tiktok Application

TikTok for Business is a fresh method for businesses to creatively and intriguingly present their brand or product brands. TikTok for Business offers a number of options for marketing teams to advertise their goods and engage with platform users (Sindonews, July 2020). To share videos with a brief viewing time, Tik Tok itself provides a service. The background music in the video can be changed using specialised filters. In addition to being used to make films for personal use, Tik Tok may also be used to make videos that are fascinating and useful to its users.

Having been introduced globally in 2017, TikTok finally announced that it has an account for business in 2020 under the name “TikTok for Business”. Entrepreneurs who have own businesses must use this platform. The reason is that TikTok users in 2021 will reach more than 1 billion people. Such a fantastic figure is certainly a fantastic opportunity to grow the business of entrepreneurs. By having a TikTok account, entrepreneurs will be faster to get views, likes, and comments from users who can improve the brand entrepreneurs. Business accounts have been used by more than 1000 well -known brands and each post uploaded can get more than 200,000 views and increase 9% brand engagement (Nadiyah 2022).

Furthermore, entrepreneurs must use TikTok Shop to grow their business because TikTok Shop is the most effective measure to expand the market. This is because, TikTok has become the social media platform that has the most active users. Thus, Entrepreneurs have a tremendous opportunity in expanding the market reach of their products, as well as being able to attract new customers who can improve and grow their business. TikTok Shop also provides great promos and has a voucher for every purchase. Generally, consumers and customers complain about expensive shipping charges every time they shop in the marketplace or e-commerce. By using TikTok Shop now customers and consumers will be able to enjoy greater discounts and be free from shipping charges. So that they do not have to complain anymore about the payment of expensive shipping charges because both sellers and buyers will both benefit by using TikTok Shop (Sosiakita Brand Feb 16, 2022).

2.3.2 Instagram for business

Instagram for business is one of the most popular social media, especially for internet users in Malaysia. With a total of 61 million active users. The advantages and features of Instagram are in the Instagram story, feed, and IG TV. Entrepreneurs can also use Instagram for business purposes such as promoting products or services that you have. This Instagram business account is indeed superior to a personal account. Because the reach on this account is much wider. When marketing a product using social media, usually people are more interested in profiles and catalogues in business accounts. In fact, to further expand the network, the Instagram account for this business can be connected directly to Facebook. This situation will strengthen the product brand of entrepreneurs. In order to compete with current competitors, a strong brand will assist improve sales, consumer loyalty, and competitive advantage (Fang et al., 2016).

The most important thing for entrepreneurs to do to increase sales on Instagram is to build relationships with customers and users. Through intimacy and trust, the success of developing customer connections may be evaluated. Activities for social media marketing are another technique to build relationships with customers (AnneMette et al., 2013). Building strong customer relationships is crucial for business owners to get a competitive edge (Kim et al., 2019). With Instagram marketing initiatives, business owners can quickly build relationships with customers by talking to users in both directions and giving them a forum where they can voice their opinions and receive feedback (Ivana et al, 2021).

Instagram for business also has several features that can increase sales figures. This is because, Instagram users often make purchases directly through this application because it has a Call-to-action Button, which encourages the audience to perform an action such as product purchase and has Instagram Checkout, which allows the audience to do the entire product purchase process directly from Instagram without must exit the application. Instagram can also create business accounts posting promotions by adjusting the target audience, time duration, and budget size. While uploading a story on Instagram, entrepreneurs can display a "swipe up" or "see more" link to direct the audience to the landing page of the product being sold. In addition, Instagram for business allows entrepreneurs to add shop-able tags in Instagram story

to promote and display products or brands, and price labels, as well as display product collections and details.

2.3.3 Facebook Ads

Facebook is the first kind of social media. The most popular medium worldwide is this social networking site. A Wikipedia source claims that in 2017, there were 2,047 million active Facebook users, an increase of two billion, forty-seven million. One of the most popular social networking sites in the neighbourhood is Facebook itself. Many people are interested in using the Facebook network because of its userfriendly features. Business owners must try to advertise their items on this social network. In this approach, Facebook users will be more familiar with business owners' offerings.

By using these Facebook Ads entrepreneurs can understand their promotional targets. This because, by using Facebook Ads, entrepreneurs can promote their products to a more appropriate audience. For example, Facebook will automatically allow female audiences to view entrepreneurs' promotion of beauty and health products. This situation will cause the product to always be seen and known by Facebook users. When customers and consumers often see the product they will definitely try to buy it because when it comes to buying, individuals like to choose companies they are familiar with (Al-Debei et al., 2015). According to Kotler and Armstrong, promotions have an impact on consumers' decision to make a second purchase (2018), If one of the goals of the campaign is to remind consumers of the company's brand, many promotions can be carried out through social media.

2.4 Relationship between social media and entrepreneurs

Consumption has greatly expanded and the social media industry has experienced tremendous transformation. One of the earliest significant social media platforms was MySpace. But Facebook and Instagram quickly overtook MySpace in terms of popularity. Paniagua & Sapena (2014) claim that many online communities have arisen, bringing people together to capitalise on their interests through platforms like Facebook, Instagram, YouTube, and LinkedIn. Most adults utilised social media in 2018, according to a Pew Research Center survey. Social media users have the option of connecting with their offline friends or making new ones online. Platforms for social media today help businesses sell their products and services while also helping entrepreneurs reach a worldwide audience. Social media has increased awareness of their goods, services, and most importantly, their mission. It has also given rise to a number of new business models that compete with or complement established industries (Hanna, Rohm, & Crittenden, 2011).

When their own devoted customers share their social media posts with other users, entrepreneurs who use social media also build marketing networks. This is due to the fact that social media programmes offer a less expensive and quicker way to communicate with multiple stakeholders at once (Jagongo & Kinyua, 2013; Smith & Taylor, 2004). One key advantage of using social media is influencer marketing. Influencer marketing is the practise of using well-known people or social media influencers to promote a product or service on their personal social media sites. An entrepreneur might, for example, persuade a social media influencer to support their brand (such as someone with a million followers on Instagram). Followers are more inclined to attempt entrepreneurial products due to their passion to popular effect.

The increasing use of social media appears to have led to the emergence of new types of entrepreneurship (Schwemmer and Ziewiecki, 2018). Few individuals are recognised as social media influencers among the millions of users of social media. People with a sizable following on social media utilise their network to thoroughly evaluate businesses' goods and/or services for prospective customers and can even initiate trends (Abidin, 2016). (More & Lingam, 2019). For instance, influencer marketing has not yet been included in industry statistics as a category.

Drummond, Helen McGrath, and O'Toole identified the influence of social media on the creation and maintenance of activity structures in B2B (Business to Business) interactions and networks (2018). Our knowledge of how social media influences an entrepreneurial firm's ability to develop relationships with its B2B partners has been enriched by their study. According to Genç & Ksüz (2015), social media is a useful business tool since it offers low-cost information disclosure, a large network, and instant communication. Additionally, Genç & Ksüz (2015) discovered that social media presents an ethical risk to entrepreneurship due to unfair competition, plagiarism, undefined target audiences, and market share difficulties. The effects of social media on individuals' entrepreneurial endeavours have not yet been studied.

The adoption of social media and its relationship to corporate performance are also studied by Ahmad, Ahmad, and Bakar (2018) utilising word of mouth (WOM), viral marketing, and the social presence theory. Ahmad, Ahmad, and Bakar (2018) conduct interviews with makers of health and beauty products. He claims that the relationship between business performance and social media use is positively and significantly moderated by marketing activities like branding and innovation.

2.5 Why do entrepreneurs fail?

To succeed as an entrepreneur, one needs more than a fantastic business idea. Entrepreneurs often have great company ideas, but if they lack the funds or expertise to carry them out effectively, their ventures are likely to fail. Entrepreneurs are those who consistently have business startup plans but don't follow through with them (Lofrumento, 2015). This is due to the fact that business owners who lack the tools and knowledge necessary to carry out their objectives will invariably suffer setbacks and losses.

There are countless reasons why startups fail, some of which are specific to business founders. The important thing is to clarify what "failure" means to you and your company (Bill Demas, CEO of Conviva). Cash flow is one of the primary causes of business failure for entrepreneurs in their second year, according to Elevating Profit owner Amanda Kendall. Entrepreneurs frequently concentrate on the upcoming sale and the upcoming client while launching a business. They frequently fail to consider the long term or make strategies for the future. A company's cash flow can make or break it. A cash flow firm will perish in a few months, but a non-profit organisation can exist for years. Planning how to maintain a positive cash flow can take your business through a pause that is sure to happen.

Sales and marketing are the next. This is due to the fact that business owners frequently believe that their friends and family will buy from them when they first launch. Sadly, this is frequently not the case. Entrepreneurs must have a sales and marketing strategy. Discover your ideal clients, and then explain to them why they require your service or product. You want to wait a long time if you wait for sales to come in.

Entrepreneurs that have ADHD have a tendency to approach new situations with great optimism and ignore when they encounter unknown chances, but they struggle to retain their focus and perseverance (Wiklund et al. 2017). Some businesspeople with ADHD struggle to perform in their roles as entrepreneurs. For instance, Sir Richard Branson's (ADHD diagnosis) drive for starting and expanding new businesses is renowned as a result of his successful entrepreneurship.

2.6 Conceptual Framework

In this research, the benefits of social media influence the business development of entrepreneurs. Among the benefits of social media that have helped entrepreneurs to grow their businesses are Facebook Ads to create promotion, Instagram for business to create business profile and catalogue, and TikTok application to branding.

This research uses the conceptual framework approach to study leveraging social media for entrepreneurs' business growth. This research will explain the benefits of social media and the types of social media that most effective and should be used to grow the entrepreneurs' business. Facebook ads to create promotion, Instagram for business to create business profile and catalogue, and TikTok application to branding as the independent variable while the entrepreneurs business growth as the dependent variable.

