

**SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM**  
**A CASE OF ENTREPRENEURS AT SASANA NIAGA UTEM**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

## SUPERVISOR'S APPROVAL

'I declare that I have read this thesis, and in my opinion, it is sufficient in scope and quality for the award of the Bachelor of Technology Management (Marketing) Degree.'

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SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM  
A CASE OF ENTREPRENEURS AT SASANA NIAGA UTeM

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Report submitted in fulfilment of requirement for the Bachelor's of Technology  
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FEBUARY 2023

## DECLARATION OF ORIGINAL WORK

I hereby declare that this report is entirely my own work with project title “Social Media Adoption As A Business Platform: A Case Of Entrepreneurs At Sasana Niaga UTeM” and with the exception of a few clarifications and passages where every source is clearly cited.



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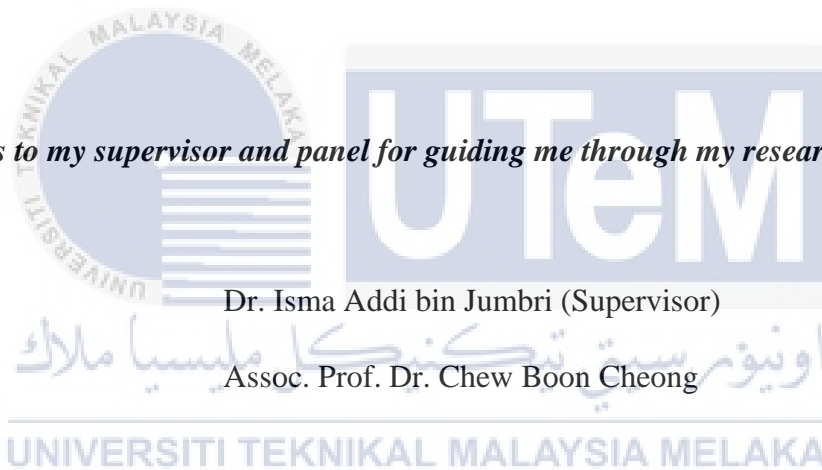
## DEDICATION

*I would like to dedication my gratitude to my dear parents, who have supported me through my journey during this study, both monetarily and spiritually.*

Mohd Asmara bin Mohd Jony

Norhayati binti Hassan

*Big thanks to my supervisor and panel for guiding me through my research study.*



Thank you so much for always being understanding, as well as to my friends who supported and assisted me, without their support and blessing, this study would be difficult to accomplish in the time allotted. Thank you very much!

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## ABSTRACT

According to Olanrewaju et al., (2020), social media (SM) is "a series of Internet-based apps that build on the conceptual and technological underpinnings of Web 2.0 and enable the creation and sharing of user-generated content. Entrepreneurs have started using SM capabilities to manage their company tasks, such as marketing (Misirlis & Vlachopoulou, 2018). According to Lister (2018), more than 50 million businesses use Facebook business pages, with 2 million using it for direct advertising. A similar tendency can be seen on other popular social networking sites, such as Instagram, where half of users follow a business page (Pickard-Whitehead, 2018). In this study is to explore which factors, influence the use of social media by the student entrepreneurs, to investigate how social media influences the opportunity recognition and exploitation process and to identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience. The independent variables are perceived ease of use, perceived usefulness and facilitating conditions will be measured to examine their social media adoption as a business platform. This quantitative research method to answer the research question under study. A set of questionnaires will be distributed to the randomly selected 12 respondents who are group members of student entrepreneurship at Sasana Niaga UTeM. Researchers discover that perceived usefulness was the most influential factor that affects social media adoption as a business platform. From the result of hypothesis testing, FC is proved too has no significant relationship between social media adoption as a business platform, while PEOU and PU have significant relationship between social media adoption as all the alternative hypotheses were accepted.

## ABSTRAK

Menurut Olanrewaju et al., (2020) media sosial (SM) ialah "satu siri aplikasi berasaskan Internet yang membina asas konsep dan teknologi Web 2.0 dan membolehkan penciptaan serta perkongsian kandungan yang dijana pengguna." Interaksi mereka sudah berubah sebab SM. Usahawan telah mula menggunakan keupayaan SM untuk menguruskan tugas syarikat mereka seperti pemasaran (Misirlis & Vlachopoulou, 2018). Menurut Lister (2018), lebih daripada 50 juta perniagaan menggunakan halaman perniagaan Facebook, dengan 2 juta menggunakannya untuk pengiklanan langsung. Kecenderungan yang sama boleh dilihat pada laman rangkaian sosial lain yang popular, seperti Instagram, di mana separuh daripada pengguna mengikuti halaman perniagaan (Pickard-Whitehead, 2018). Dalam kajian ini adalah untuk meneroka faktor-faktor yang mempengaruhi penggunaan media sosial oleh usahawan pelajar, untuk menyiasat bagaimana media sosial mempengaruhi proses pengiktirafan dan eksploitasi peluang dan untuk mengenal pasti potensi dan nilai yang diperoleh usahawan pelajar dengan kesan media sosial terhadap perniagaan dan pengalaman mereka. Pemboleh ubah tidak bersandar dianggap mudah digunakan, merasakan kebergunaan dan keadaan memudahkan akan diukur untuk mengkaji penggunaan media sosial mereka sebagai platform perniagaan. Kaedah kajian kuantitatif ini bagi menjawab persoalan kajian di bawah pelajaran. Satu set soal selidik akan diedarkan kepada 12 orang responden yang dipilih secara rawak yang merupakan ahli kumpulan keusahawanan pelajar di Sasana Niaga UTEM. Penyelidik mendapati bahawa kebergunaan yang dirasakan adalah faktor paling berpengaruh yang mempengaruhi penggunaan media sosial sebagai platform perniagaan. Daripada hasil ujian hipotesis, FC terbukti juga tidak mempunyai hubungan yang signifikan antara penggunaan media sosial sebagai platform perniagaan, manakala PEOU dan PU mempunyai hubungan yang signifikan antara penggunaan media sosial kerana semua hipotesis alternatif telah diterima.



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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter will present an initial scope to the thesis being conducted. The topics overview is Social Media Adoption as A Business Platform: A Case of Entrepreneurs at Sasana Niaga Universiti Teknikal Malaysia Melaka (UTeM). This section has seven parts of main idea which is, background of study, problem statement, research questions, research objectives, scope, and limitation of research, significant and contribution of the study and lastly summary. In research objectives, it will discuss about the factors which influence the use of social media by the student entrepreneurs, how social media influence the opportunity recognition and exploitation process, and the potential and value of student entrepreneurs gain by the impact of social media to their business and experience. Popular social media platforms including Facebook, Twitter, Instagram, TikTok and so on. These social media platforms that is accessible to people all around the world (Yuan et al., 2021). Lastly, the target respondent would be student entrepreneurs at Sasana Niaga Universiti Teknikal Malaysia Melaka (UTeM). This research completely to expose the importance and benefits of this study to the public especially to student entrepreneurs, as well as a search for shortcomings within previous research.

## 1.2 Background of Study

Generally, entrepreneurs are enthusiastic and imaginative when it comes to founding enterprises. Their environment may be lively and active, with several factors at work. As a result, there can be a broad range of motivations for beginning a business, such as wanting to make a difference in the world, accumulating significant wealth or income for themselves, their families, and community, carrying on a family tradition, or earning an income when employment are few. However, the most common motive for beginning a firm is the entrepreneur's desire for independence and autonomy. It is never easier to start or go through a business, but it is much easier to do so when economies are healthy or even thriving, with consumer spending surging and levels of confidence at an all-time high. Starting or sustaining a firm during a whatever situation it was, when business and trade patterns are quickly altering, when uncertainty is mounting and growth expectations are declining, is an extremely daring venture. Granted, many entrepreneurs who are establishing or operating a new business think that it is more difficult than the previous year, but many of those same entrepreneurs also see this era can bring them something different from previous business startup. Entrepreneurship, which plays an important role in most economies and is a significant sector of industry, is a major contributor to global economic growth. This is because enterprises are innovative, adaptive, and profitable.