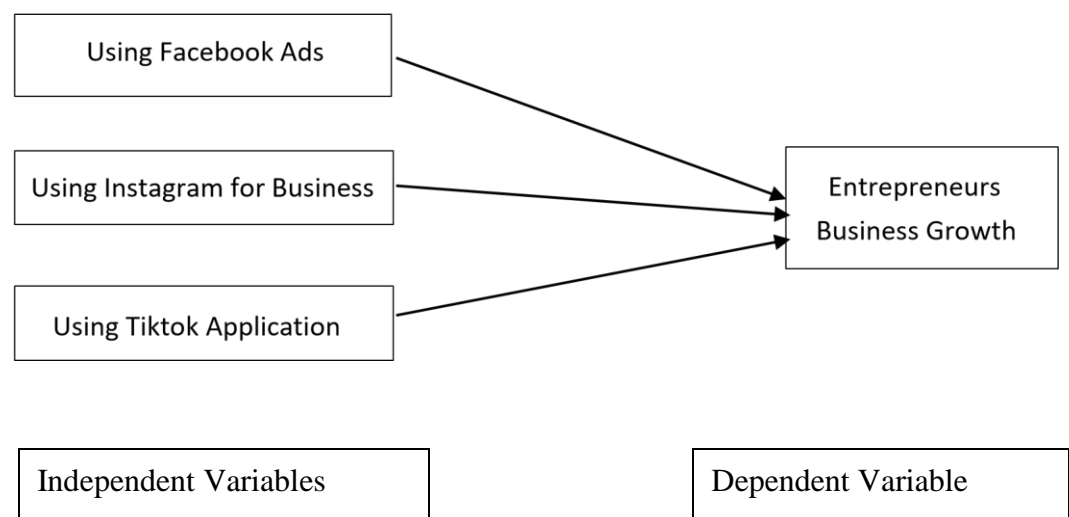


Figure 2.1: Conceptual Framework

2.7 Hypothesis

Based on the discussion, the following hypothesis were developed:

H1: There is a significant positive relationship between using Facebook Ads to create promotion and entrepreneurs' business growth.

H2: There is a significant positive relationship between using Instagram for business to create business profile and entrepreneurs' business growth.

H3: There is a significant positive relationship between using TikTok application for branding and entrepreneurs' business growth.

2.8 Summary

In conclusion, literature review helps researchers in gaining a better understanding of the topic and developing reading and writing skills. To continue the work, it contributed some ideas to other researchers. Each researcher actually spends more time doing literature reviews than other chapters. The researcher may have a view to do the next chapter based on the literature review, such as designing the questionnaire, analysing the data and discussing the data.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this research, the work procedure is in a systematic plan called methodology where it is done in stages. This chapter will describe the research methods applied in this study. This chapter goes through the planning until the end of the method. In addition, the location of the research study, study design, data sources, respondents, data collection procedures, data analysis and study strategies will also be described.

3.2 Research Design

Research is a systematic and coordinated attempt to address an issue in order to provide a solution (Sekaran; 2000; Burn, 1994). In contrast, Saunders et. Al. (2012) said, research is a comprehensive plan of how scholars will answer questions researchers have defined research design as a plan for study, helping the overall framework for data collection. According to Saunders (2012), study design is a general arrangement that includes the study questions, the objectives of the study, and the location of the sources used to collect and analyse the data.

Responses to research questions were defined as the framework for selecting topics, test sites and data collection procedures. Research design is essentially the theoretical framework within which research is conducted. In general, research design is a schematic or comprehensive plan of how to conclude a research study, run measurement variables, select a sample, collect data and evaluate study findings and review hypotheses.

The study design that the researcher wants to use in this study is "Descriptive Research". There are several types of researcher studies that are classified into exploratory, descriptive, and evaluation. Exploratory investigations are used to better understand a problem, topic or phenomenon. Descriptive research is used to create a detailed profile of an event, person or situation. The goal of explanatory research is to learn more about a scenario or issue in order to better understand the relationships between variables. Evaluation research is used to evaluate the effectiveness of a commercial or organizational strategy, policy, program, initiative or procedure.

3.3 Research Method

A research method is a strategy, process or technique used in collecting data or evidence to be analysed to reveal new information or create a better understanding of a topic. A research method is a strategy, process or technique used in collecting data or evidence to be analysed to reveal new information or create a better understanding. All the methods used by the researcher during the research study are termed as research methods (Farooq, 2019). They are basically planned, scientific and value neutral. It includes observations, theoretical procedures, experimental studies, numerical schemas, statistical approaches. Research methods help researchers to collect samples, data and find solutions to problems. Business and scientific research methods require explanations based on facts, measurements and observations gathered and not based on reasoning alone. They only accept explanations that can be verified through experiments.

3.3.1 Quantitative Research

Quantitative research is defined as the systematic investigation of a phenomenon by collecting measurable data and implementing statistical, mathematical or computational techniques. Quantitative research collects information from existing and potential customers using sampling methods and submits online surveys, questionnaires, etc., the results of which can be described in numerical form. After carefully understanding these numbers to predict the future of the product or service and make changes accordingly.

Quantitative outcome studies are mostly conducted in the social sciences using the statistical methods used above to collect quantitative data from research studies. In this research method, researchers and statisticians use mathematical frameworks and theories related to the quantity in question. Therefore, the concept of quantitative research should produce data that is linked to numbers rather than words to understand about leveraging social media to entrepreneurs' business growth. This study will gather quantitative data from admin social media and entrepreneurs' beauty and health in Ayer Keroh, Malacca.

3.4 Data Source

According to Noah Glenn, Information is everywhere, and determining its reliability is an essential skill. While some sources of information are qualitative in nature, much today is rooted in data. And where data is involved, the source of information is digital storage. This storage place is called the data source. The required information and relevant data need to be collected in exchange for the researcher to achieve the target of the study. There are two methods of data collection, namely primary and secondary data sets. Examples of data collection sources include observations, surveys, questionnaires and interviews. The researcher has decided to use the questionnaire method as a source to obtain primary data for this study, and the researcher has obtained data from textbooks, journals, reports, articles and internet related for secondary data.

3.4.1 Primary Data

The term "primary data" refers to information that researchers have gathered directly from primary sources using methods like questionnaires, interviews, surveys, experiments, etc. Primary data, which is regarded as the best sort of data in research, is typically gathered from the source from whence the original data originated (Formplus Blog, 2020). In order to satisfy certain study requirements or goals, primary data sources are typically carefully chosen and modified. Prior to choosing the data collection sources, it is also necessary to determine the research objectives and target demographics. The primary method of gathering data for the study will be through questionnaires. A lot of people can be surveyed to gather data, which is a terrific idea. These are self-administered questionnaires that are frequently completed by respondents and are sometimes referred to as surveys (Saunders et al., 2016). Self-completed questionnaires will then be distributed to respondents electronically, usually via the Internet, with respondents accessing the questionnaires via hyperlinks (Saunders et al., 2016). This study will use Google form as a questionnaire.

3.4.2 Secondary Data

In a typical method of systematic examination known as secondary research, researchers only use data that has already been collected (Formplus Blog, 2020). The collection and analysis of a sample of these data were required by the research's design in order to draw reliable study conclusions. Kabir (2016), however, defines secondary data as information gathered from sources that have been made public in some way. Any research that uses a literature review does so using secondary data. Although it was obtained by someone else for a different objective, the investigator used it for a different objective. Since it is impossible to perform fresh surveys that can accurately capture historical changes and/or advancements, secondary data is crucial. Google Scholar, Research Gate, and various educational websites are some of the internet databases that the study used to collect secondary data.

3.5 Location of Research

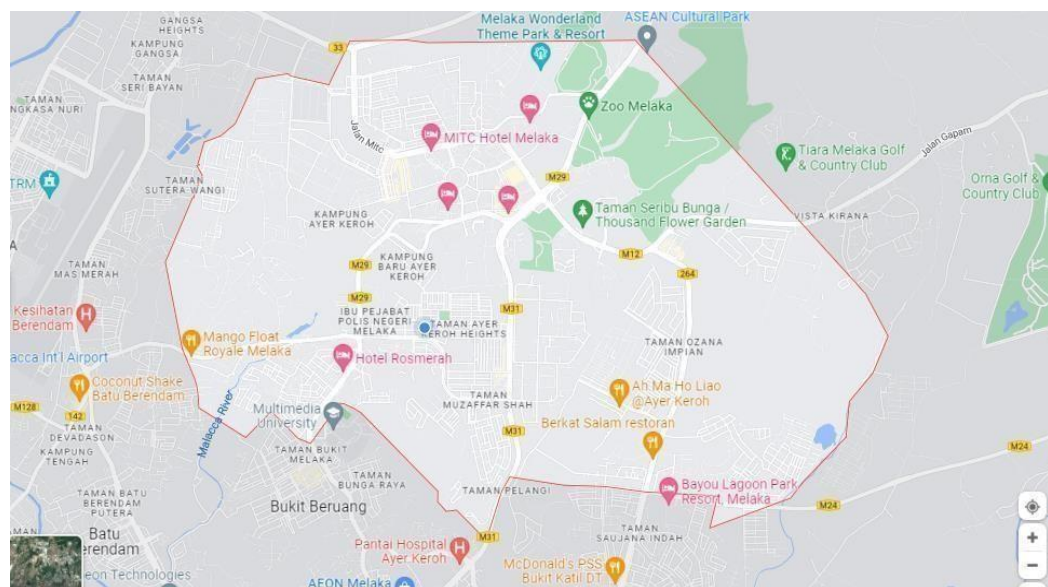


Figure 3.1: Location Ayer Keroh, Malacca

This research conducts a quantitative and a questionnaire method will be used to collect data. Ayer Keroh, Melaka has been selected as the study location and will be the place to collect data from social media admins and staff, managers and beauty and health entrepreneurs. They will provide answers related to the topic of the study, namely leveraging social media to entrepreneurs' business growth.