Adoption of technology has become critical for businesses aiming to preserve their sustainability in the twenty-first century. Businesses that do not accept new and innovative technology are unlikely to survive. Furthermore, entrepreneurial business tactics for competitive business development are linked to creative sustainability approaches. Adoption of technology promotes business sustainability because it alters the status of both economic and social life by changing the way people live, work, and do business. Adoption of technology which is social media has grown strongly and influenced billions of people around all over the world. The year 2000 had seen the rise of social media, and this current phenomenon has completely revolutionized not only how people connect and communicate, but also how businesses use this virtual explosion in social media. The rise of social media has altered not just how consumers interact, but also how entrepreneurs view their businesses in terms of operation and marketing. Planning a marketing plan without considering social media as part of the marketing strategy is impossible, as social media continues to make a strong statement about its relevance in modern marketing trends (Tatik, 2017). Social media and digital marketing are increasingly being used as a strategic tool for increasing



brand recognition and operating marketing campaigns. Moving away from the period of traditional or mass media, marketers may track brand competitors and have more measurable campaign results by utilizing social media and digital marketing. The purpose of conducting these online activities is also to learn about people's opinions about the product, to establish brand reputation, and, most crucially, to target millennials (Silvia, 2019).

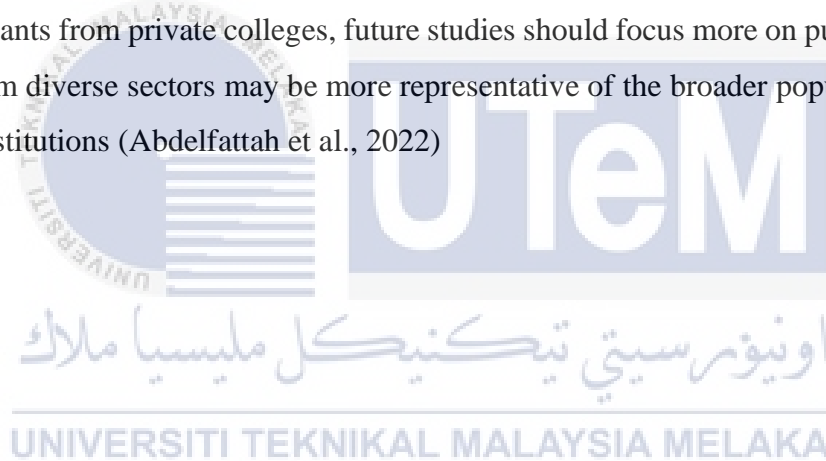
### **1.3 Problem Statement**

Based on article review, in past study investigates the influence of social media use in modulating the connection between self-perceived creativity and entrepreneurial intention. Social media (e.g., Facebook, Twitter, YouTube, Instagram, and LinkedIn) has transformed the way people connect and go about their daily lives in this period. Nonetheless, as the Internet has become a necessity in every home or business, most individuals spend most of their time on social networking sites. As a result, social networking has altered how people communicate with one another (websites and consumers), altering what it means to establish a business (Muninger et al., 2019; Newman et al., 2019; Al Halbusi et al., 2021; Alnoor et al., 2022). As a result, young entrepreneurs should view social media as a golden opportunity to launch a new business because it does not necessitate a financial budget, staff, or permission from anyone. Many young entrepreneurs benefit greatly from e-entrepreneurship because there are no or few financial, social, and developmental risks in exchange for monetary and personal gain (Schmutzler et al., 2019; Olanrewaju et al., 2020)

In Thailand, social media may be recognized as one of the most successful methods for both full-time and part-time businesses to offer their items into markets, both new and used. Customer-to-customer transactions are permitted in several Facebook groups, including Rolex Market Thailand, Seiko Mania Market Thailand, PS4 Market Thailand, and Samsung Galaxy Market Club Thailand. Members of certain Facebook groups can transform themselves into amateur merchants, semi-professional dealers, or even professional sellers. Individual social media utilization for commercial purposes has emerged as a popular trend in this modern technology-mediated setting for becoming an entrepreneur. Although previous studies have examined the factors influencing social media adoption, using social media for a business purpose in terms of Consumers to Consumers (C2C) still requires empirical evidence to gain a better understanding of

the behavioral utilization of social media as a business platform and to provide empirical evidence to the social media adoption literature at an individual level (Puriwat and Tripopsakul,2021).