3.6 Research Strategy

Research strategies set the general direction of research. It is one of the elements of research methodology and includes the process by which research is conducted. The correct research strategy must be selected based on the research objectives as well as the questions, the number of resources available and time, the philosophical basis of the researcher, and the scope of existing knowledge of the area under study (Wedawatta G., Ingirige B., Amaratunga D. 2011, pp. 3- 4). Surveys, experiments, action studies, case studies, basic theories, ethnography, and cross-sectional studies are research strategy methodologies. The survey strategy of this study was selected using a questionnaire in the survey technique, the comparison of data from a large population is simple. Researchers can also choose archival or documentary research techniques because these materials are easily accessible online. Therefore, it is important to select the most appropriate strategy for the study.

3.6.1 Questionnaire Method

A questionnaire is a data collection tool in which a selected group of respondents are asked to answer a set of written questions to find out what they think about a topic (Collis & Hussey, 2013). Meanwhile, according to Saul Mcload 2018, a questionnaire is a research instrument that consists of a series of questions for the purpose of collecting information from respondents. The questionnaire can be considered as a type of written interview. It can be done in person, by phone, computer or post. Questionnaires provide a relatively inexpensive, fast and efficient way to obtain large amounts of information from a large sample of people. Data can be collected relatively quickly because the researcher does not have to be present when the questionnaire has been completed. This is useful for large populations when interviews would be impractical.

However, the problem with the questionnaire is that respondents may lie because of social desire. Most people want to show a positive image of themselves and therefore can lie or bend the truth to look good, for example, students will exaggerate the review period. Questionnaires can be an effective way to measure the behaviours, attitudes, preferences, opinions and, intentions of a relatively large number of subjects more cheaply and quickly than other methods (Saul Mcload, 2018). Often questionnaires use both open-ended and closed-ended questions to collect data.

3.6.2 Survey Method

Survey research is defined as “the collection of information from an individual sample through their responses to questions” (Check & Schutt, 2012, p. 160). This type of research allows for a variety of methods for recruiting participants, collecting data, and using a variety of instrumentation methods. Survey research can use quantitative research strategies (e.g., using questionnaires with items evaluated numerically), qualitative research strategies (e.g., using open-ended questions), or both strategies (i.e., mixed methods). Information has been obtained from individuals and groups using survey research for decades. It can range from asking a few individual target questions at a street corner to obtaining information related to behaviours and preferences, to a more thorough study using a variety of valid and reliable instruments. Common examples of less rigorous surveys include marketing or political surveys of consumer patterns and public opinion surveys.

Fujimori et al. (2014) describe the use of survey research in studies of the effects of communication skills training for oncologists on oncologists and patient outcomes (e.g., oncologist performance and confidence and patient distress, satisfaction and trust). A sample of 30 oncologists from two hospitals was obtained and although the authors provided a power analysis concluding enough oncology participants to detect differences between baseline and follow -up scores, study conclusions may not be generalizable to a wider population of oncologists. Oncologists were randomized to either the intervention group (i.e., communication skills training) or the control group (i.e., no training).

This research will conduct a survey format as a research instrument. The researcher has chosen Google Form as a questionnaire tool to enable respondents to answer questions. The questionnaire was divided into 5 segments, namely A, B, C, D, E. Part A has to do with demographic information such as gender, age, race. Section E has questions related to the dependent variable; entrepreneurs' business growth in Ayer Keroh, Malacca. Meanwhile, sections B, C, and D will be followed by independent variables, namely TikTok Application to branding, Instagram for business to create business profile and catalogue, and Facebook Ads to create promotion. There are 5 scales used to measure the results of section B, C, D, and E questions. There are 1 to

5 scales measured, namely 1 min strongly disagree, 2 min disagree, 3 min neutral, 4 min agree, and 5 min strongly agree.

Table 3.1: Segment of Questionnaires

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

3.6.3 Population and Sample

In statistics, population is the entire set of items from which you draw data for a statistical study. It can be a group of individuals, a set of items, etc. It makes up the data pool for a study (Ravikiran, 2022). Generally, population refers to the people who live in a particular area at a specific time. But in statistics, population refers to data on your study of interest. It can be a group of individuals, objects, events, organizations, etc. You use populations to draw conclusions.

The population selected by the researcher is a group of social media admins and staff, managers and beauty and health entrepreneurs in Ayer Keroh Melaka. The population of entrepreneurs in Melaka is 75000 people. All groups were selected to be populations at the time of data collection. Depending on the problem statement, data from each of these social media entrepreneurs, admins, staff, and managers is collected. So, the data collected will be more accurate and reliable because it consists of a population that has been specified and ready to provide data and easy to contact. If researchers had to collect the same data from a larger population, say all entrepreneurs in Malaysia, it would be impossible to draw reliable conclusions due to geographical and accessibility constraints, let alone time and resource constraints. A lot of data will be lost or may be unreliable.

Based on the Krejcie and Morgan (1970) table, the sample size of this research would be 331 respondents. This research is targeting the admin media social and entrepreneur beauty and health in Ayer Keroh Malacca. According to Ravikiran 2022, Samples represent interest groups from the population, which you will use to represent data. The sample is an unbiased subset of the population that is most representative of the entire data. To overcome population restrictions, you can sometimes collect data from a subset of your population and then consider it as the general norm. You collect a subset of information from groups that have participated in the study, making the data reliable. The results obtained for the different groups participating in the study can be extrapolated to be generalized for the population.

Table 3.2: for Determining Sample Size of a known Population Source: Krejcie and Morgan (1970)

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

Note: N is Population Size

S is Sample Size

3.6.4 Pilot Testing

The researcher wanted to implement a pilot test questionnaire because to polish the questions so that participants get a clear picture as well as do not face problems answering the questionnaire and exclude irrelevant questions from the questionnaire. It can also help the researcher to check the reliability and validity of the data to be analysed. Researchers will ensure that the data collected is useful in answering and achieving research questions and research objectives. The purpose of the Pilot Test is to evaluate the feasibility, time, cost, risk, and performance of a research project

In the Pilot test, a selected group of end users tests the system being tested and provides feedback prior to full use of the system. In other words, it means to conduct clothing training for the following usability test. According to Thomas Hamilton also, Pilot Testing is Important as it helps in many ways such as debugging software and procedures used for testing, checking product readiness for full scale implementation, better decisions on time and resource allocation, giving the opportunity to measure the reaction of your target population against the program, measuring the success of the program and giving the team the opportunity to practice the activities they will use for usability testing.

The pilot test also known as Pre-Test was organized based on 37 questionnaires with a sample size of $S = 331$. The objective of the pilot testing is to determine if the questionnaire is correct to obtain the required data as expected. Therefore, the effectiveness of the pilot test and the reliability of the questionnaire can be tested.

For pilot testing, check internal reliability by using Cronbach's Alpha.

Table 3.3: Reliability Statistic of Overall Pilot Test

Sources: SPSS Output

Cronbach's Alpha	N of Items
0.895	27

Based on the Table 3.3, the Cronbach's Alpha coefficients of overall variables are 0.895, which was excellent with 27 numbers of items. Hence, it can be concluded that the items have relatively internal consistency.

Table 3.4: Reliability Statistic of Overall Pilot Test**Sources:** SPSS Output

Section	Cronbach's Alpha	N of Items
Demographic Profile	0.620	6
Facebook Ads to Create Promotion	0.769	8
Instagram for Business to Create Business Profile and Catalogue	0.921	6
TikTok Application to Branding	0.862	6
Entrepreneurs Business Growth	0.797	7

Based on the table 3.4, the Cronbach's Alpha coefficients of demographic profile is 0.620, while the N of items is 6. Next, followed by Facebook Ads to create promotion of Cronbach's Alpha coefficients is 0.769 and N of items is 8. Then, the Cronbach's Alpha coefficients of Instagram for business to create business profile and catalogue is 0.921, while N of items is 6. The Cronbach's Alpha coefficients of TikTok application to branding is 0.862 and N of items is 6. Lastly, the Cronbach's Alpha of entrepreneurs' business growth is 0.797 and N of items is 7.

3.7 Data Analysis

Data analysis, according to Daniel Johnson (2022), is the act of cleansing, altering, and modelling data in order to identify usable information for decision-making. Data analysis is used to extract relevant information from data and make decisions based on that knowledge. Following the collection of data from the survey, the researcher should think about the demands of survey sources, data analysis, and good results presentation as crucial factors in a trustworthy and successful survey. SPSS (Statistical Package for Social Sciences) software will be used to evaluate the data gathered through questionnaires. The researcher will then investigate the relationship between constructs and test hypotheses using multiple regression analysis (MRA) and Pearson Correlation Coefficient.

3.7.1 Validity

The accuracy of the method of measuring the thing to be measured is referred to as validity. When research has a high level of validity, this means it produces results that match the real nature, characteristics and variations in the physical or social world (Fiona Middleton, 2019). Furthermore, the accuracy of the metrics used for data collection and analysis affects its validity, and data can be genuine if other researchers can achieve the same results using different instruments. As a result, before proceeding with the research, the researcher will conduct a pilot test to avoid any confusion or adjustment.

3.7.2 Reliability

Reliability refers to how consistent a method of measuring something is. Measurements are considered reliable if similar results can be obtained consistently using the same procedure under the same conditions (Fiona Middleton, 2019). Reliability also measures error-free and produces consistent results from research. Furthermore, the conclusions of the study must not only be reliable, but also valid and applicable in terms of operational requirements. As a result,

Lee Cronbach developed the Cronbach's alpha in 1951 as a test or metric scale of internal consistency, expressed as a value between 0 and 1. Internal consistency refers to the extent to which all items in a test measure the same concept or design and are linked together by relationships. To ensure the validity of a test, internal consistency must be demonstrated before it can be used for study or examination. Then, the reliability estimates of the study revealed measurement inaccuracies. The alpha reliability of the Cronbach's coefficient typically varies from 0 to 1. The internal consistency of the item in the measurement improves when the estimated

Cronbach's alpha coefficient is 1.00. The following formula is used to calculate Cronbach's Alpha:

$$\text{Cronbach's alpha} = rk/[1+(k-1) r]$$

Where; k = number of items considered r= the mean of the inter-item correlations

Table 3.5: Cronbach's Alpha reliability coefficient

Source: Mohsen Tavakol and Reg Dennick. Making Sense of Cronbach's Alpha.