Student entrepreneurship has evolved in response to new concerns to be addressed. The fast development of new technologies has revolutionized entrepreneurship, necessitating the creation and control of these technologies. This revolution also created new opportunities for gaining entrepreneurial skills, founding own enterprises, and transferring knowledge or technology (Barbini et al. 2021). The Internet may be viewed as a vital medium for the development of entrepreneurial and soft skills (Prameswari et al. 2020). In today's dynamic world, the last challenge student entrepreneurship must confront is one of sustainability (Russo et al., 2021), given how climate change is having a profound influence on the environment, necessitating businesses to adapt promptly and efficiently (Lombardi et al. 2021c). For more different perspectives, future research may involve undergraduate and postgraduate students. Finally, while this study only included participants from private colleges, future studies should focus more on public universities because data from diverse sectors may be more representative of the broader population than data from regional institutions (Abdelfattah et al., 2022)



#### **1.4 Research Question**

1. What factors affect the use of social media by the student entrepreneurs?
2. How does the use of social media influence opportunity recognition and exploitation for entrepreneurs?
3. What potential and value of student entrepreneurs gain by the impact of social media to their business and experience?

#### **1.5 Research Objectives**

1. To explore which factors, influence the use of social media by the student entrepreneurs.
2. To investigate how social media influences the opportunity recognition and exploitation process.
3. To identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience.

## **1.6 Scope and Limitation**

### **1.6.1 Scope of Research**

This research evaluates how student entrepreneurs at Sasana Niaga UTeM adopt social media as a business platform. This research was focus on 12 student entrepreneurs only.

### **1.6.2 Limitation of Research**

Few limitations have identified in this study. The study only covers the area in Melaka, Malaysia to investigate a case of student entrepreneurs adopt social media as a business platform. Other locations will not discuss in this research. This geographic research area is student entrepreneurs at Sasana Niaga only. At the same time, this study is focused with the utilisation and benefits of social media in assisting business performance. Besides that, the sample size for this study is 12 respondents who are student entrepreneurs. The respondents come from the research and methodology that were used among student entrepreneurs in UTeM. The research needs to identify how them used social media to market their business.



## **1.7 Significant of the Study**

The intention was to collect detailed information on student entrepreneur adopting social media as a business platform during this current economy in developing countries. It is also important to keep in mind that the early lockdown was imposed globally during the first wave of COVID-19 owing to the rising number of persons afflicted, and that it was later lifted. As a result, in addition to social life, entrepreneurial operations were severely impacted. Not only because of the COVID-19, some obstacles and challenges that student entrepreneurs need to face in this current situation where the country is experiencing financial challenges, technical issues, business networks and so on.

Because of the importance of social media to entrepreneurs and the benefits it provides, it has generated interest from a wide range of disciplines, including information systems and management. This is demonstrated by the rising number of scientific publications produced each year. A thorough review of the literature on social media and entrepreneurship can help guide future study in the field. While prior review articles on social media have been published, they are not directly related to entrepreneurship. A study like this is necessary to evaluate how much area of entrepreneurship and SM research have covered and what has to be done to further our knowledge. As a result, based on previous SM and entrepreneurship research, this study will explain how student entrepreneurs utilise social media.

Next, is it social media really can be used to market their business and skills in this country filled with issues, where most entrepreneurs today utilise social media platforms to sell and boost their businesses. They utilise this platform not only to sell clothes and food, but also to offer other things such as groceries, children games and also services such as house cleaning. According to Olsson and Bernhard (2020), these digital technologies such as social media, can include significant changes in corporate operations and have an impact on how products and services are generated and provided, as well as organisational procedures and organisational logic. As a result, organisations must incorporate digital technology into their business plans, creating new competitive dynamics. Thus, digitalization is a tool for both innovation and entrepreneurship that is necessary for local and regional success. According to these research including to student entrepreneurs, it is need to discovered more on how student in this technology business utilise social media to market their business. Indirectly, this will benefits in terms of how it can be done for student entrepreneurs out there to growth their business.

The findings of this study also open the door for future entrepreneurs to learn from the mistakes of others. In addition, the findings of this study will provide the most up-to-date information about how student entrepreneurs adopt social media to their business performance.

## 1.8 Summary

This chapter gives a summary of a full research study. In this context, the current research examines the adoption of social media among student entrepreneurs as a business platform. Particularly the research questions and objectives of the topics outlined in Chapter 1. The research carried out in compliance with the objectives of the study, scope, and limitation. In the next chapter, this information will be useful.



## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter discusses earlier research and practices regarding of social media adoption as a business platform towards student entrepreneurs at Sasana Niaga UTeM. The literature study aims to capture definitions of social media, social media adoption as a business platform, student entrepreneurs, and Sasana Niaga (UTeM). Each of their significant matters will be explored on more clearly and thoroughly to reinforce and support the title of this research.

#### **2.2 Social Media**

##### **2.2.1 Definition of Social Media**

There are around 13 different sorts of social media, and you are all recommended to adopt them nowadays. The first one is social media networks. The basic objective of social networks is to assist people in connecting with others, creating communities and organizations, and sharing ideas, interests, and information. This is like a Facebook. Facebook, which has over 2.7 billion monthly active users, allows people to connect with people and companies, establish or join groups, post photos, videos, and links, go live, and locate events near to them. It also offers a marketplace where people can buy and sell locally. Another sort of social media is messaging apps such as WhatsApp, WeChat, messenger and many more. Besides, photo and media sharing apps like Instagram and YouTube. Instagram allows people to post pictures, videos, and stories with a variety of filters, which you can keep as Highlights under their profile. They may also submit 30-second vertical videos called Reels, long-form video content on IGTV, and even go live. It also allows people to connect your account to Facebook, Twitter, and other social networking apps and easily

cross-post your material. Direct messaging allows users to communicate privately with other users. Meanwhile, YouTube may be utilized to share a wide range of videos or anything with a long duration. Additionally, networks for blogging and publishing (long format content), interactive applications (connect, create and share content), discussion boards (share knowledge, news and ideas), content curation and bookmarking (discover, save and share content), review network (view and publish reviews), social shopping networks (shop online), interest-based networks (explore hobbies and interests), networks for the sharing economy (trade goods and services), apps that just play audio (join discussions, share ideas and knowledge on audio) and lastly, private social networks.

Social media and digital marketing are now being used as a strategic tool for increasing brand recognition and executing marketing campaigns. Using social media and digital marketing, marketers would track brand competitors and have more verifiable campaign outcomes. The purpose of conducting these online activities is to learn about people's opinions about the product, to establish brand reputation, and, most crucially, to attract millennials (Silvia, 2019). Furthermore, social media use has become an important activity in today's culture. Social media is commonly used for social engagement, news and information access, and decision making. It is a useful tool for communicating with others both locally and globally, as well as for sharing, creating, and sharing information.