International Journal of Medical Education. 2011; 2:53-55 Editorial

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.7.3 Multiple Regression Analysis

According to Andrew (2006), Multiple regression is a statistical technique that can be used to analyse the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use independent variables whose values are known to predict the value of a single dependent value. Multiple regression analysis refers to a set of tools used to analyse straight -line relationships between two or more variables. The researcher used linear regression analysis to draw conclusions based on the relationship between the two variables. Multiple regression estimates β in the equation:

$$Y_i = \beta_0 + \beta_1 X_i + \epsilon_i$$

The diagram illustrates the components of the multiple regression equation $Y_i = \beta_0 + \beta_1 X_i + \epsilon_i$. Arrows point from descriptive labels to the corresponding terms in the equation:

- Dependent Variable** points to Y_i .
- Population Y intercept** points to β_0 .
- Population Slope Coefficient** points to β_1 .
- Independent Variable** points to X_i .
- Random Error term** points to ϵ_i .

 Additionally, two blue brackets are placed below the equation:

- A bracket under $\beta_0 + \beta_1 X_i$ is labeled **Linear component**.
- A bracket under ϵ_i is labeled **Random Error component**.

Figure 3.2: The equation of Multiple Regression by Dannar Mawardi.

X is an independent variable (IV), while Y is an attribute that depends on it. Subscription j refers to the number of observations (rows). β is an unknown regression coefficient. Their numbers are expressed by bs. Each B represents an unknown original parameter (population), while b is an estimate of β . The ϵ_j is the error (remainder) of the observation j.

3.7.4 Pearson Correlation Coefficient

According to Ruben (2013), the Pearson correlation coefficient is a test statistic that evaluates a statistical relationship or relationship between two continuous variables. Rather, it is also a measure of how items relate to each other. The test of how variables are linked is called correlation analysis. Correlation coefficients are one way of determining the value of a relationship. The correlation coefficients are between -1 and 1. “0” means there is no direct relationship between the variables, while -1 or 1 means there is a complete negative or positive correlation.

3.8 Research Summary

In this chapter, research introduces research design, research strategies, and methodology options. The research then moves into the data collection phase. As a result, primary data and secondary data are discussed to understand the sources used to obtain the data. Next, this research will run SPSS software as a tool to analyse the data. There are several techniques used in this tool to analyse the collected data. In addition, the target population is 75000 respondents so based on the sample size table in Figure 3.6.3, a total of 331 entrepreneurs are required for this research. Thus, the survey format will be described in the research instruments section. The details of the questionnaire were described such as scales, sections, and so on. Finally, the reliability and validity of the research were released with definitions, threats and the Cronbach's Alpha Table.

CHAPTER 4

DATA PRESENTATION

4.1 Introduction

In this chapter, the results of the research conducted using quantitative method were discussed. The data collected by questionnaire involving social media admins and staff, managers and entrepreneurs of beauty and health business in Ayer Keroh, Malacca. This will identify and determine the leveraging social media for entrepreneurs' business growth.

After that, the data analysis was followed by hypothesis testing, Pearson Correlation and Multiple Regression Testing. The data analysis is tested based on 176 respondents in Ayer Keroh, Malacca with a questionnaire consist of five section, which is Section A for Demographic Profile, Section B for Facebook Ads to Create Promotion, Section C for Instagram for Business to Create Business Profile and Catalogue, Section D for TikTok Application to Branding, and last section is Section E for Entrepreneurs Business Growth.

The validity of questionnaire had been tested through a pilot test involving 37 respondents to ensure that there are no mistakes or errors occur in the questionnaire. It is necessary to understand the potential error and weakness in the questionnaire before distributing the actual survey. There some modification was made to ensure proper grammar and spelling are used. The responses of the questionnaire were being analysed by using Statistical Package Social Science (SPSS) version 27.

The result and finding will be shown in a few parts by the following sequences. First of all, descriptive analysis discussed about the respondent's demographic profile which include age respondent, race, the position of respondent, experience, education level, and marital Status. After that, the scale measurement which presents the result of reliability test which is known as Cronbach's Alpha test. Next, it is followed by Pearson Correlation analysis to test the relationship and Multiple Linear Regression analysis to test the hypotheses. Lastly, a conclusion will be carried out at the end of the chapter.

4.2 Response of Respondent

Descriptive statistic has been used to describe the data collected such as basic characteristic through using questionnaire. It provided a brief overview of the sample and the measured output. The data analysis showed the socio-demographics of data collected from 176 respondents which consist the education level, marital status, experience, position, race, and age.

4.2.1 Education Level

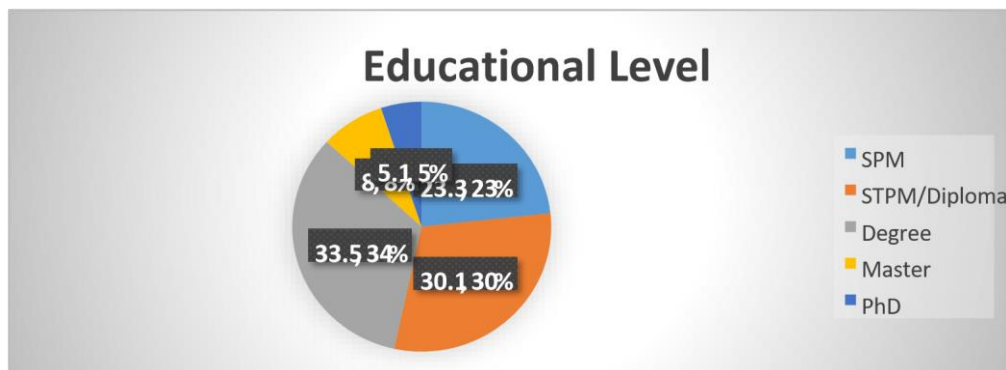


Figure 4. 1: Educational Level

Table 4.1: Educational Level

Source: SPSS Output

Educational Level	Frequency	Percent
SPM	41	23.3
STPM/Diploma	53	30.1
Degree	59	33.5
Master	14	8.0
PhD	9	5.1
Total	176	100.0

Figure and table above showed the educational level of the respondent involved in this study. We can conclude that most of the respondent's educational level was Sijil Peperiksaan Malaysia (SPM) with 41 respondents (23.3%), followed Sijil Tinggi Peperiksaan Malaysia (STPM) with 53 respondents (30.1%), followed Bachelor

Degree with 59 respondents (33.5). Then, followed Master education with 14 respondents (8.0%), and the last educational level is PhD with 9 respondents (5.1%)

4.2.2 Race

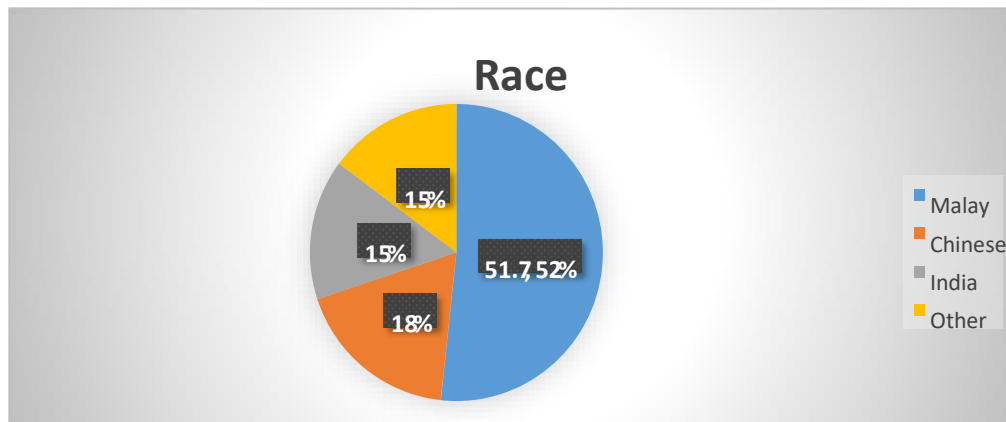


Figure 4.2: Race

Table 4.2: Race

Source: SPSS Output

Race	Frequency	Percent
Malay	91	51.7
China	32	18.2
India	27	15.3
Others	26	14.8
Total	176	100.

Figure 4.2 and table 4.2 showed the frequency and percentage of the respondent's race who participated in the survey. In this study, majority of the respondents are from Malay with 91 respondents (51.7%). Then, followed by Chinese with 32 respondents (18.2%). After that, followed by Indian with 27 respondents (15.3) and the last race of this survey is others with 26 respondents (14.8%).

4.2.3 Age

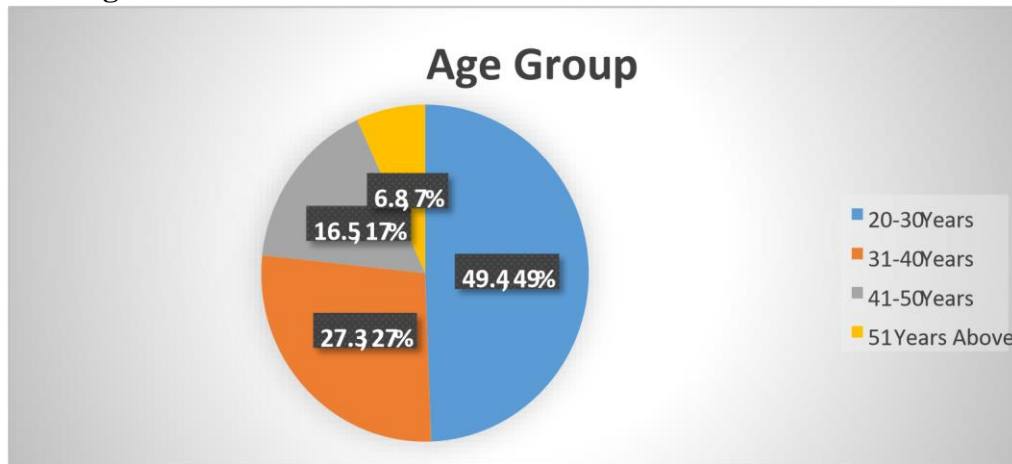


Figure 4.3: Age Group

Table 4.3: Age Group

Source: SPSS Output

Age Group	Frequency	Percent
20-30 Years	87	49.4
31-40 Years	48	27.3
41-50 Years	29	16.5
51 Years Above	12	6.8
Total	176	100.0

Figure 4.3 and table 4.3 has showed the frequencies and percentages of the age group that involved in this study. Based on the on the table above, 87 (49.4%) from 176 respondents came from the age group of 20-30 years. Next, 48 respondents (27.3%) came from the age group of 31-40 years. Then, 29 respondents (16.5%) came from the age group of 41-50 years. Lastly, 12 respondents (6.8%) came from the age group of 51 years and above. Furthermore, we can conclude that the most age group involved in this research was 20-30 years with 87 respondents. Then, followed by 31-40 years with 48 respondents, followed by 41-50 year with 29 respondents, and the last was 51 years above with 12 respondents.

4.2.4 Marital Status

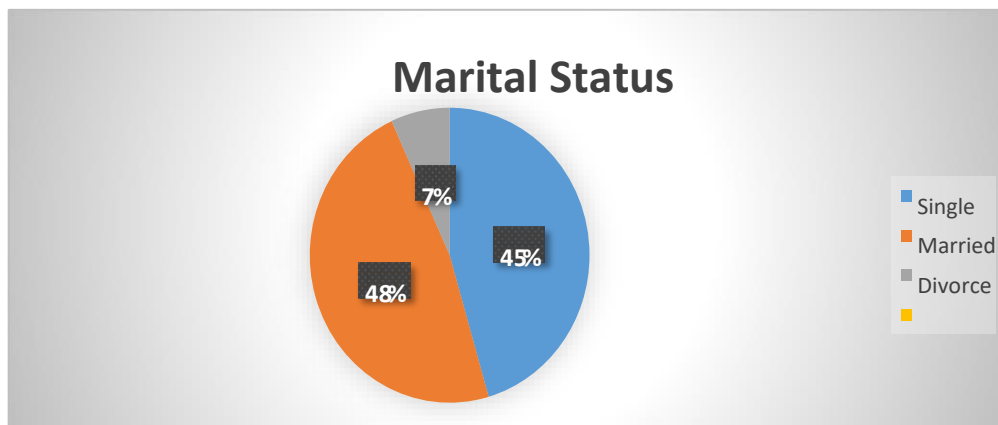


Figure 4.4: Marital Status

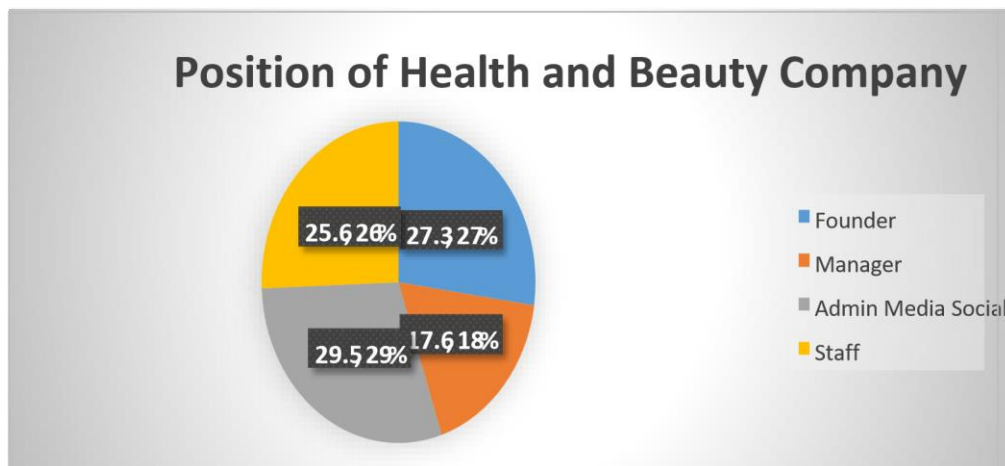
Table 4.4: Marital Status

Source: SPSS Output

Marital Status	Frequency	Percent
Single	80	45.5
Married	84	47.7
Divorce	12	6.8
Total	176	100.0

Based on the table above, 80 from 176 respondents are still single. Next, 84 respondents are married. Lastly, 12 respondents are divorce. Hence, we can conclude the most of the respondents are married with the percentages 47.7%, followed by single respondents with 45.5% and the last is divorce respondents with 6.8%.

4.2.5 Position

**Figure 4.5:** Position of Beautician Company**Table 4.5:** Position of Health and Beauty Company**Source:** SPSS Output

Position of Beautician Company	Frequency	Percent
Founder Health and Beauty Product	48	27.3
Manager	31	17.6
Admin Media Social	52	29.5
Staff	45	25.6
Total	176	100.0

Figure 4.5 and Table 4.5 showed the position of health and beauty company of the respondents involved in this research. Based on the table 4.5 above, most of the respondents are admin media social with 52 respondents (29.5%). Then, followed by the founder of the product are 48 respondents (27.3%). The staff of the companies are 45 respondents (25.6%). Lastly, the manager are 31 respondents (17.6%).

4.2.6 Experience

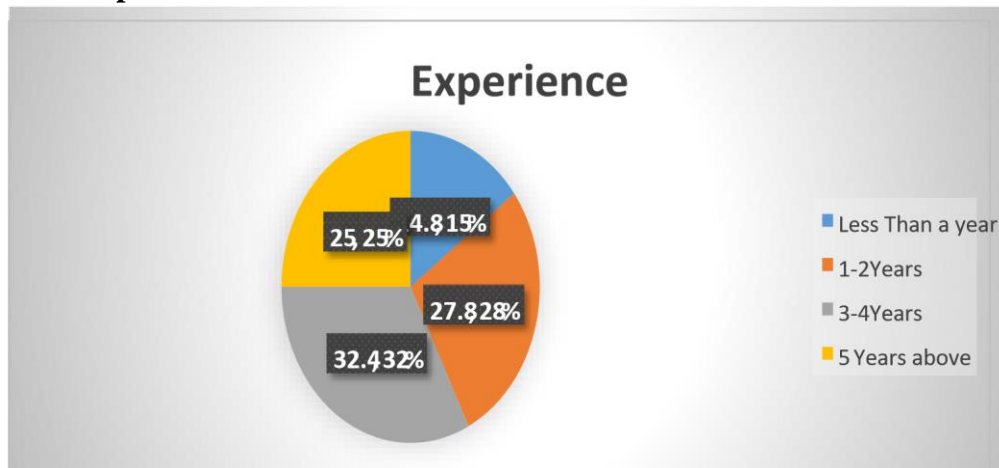


Figure 4.6: The Experience

Table 4.6: The Experience

Source: SPSS Output

The Experience	Frequency	Percent
Less Than a Years	26	14.8
1-2 Years	49	27.8
3-4 Years	57	32.4
5 Years and Above	44	25.0
Total	176	100.0

Based on the table 4.6 above, 57 from 176 respondents were have a 3-4 years of experiences with beauty and health company. Next, 49 respondents involved 1-2 years with the beauty and health company. After that, followed by 44 respondents were have a 5 years and above of experiences. Lastly, 26 respondents have a less than a years of experience. Hence, we can conclude the most of the respondents have a 3-4 years of experiences with the percentages 32.4%, followed by 1-2 years of experiences respondents with 27.8%, followed by 5 years and above of experiences with 25%, and the last is less than a years of experience respondents with 14.8%.

4.3 Descriptive Analysis

4.3.1 Descriptive Statistic for Facebook Ads to create promotion.

Table 4.7: Statistic of Facebook Ads to Create Promotion

Sources: SPSS Output

Items	N	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
IV1.1	176	1	5	3.84	0.815
IV1.2	176	1	5	3.79	0.936
IV1.3	176	1	5	3.93	0.892
IV1.4	176	1	5	3.52	1.121
IV1.5	176	1	5	3.90	0.892
IV1.6	176	1	5	3.87	0.950
IV1.7	176	1	5	3.94	0.886
IV1.8	176	1	5	3.75	0.941

The table 4.7 above shows the statistic from respondent regarding Facebook Ads to create promotion for entrepreneurs' business growth. From the table, it shows that the means ranges from 3.52 to 3.94. The greatest mean was statement of IV1.7 which is 3.94 and its standard deviation is 0.886. Then, followed by IV1.3 which is means 3.93 and its standard deviation is 0.892, followed by IV1.5 which is means 3.90 and its standard deviation is 0.892. After that, followed by IV1.6 which is means 3.87 and standard deviation is 0.950. Followed by IV1.1 which is means 3.84 and standard deviation is 0.815. Next, followed by IV1.2 which is means 3.79 and standard deviation is 0.936, followed by IV1.8 which is means 3.75 and standard deviation is 0.941. Lastly, the smallest mean value was the statement of IV1.4 which is 3.52 and the standard deviation is 1.121.

4.3.2 Descriptive Statistic for Instagram for business to create business profile and catalogue.

Table 4.8: Statistic of Instagram for business

Source: SPSS Output

Items	N	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
IV2.1	176	1	5	3.99	0.786
IV2.2	176	1	5	4.06	0.867
IV2.3	176	2	5	4.08	0.782
IV2.4	176	1	5	3.95	0.912
IV2.5	176	2	5	3.99	0.811
IV2.6	176	1	5	4.05	0.743

The Table 4.8 above, shows the statistic from respondent regarding Instagram for business to create business profile and catalogue for entrepreneurs' business growth. From the table, it shows that the means ranges from 3.95 to 4.08. The greatest mean was statement of IV2.3 which is 4.08 and its standard deviation is 0.782. Then, followed by IV2.2 which is means 4.06 and its standard deviation is 0.867, followed by IV2.6 which is means 4.05 and its standard deviation is 0.743. After that, followed by IV2.5 which is means 3.99 and standard deviation is 0.811. Followed by IV2.1 which is means 3.99 and standard deviation is 0.786. Lastly, the smallest mean value was the statement of IV2.4 which is 3.95 and the standard deviation is 0.912.

4.3.3 Descriptive Statistic for Tiktok Application to branding.

Table 4.9: Statistic of TikTok Application to branding.

Source: SPSS Output

Items	N	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
IV3.1	176	1	5	4.00	0.913
IV3.2	176	1	5	4.14	0.903
IV3.3	176	1	5	3.98	0.852
IV3.4	176	1	5	3.99	0.920
IV3.5	176	1	5	4.02	0.897
IV3.6	176	2	5	4.10	0.723

According to the Table 4.9, shows the statistic from respondent regarding TikTok application to branding for entrepreneurs' business growth. From the table above, it shows that the means ranges from 3.98 to 4.14. The greatest mean was statement of IV3.2 which is 4.14 and its standard deviation is 0.903. Then, followed by IV3.6 which is means 4.10 and its standard deviation is 0.723, followed by IV3.5 which is means 4.02 and its standard deviation is 0.897. After that, followed by IV3.1 which is means 4.00 and standard deviation is 0.913. Followed by IV3.4 which is means 3.99 and standard deviation is 0.920. Lastly, the smallest mean value was the statement of IV3.3 which is 3.98 and the standard deviation is 0.852.

4.3.4 Descriptive Statistic for dependent variables

Table 4.10: Statistic of Dependent Variable

Source: SPSS Output

Items	N	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic
DV1	176	1	5	3.91	0.816
DV2	176	2	5	4.03	0.740
DV3	176	1	5	3.95	0.973
DV4	176	1	5	3.57	1.017
DV5	176	2	5	3.94	0.784
DV6	176	1	5	4.04	0.844
DV7	176	1	5	3.93	0.846

The table 4.10 above, shows the statistic from respondent regarding the dependent variables of this study, which is entrepreneurs' business growth. From the table, it shows that the means ranges from 3.57 to 4.04. The greatest mean was statement of DV6 which is 4.04 and its standard deviation is 0.844. Then, followed by DV2 which is means 4.03 and its standard deviation is 0.740, followed by DV3 which is means 3.95 and its standard deviation is 0.973. After that, followed by DV5 which is means 3.94 and standard deviation is 0.784. Followed by DV7 which is means 3.93 and standard deviation is 0.846. After that, followed by DV1 which is means 3.91 and standard deviation is 0.816. Lastly, the smallest mean value was the statement of DV4 which is 3.57 and the standard deviation is 1.017.

4.4 Reliability Analysis

Reliability analysis is to measure and examine the reliability of data in order to produce a good and accurate result. In this study, SPSS version 27 has been used to run the reliability test and the output is used to measure the reliability of the independent variable. The Reliability test with a Cronbach's Alpha below than 0.5 is considered unacceptable, 0.5 to less than 0.6 is poor, 0.6 to less than 0.7 is questionable, 0.7 to less than 0.8 is acceptable, 0.8 to less than 0.9 is good, and 0.9 and above is excellent. Next, the Cronbach's Alpha coefficient which is below than 0.5 will be rejected.

Table 4.11: Reliability Statistic for All Variables

Source: SPSS Output

Variables	Cronbach's Alpha	No. of Items
IV1	0.801	8
IV2	0.827	6
IV3	0.862	6
DV	0.821	7

Based on the result shown at the Table 4.11, it was indicated that all the variables selected for this study is reliable. This because, the Cronbach's Alpha value for all variables is greater than 0.7 which is considered acceptable. The Cronbach's Alpha for variables IV1 which is using Facebook Ads to create promotion is 0.801, followed by IV2 which is using Instagram for Business to create business profile and catalogue is 0.827. After that, IV3 which is using TikTok application to branding shows the Cronbach's Alpha is 0.862. Lastly, the Cronbach's Alpha for dependent variable which is entrepreneurs' business growth is 0.821.

4.5 Correlation Analysis

Table 4.12: Pearson Correlation between All Variables

		Correlations			
		FacebookAds	Instagram	TikTok	Entrepreneurs
FacebookAds	Pearson Correlation	1	.801**	.737**	.728**
	Sig. (2-tailed)		.000	.000	.000
	N	176	176	176	176
Instagram	Pearson Correlation	.801**	1	.850**	.792**
	Sig. (2-tailed)	.000		.000	.000
	N	176	176	176	176
TikTok	Pearson Correlation	.737**	.850**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	176	176	176	176
Entrepreneurs	Pearson Correlation	.728**	.792**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	176	176	176	176

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

Sources: SPSS Output

The Table 4.12 showed the summary of correlation between independent variables which is Facebook Ads, Instagram for business, and TikTok Application. The table above also showed the dependent variables, which is Entrepreneurs business growth. Based on the result above, the Pearson Correlation value of 0.728 appears to be a significant at the level 0.01 for Facebook Ads. The strength of the variables is small but definite relationship. The probability value of Facebook Ads is significant (2 tailed) where the value is 0.000, below than 0.05. Hence, the is a significant relationship between Facebook Ads and Entrepreneurs business growth.

Next, The Pearson Correlation value recorded for Instagram for business was 0.792 which the correlation is significant at the level 0.01 and the strength is also small but definite relationship. The probability value of significant (2 tailed) for Instagram for business is 0.000 which is below than 0.05. So, there is a significant relationship between Instagram for business and Entrepreneurs business growth.

The Pearson Correlation value of 0.782 recorded for TikTok Application. The strength of the variable is slight almost negligible. The probability value of significant (2 tailed) for TikTok Application is 0.000 which is below than 0.05. So, there is significant relationship between TikTok Application and Entrepreneurs business growth.

4.6 Multiple Linear Regression

4.6.1 Model Summary

Table 4.13: Multiple Linear Regression
Sources: SPSS Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.679	.34012

a. Predictors: (Constant), TikTok, Facebook Ads, Instagram.

According to Table 4.13, it showed that the R square is 0.684 which mean 68.4% of the outcome is significant account for the examined regression line. It also means that 68.4% variance contribute to the Entrepreneurs business growth is accounted by independent variables which are Facebook Ads, Instagram for Business, and TikTok Application.

The adjusted R square value provides a more correct measure of the success of the model. In this research, the R square value is 0.684 and adjusted R square is 0.679. The regression model analyse the value of correlation coefficient (R-value) which is 0.827. Lastly, the standard error of this research was estimated for 0.34012.

4.6.2 ANOVA

Table 4.14: ANOVA Table of Multiple Regression

Source: SPSS Output

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.158	3	14.386	124.360	.000 ^b
	Residual	19.897	172	.116		
	Total	63.056	175			

a. Dependent Variable: Entrepreneuers

b. Predictors: (Constant), TikTok, FacebookAds, Instagram

Table 4.14 showed the ANOVA table which describe the significant level from multiple regression analysis that had been done. The result of F-value is 124.360 and the P-value is 0.000 ($P < 0.05$) which is significant at 0.05 alpha level with the degree of freedom (df) of 3. Furthermore, this table also show the regression sum of squares and mean square which value 43.158 and 14.386 respectively. Next, the degree of freedom in the residual line is 172 and expressed that 172 of freedom have to be completed.

4.6.3 Coefficients

Table 4.15: Coefficients of Multiple Regression

Source: SPSS Output

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.179		2.991	.003
	FacebookAds	.206	.072	.207	2.838	.005
	Instagram	.331	.093	.330	3.539	.001
	TikTok	.312	.074	.349	4.218	.000

a. Dependent Variable: Entrepreneuers

Referred to the Table 4.15, Facebook Ads showed the value of its Beta is 0.207, $t = 2.838$ and Pvalue is 0.005 for Facebook Ads is lower than probability level of 0.05 which is the significant benchmark. This showed that Facebook Ads has very strong effect on Entrepreneurs business growth. The null hypothesis is therefore rejected and the alternative hypothesis accepted.

The Beta value for Instagram for business is 0.330, $t = 2.838$ and P-value = 0.001. The P-value for Instagram for business is lower than probability level 0.05 which is the significant benchmark. This means that Instagram for business has strong effect on Entrepreneurs business growth. The null hypothesis is therefore rejected and the alternative hypothesis is accepted. It further means that every one unit change in Entrepreneurs business growth it will make 0.001 unit changes in Instagram for business.

The Beta Value for TikTok Application is 0.349, $t = 4.218$ and P-value = 0.000. The P-value TikTok Application is lower than probability level 0.05 which is the significant benchmark. This means that TikTok Application has strong effect on Entrepreneurs business growth. The null hypothesis is therefore rejected and the alternative hypothesis is accepted.

4.7 Hypotheses Testing

The hypotheses are a step in the research process when the researcher's hypothesis are identified and verified using the findings of the study. In order to test the hypothesis, the variables' significant values from Table 4.15 were used.

Table 4.16: Summary of Hypothesis Testing

Hypothesis	Sig.	Result
H1: There is a significant positive relationship between using Facebook Ads to create promotion and entrepreneurs' business growth.	0.005	Accepted
H2: There is a significant positive relationship between using Instagram for business to create business profile and catalogue and entrepreneurs' business growth.	0.001	Accepted
H3: There is a significant positive relationship between using TikTok application and entrepreneurs' business growth	0.000	Accepted

4.9 Summary

In this chapter, the researcher conducted the analysis of the demographic profile the participants that answer the survey, descriptive analysis, reliability analysis, correlation analysis, multiple linear regression analysis, ANOVA analysis, coefficients and hypotheses testing. The data were analysed by using Statistical Package for the Social Science (SPSS) software (IBM Statistic 27). Next, before distributing the questionnaires to the respondents, the researcher did a pilot test in order to ensure the validity of the questionnaires. Based on the results of Cronbach's Alpha value, all the variables that been studies in this research were reliable. Besides, the hypothesis testing also have been identified. Lastly, after the analysis, the researcher found out the significant of the factor being used in successful of the research.

CHAPTER 5

DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of key findings, the conclusion drawn from the findings and recommendations proposed by the research. The conclusion drawn and recommendation proposed focused on addressing the objective of the study summary.

Based on the collected data, it was then analysed using exploratory factor analysis and Pearson Correlation Coefficient to test the hypothesis in this research. The results were presented and discussed in Chapter 4 of this research. Throughout this chapter, researcher will provide managerial and theoretical implication as well as limitation for this research. Additional to that, researcher will also add some recommendation for an improvement of future research. Lastly, researcher will make a final conclusion for entire research.

5.2 Discussion of variables

This research is based on the objectives of the study that related to the leveraging social media for entrepreneurs' business growth. The research examined several empirical literatures relevant to the research area. Based on theories, empirical work, and literature, the conceptual framework of the relationship between independent and dependent variables was drawn.

The major purpose of this research is to investigate leveraging social media for entrepreneurs' business growth. In this research, researcher consider the social media that being used of entrepreneurs which are, Facebook Ads, Instagram for business, and TikTok application as independent variables on entrepreneurs' business growth as dependent variable.

The research presents some key finding. First the total for this research were 176 respondents from Ayer Keroh, Malacca. Different sample size as appropriate including an absolute sample from one hundred to two hundred, (Flynn and Percy, 2001)

5.2.1 Impact of Facebook Ads for Entrepreneurs' Business Growth.

The results showed that Facebook Ads have a positive effect of entrepreneur's business growth. Thus, it can be concluded that the Facebook Ads had a significant relationship with entrepreneur's business growth. The significant of Facebook Ads generated by SPSS was 0.005 lower than probability level of 0.05. Therefore, it can be concluding that Facebook Ads have a strong effect on the entrepreneur's growth their businesses.

According to Wiese et al. (2020), stated in his research Facebook is the world's foremost social network service (SNS) and a tool that has become an integrated part of consumers' lives. In other research by Mahmoud (2014), in his research agree that Facebook Ads have a positive impact on entrepreneur's business growth and has been regarded Facebook Ads as the most powerful advertising. Next, Facebook Ads are likely to feel less irritated, more entertained, and well-informed about the advertised beauty and health products. Then, entrepreneurs can communicate more information and interact (two-way) with their customers (Alalwan, 2018).

Therefore, the researcher concluded that Facebook Ads to create promotion will directly affect the entrepreneurs' business growth. However, every entrepreneur should conduct Facebook Ads smoothly so that Facebook Ads can be used as one of the tools to develop business because confirmed by Logan (2012), Facebook Ads gets special attention from marketers because of its number of users and its popularity among young people. In addition, Facebook gives advertisers many advertising options, such as driving traffic to particular websites or promoting a particular Facebook page, event or app. All of Facebook's options offer the opportunity to add a "like" link, allowing consumers to instantly give feedback.

5.2.2 Impact of Instagram for Business to Entrepreneurs' Business Growth.

Based on Chapter 4, it shown that Instagram for business have a good relationship towards entrepreneurs' business growth. As stated in the Table 4.15, it shown that Instagram for business gives the most effect on entrepreneurs' business growth with p-value of 0.001. From the observation, the entrepreneurs, social media admin, manager, and staff of beauty and health in Ayer Keroh, Malacca answer all the questionnaire positively. Hence, the respondents also realize that the Instagram for business can indeed make it easier for customers and users to purchase beauty and health products because users and customers do not need to open a different app for payment. This can be supported from Aleksandra (2022), said then it comes to selling on Instagram, there's an important feature that all entrepreneurs should know is Instagram Checkout launched in 2019, allows users to buy products directly from the app. The meaning of Instagram Checkout is consumers don't have to open a browser tab or navigate away from the product you want to buy. The buying process is short and sweet, and as with just about everything on Instagram, the user interface is pleasant to use.

In other research, Instagram and entrepreneurial opportunity for entrepreneurs has been shown to be related in the urban areas of Bangladesh (Hossain & Rahman, 2018). Through Instagram shopping, entrepreneurs can bring their storefront directly to the customer, streamlining the shopping process. Gone are the days when an online shopper had to hop from link to link to find your product (which ultimately decreased the likelihood of a purchase). Now, with a few simple taps and swipes, what may have been just an intention to buy is more likely to turn into an actual purchase, Katie Elfering, 2022.

5.2.3 Impact of Tiktok Application for Entrepreneurs' Business Growth.

Based on the Coefficient in Table 4.15, this part will focus on TikTok application to branding for entrepreneurs' business growth. As stated in the Table, it shown that TikTok application gives the most effect on entrepreneurs' business growth with pvalue of 0.000. According to Sashi (2012), stated in her research, TikTok can help to build a strong relationship between customers and brands entrepreneurs. Hence, by using TikTok for branding, business entrepreneurs will growth. In other research by Ken Wisnefski (2022), TikTok is a foundation of growth for businesses to expand their reach into new markets. Creating content that draws in the viewer is a great way to bring people in, get them to click on your TikTok profile, and then direct them to your other social media platforms or your company's website.

Furthermore, confirmed by Steve Strauss (2022), half of Gen Z TikTok users are likely to buy something while on the app, and "81% of users use TikTok to discover new products and brands." So, entrepreneurs must create content that is unique, interesting, and – especially – authentic for branding in TikTok application because It turned out that TikTok had the highest proportion of small business owners who planned to start or increase their digital marketing. Next, TikTok has a positive impact on entrepreneurs. It provided with an outlet for information, relaxation, and a way to connect with customers, Bard Pursel (2022).

5.3 Discussion of Objectives

5.3.1 Objective 1: To identify the positive and negative impact of using social media among entrepreneurs' business growth.

From the result in Chapter 4, the finding proved that there is significant relationship between social media and entrepreneurs' business growth. It because, have a positive and negative impact of using social media. The positive impact that researcher find is entrepreneurs' can build their brand and product on social media such as TikTok application. It because, TikTok can creating content easily for introduce entrepreneurs' products. The effective and frequency of creating content can attract TikTok customers and users to view entrepreneurs' content. According to Walsh & Lipinski, (2009) in their research stated that through social media, an enterprise may build its brand easily for improvement of its business activities. Therefore, the researcher proposed that TikTok application could improve and growing entrepreneurs' businesses. This because, people nowadays prefer watching videos than reading and looking at pictures because videos contain body language, eye contact and their own charm. So, more video content entrepreneurs make the higher frequency of the video spreading widely to TikTok users.

The negative impact of using social media that researcher found is social media have a public comment and negative reviews. According to Zulkifli Abd. Latiff, (2015) in his research agree that Social Network Site that operates on the interface of allowing conversations via comments, entrepreneurs cannot run away from negative remarks. The negative reviews should not be confused with spam, but it is a review in bad light purposely written about entrepreneurs' product. Instagram is a public platform therefore how the entrepreneurs' handles the reviews will be seen by the public. As Instagram allows space for users to interact with each other, reviews in negative light is unavoidable. The researcher purposed that entrepreneurs should not let things get out of hand therefore the entrepreneurs' have to be alert in case there is bad review on their page. Handling this matter should be done delicately as it is quite transparent how the entrepreneurs' speak with the customers, as it will reflect on the brand. The professionalism and brand identity will be at stake if the issues were not handle delicately therefore it is advisable for the brand owner to be calm and diligent when handling this matter.

5.3.2 Objective 2: To investigate the reason for entrepreneurs choosing social media for businesses growth.

From the result in Chapter 4, the finding proved that entrepreneurs' beauty and health make a choose using social media platform, such as Facebook Ads, Instagram for Business, and TikTok application can growth entrepreneurs' business because both consumer and customers can directly connect with entrepreneurs' products. This can be support from (Aral, Dellarocas, & Godes, 2013) believe that using social media platform consumers can directly connect with new products, services and brands easily.

Next, Beauty and health entrepreneurs use social media to expand their business because social media can reduce costs and there is no need to incur high costs to introduce new products and existing products to social media users. This has been stated by Kar, Ilavarasan, Gupta, Janssen, & Kothari, (2019) in their research that use of media social platform is cost effective and has larger benefits of network externalities as their user bases start following them across social media platforms. In another research by Kevin Curran, (2011) in his research agree that advertising through social media can be one of the cheapest and most targeted forms of advertising. Businesses have to come to realise that their customers are now to be found in this domain and this necessitates their becoming comfortable within this space in order to stay relevant. Hence, the researcher proposed the entrepreneurs' beauty and health more choosing social media for growth their business because social media can save their cost and time.

5.3.3 Objective 3: To analyse the importance of entrepreneurs using social media for future business growth.

Based on the result in Chapter 4, there is significant relationship between entrepreneurs' and social media for future business growth. It because, Social media most of the importance tools to use for entrepreneurs for future business growth. In this research, the researcher only focus on social media such as Facebook Ads, Instagram for business, and TikTok application. Not only that, there are more social media can help entrepreneurs to growth their businesses in future, such as Youtube, Twitter, WhatsApp, and LinkedIn. Besides Facebook and Twitter, YouTube is a video-sharing social media platform that became a dominant platform in terms of hosting millions of channels, billions of videos and more than two billion active users every month. Even though the YouTube video content is, to some extent, professional, it is still produced by amateurs, by star YouTubers starts, television networks or music producers, to reach large audiences, especially younger viewers,

Dana Adriana Lups, a-Tătaru and Radu Lixăndroiu, (2022). Hence, the researcher propose that entrepreneurs can use Youtube content for growth their businesses in future other than TikTok.

5.4 Limitation of Study

There are some limitations encountered in this study that could sway the results. One of the initial limitations is that this study is limited to Ayer Keroh, Melaka only, which means that the findings may not be applicable in other states. The next limitation is that the information gathered is based on the opinions of business owners rather than actual entrepreneurs. One of the constraints impacting the findings was the use of secondary data obtained by others. As a result, the quantity of data points employed in this investigation was limited.

The next limitation is the questionnaire is prepared in the form of a Google Form and the researcher distributes the Google Form randomly to entrepreneurs who make advertisements on Facebook, Instagram, and TikTok. So, there are a few beauty and health parties who do not answer Google Forms well, and there are also entrepreneurs who do not notice the Google Form. Therefore, the researcher could not reach the target respondent as only 176 respondents answered the Google Form out of 331 respondents. This situation may be due to the beauty and health entrepreneurs being very busy with their business or perhaps they are not interested in getting involved in this study.

5.5 Recommendation for Future Research

The research focus on investigates the variables of leveraging social media for entrepreneurs' business growth. The social media involve in this research are Facebook Ads, Instagram for Business, and TikTok application. For research recommends future researcher to focus on another social media. This because, the social media in this research had significant relationship with entrepreneurs' business growth.

Next, because of time constraints, this research is only focused on limited sample group that is Ayer Keroh, Malacca only was not sufficient enough. The conclusion and the result might not involve all population at Malacca. Thus, more than one location could be selected in order to develop advancement in the study. Then, the further research proposes if the sample should be a large and consist of varied of customers and consumers who live in specific area. In addition, the researcher only used quantitative method to collect data for this research. Hence, future researchers are suggested to use another method such as qualitative or mixed method in order to get more in-depth data collection from respondents.

Lastly, the recommendation and result of this research are recognized as appropriate and relevant. However, there are several indications for further research to organize and analyse information more effectively. Finally, the research of leveraging social media for entrepreneurs' business growth in another area of successful research. As many of the examples used in this research reveal, while the determine framework as a theory possesses challenge validity, clearly how the approaches are executed varies completely in a cross-cultural context.

5.6 Summary

The research was carried out to find out the leveraging social media for entrepreneur's business growth, such social media are Facebook Ads, Instagram for business, and TikTok application. This research was conducted on entrepreneurs, managers, staff and social media admins of beauty and health business in Ayer Keroh, Malacca. Facebook Ads, Instagram for business, and TikTok application were the independent variables, while entrepreneur's business growth was the dependent variable of this research.

As per the results Facebook Ads has a positive relationship with the entrepreneur's business growth, which means that by using Facebook Ads, entrepreneurs can increase their sales because Facebook Ads can advertise entrepreneurs' beauty and health products to all Facebook users even if they don't follow the Facebook entrepreneurs. Next, Instagram for business has a positive relationship with the entrepreneur's business growth, which means that Instagram for business can create a business profile and catalogue, so entrepreneurs can attract many customers and Instagram users to buy their products because the catalogue created on entrepreneurs' Instagram accounts can make it easier for customers to buy beauty and health products. Lastly, the TikTok application has a positive relationship with entrepreneur's business growth, which means that by using TikTok, the entrepreneur can increase product branding. So, the entrepreneur's health and beauty products will become more and more known. Therefore, the entrepreneur's sales rate is increasing and his business is becoming more stable.

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APPENDICES A

GANT CHART

PSM I

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APPENDICES B

GANTT CHART PSM II

ACTIVITY	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PSM II Talk															
Define Sample Frame															
Design and Testing Questionnaire															
Design of a final questionnaire															
Distribute questionnaire															
Gather completed questionnaire and coding data															
Writing Chapter 4															
Design and Testing data Programming															
Data Analysis Processing															
Writing Chapter 5															
Report up of findings															
Presentation of final research FYP 2															
PSM II submission															

APPENDICES C

QUESTIONNAIRE

Dear Respondent,

My name is Nur Fatini binti Shukri. I am final year student of University Technical Malaysia

Malacca (UTeM). I am currently conducting a research project survey entitle **‘LEVERAGING SOCIAL MEDIA FOR ENTREPRENEURS BUSINESS GROWTH’**.

This questionnaire is for academic purpose only.

For further information or clarification, you may contact:

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SECTION A: DEMOGRAPHIC PROFILE/ BAHAGIAN A: PROFIL DEMOGRAFI.

The following is a questionnaire prepared by the researcher to collect data regarding the title of the researcher's study, namely Leveraging Social Media for Entrepreneurs Business Growth. The main purpose of this study is to identify the positive and negative impact of using social media for entrepreneurs' business growth. You have been carefully considered and selected to represent the respondent for this study. Your response is essential as it will contribute towards leveraging social media for entrepreneur's business growth in Ayer Keroh, Malacca.

Age/Umur

- ☐ 20 – 30 Year/Tahun ☐
- ☐ 31 – 40 Year/Tahun
- ☐ 41 – 50 Year/Tahun
- ☐ Above 50 Year/Tahun

Race/Bangsa

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others

Position/Jawatan

- ☐ Founder/Pengasas
- ☐ Manager/Pengurus
- ☐ Admin Social Media/ Media Sosial Admin
- ☐ Staff/Kakitangan

Experience/Pengalaman

- ☐ Less Than a Year/Kurang Setahun
- ☐ 1 – 2 Year/Tahun
- ☐ 3 – Year/Tahun
- ☐ 5 Year Above/Lebih 5 Tahun

(Namrata Chatterjee, January 2016)

SECTION B: FACEBOOK ADS TO CREATE PROMOTION.

This questionnaire is to describe the Facebook Ads to create promotion, as you perceive/observe it. Please answer all items on this sheet. Use the following rating scale by ticking your desired option for rating.

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

Facebook Ads to Create Promotion	Rating				
	1	2	3	4	5
1. Sponsored or paid content is essential to ensure important information related to beauty and health products is shared with a larger audience.					
2 Focused posts related to beauty and health products to call customers from a specific area to buy.					
3. Facebook Ads can expand the market for beauty and health products.					
4. The use of images proved to be more effective than just words on Facebook pages					
5. Beauty and health product more difficult to promote on Facebook Ads.					
6. Facebook ads worth it to create promotion for growth entrepreneurs business.					
7. I find my competition's best-performing ads on Facebook					
8. The use of Facebook as advertising vehicles been successful in merchandizing the products of the entrepreneurs.					
9. The customers find Facebook advertisement safe for their transactions.					

(Muhammad Jawaaid, June, 2021, Achala Meddegama, August, 2021)

SECTION C: INSTAGRAM FOR BUSINESS TO CREATE BUSINESS PROFILE AND CATALOG.

The following statement involving of using Instagram for business to create a business profile and catalogue. Please organize your statement using the appropriate scale. Please mark (/) to select your answer.

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

Instagram for Business to Create Business Profile and Catalogue	Rating				
	1	2	3	4	5
1. Instagram for business has reels and IG TV that allow entrepreneurs to upload marketing videos.					
2. you can use catalogue to pressure users into buying the product.					
3. Entrepreneurs can create business profile for make users trust their businesses.					
4. Consumers' perception of the Instagram advertisements affects their attitudes towards these advertisements positively.					
5. The customers easy to purchase product through catalogue on Instagram.					
6. The customers usually get attracted by product in catalogue on Instagram.					

(Muhammad Jawaid, June, 2021, Bahareh Ahmadinejad, Hadi Najafi, January 2017)

SECTION D: TIKTOK APPLICATION TO BRANDING.

The following statement involving of using TikTok Application for Branding Beauty and Health Products. Please organize your statement using the appropriate scale.

Please mark (/) to select your answer.

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

TikTok Application to branding	Rating				
	1	2	3	4	5
1. TikTok has made customers aware of brands of beauty and health products that customers were previously unaware of.					
2. TikTok is a platform that can help brands raise awareness.					
3. TikTok is a platform wherein entrepreneurs can promote their brands.					
4. The content of branding the beauty and health product found on TikTok's social media seems interesting.					
5. I want to share information about brands, products, or services from TikTok social media with my friends.					
6. Easy to raise brand product beauty and health on TikTok's content.					

(Mary Aubrey G. Gesmundo¹, Melvin Dave S. Jordan², Wee Hansei D. Meridor³, Dainielle Vien C. Muyot⁴ Mary Caroline N. Castano⁵ and Agnes Jocelyn P. Bandojo, 2022, Bahareh Ahmadinejad, Hadi Najafi, January 2017, Santi Rimadiaz, Nesta Alvionita, Adinda Putri Amelia, September, 2021)

SECTION E: ENTREPRENEURS BUSINESS GROWTH.

This section provides statements that reflect the business development of beauty and health entrepreneurs using social media. Please organize your statement using the appropriate scale.

Please mark (/) to select your answer.

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

Entrepreneurs Business Growth	Rating				
	1	2	3	4	5
1. Media Social produce positive information and public comment.					
2. The beauty and health product have a positive reputation.					
3. The sales of company growth after using social media.					
4. The number of complaint by client is very low.					
5. Customer keep loyal with the product after using social media.					
6. The frequency of using social media has caused the entrepreneur's product to become more recognizable.					
7. Risk of bad review turning away the interest of potential consumers in your products.					

(Ajay K Garg, R J O Joubert, Rene Pellissier)