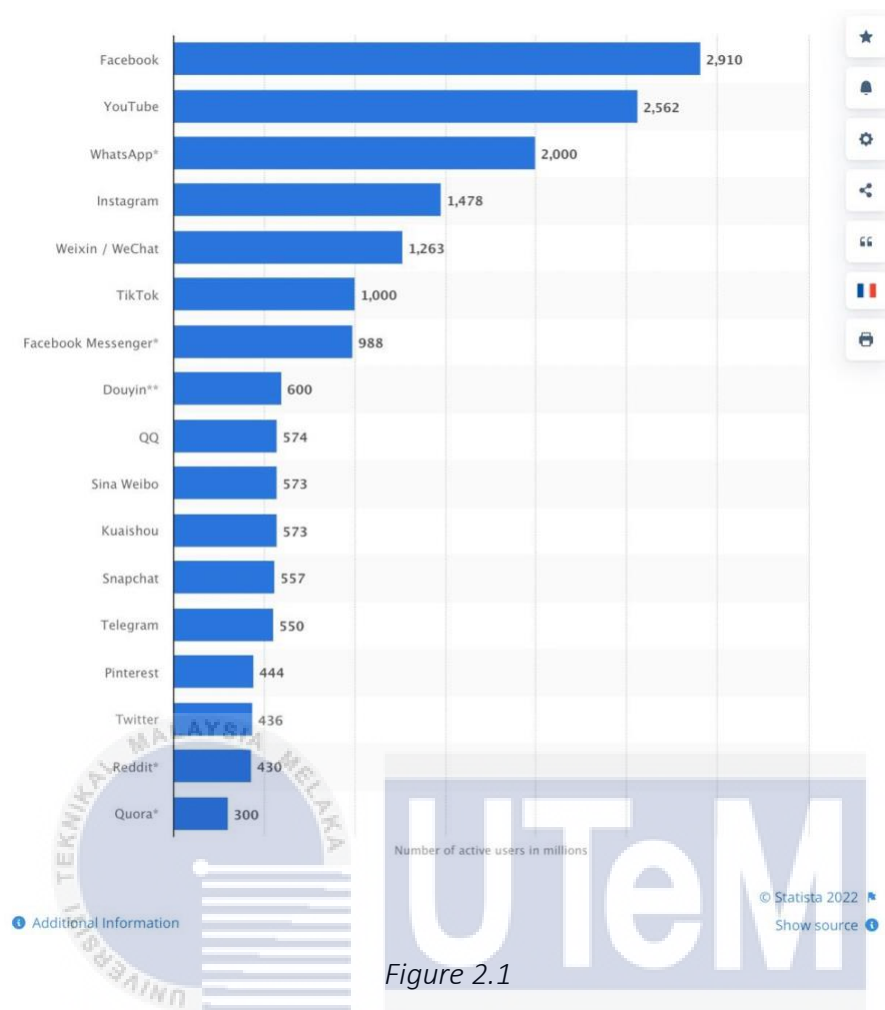


Figure 2.1

Global social networks ranked by number of users 2022  
Published by [Statista Research Department](#), Mar 8, 2022

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### 2.2.2 Social Media Adoption as A Business Platform

New social media platforms offer new capabilities such as searching and analyzing, as well as social media technologies that offer services such as search functions, analytics, and social networking (Chen, 2019). Social media enhances consumer interactions and is an effective marketing tool. These social media-described services altered ordinary social connections and grew in popularity as a marketing tool for the formation and maintenance of client relationships. For example, it provides marketing ideas for influencing consumer behavior, raising brand recognition, and targeting a certain set of individuals or audience based on voluntary consent and the possibility of solving societal concerns (Shareef et al., 2019).

Lashgari et al. (2018) investigated social media adoption and use using face-to-face interviews with top executives from four global organizations, as well as observations from the companies' websites and social media platforms. Content (depth and diversity), the corresponding social media platform, the structure of social media channels, the role of moderators, information accessibility approaches (public vs. gated content), and online communities were discovered to be essential in forming the B2B firm's social media adoption strategies. These features are tailored to the firm's aims and intended audience.

Dwivedi et al., (2021) had explore variables influencing the use of social media by B2B organizations. The technological acceptance model and the resource-based theory served as the foundation for the conceptual model. To test the presented hypotheses, AMOS software and structural equation modelling were used. The study discovered that the perceived utility of social media is impacted by image, perceived ease of use, and perceived hurdles using a sample of 105 UK firms. Furthermore, it was shown that organizational innovativeness and perceived utility had a massive impact on social media adoption.

## **2.3 Student Entrepreneurs**

### **2.3.1 Student Entrepreneurs in University**

Schimperna et al., (2021) characterized student entrepreneurs "as persons attending award classes at university and pursuing creative and money producing entrepreneurial activities". More recently, Holienka et al. (2017) have enlarged this concept, referring to "all students engaging in actively operating any entrepreneurial activity, i.e., acting upon identified opportunities and developed ideas, and changing them into value for others". Additionally, the literature distinguishes another person affected by the new model of entrepreneurial university: the "technology entrepreneur", sometimes known as "entrepreneurial engineer" or "entrepreneurial scientist". Besides, the study also characterized this figure as "a new paradigm of human capital, competent to adapt fast to changes as well as to address societal growth and innovation, thereby insuring economical, technical and environmental sustainability". Higher education is changing considering student entrepreneurship's contribution to the labor force higher education is adapting to the dynamic local, national, and international environment (Blesia et al. 2019).

"Recognize and solve issues, work in teams, calibrate risks, and successfully interact with others in quite different disciplines, such as with investors," students must learn. It assists them in generating and executing problem-solving solutions. It takes people beyond the present approaches of certain discipline viewpoints, assisting them in developing inventive new possibilities, adopting strategic approaches, and designing organizational processes to experiment with and turn excellent ideas into reality (Dodgson and Gann, 2020). As a result, universities' approaches to entrepreneurship have evolved, and universities have implemented innovations such as the use of business simulations, (Samaonok et al. 2020), the development of new entrepreneurship courses, extra-curricular support activities, seminars, and training, the use of accelerators, incubators, business plan competitions, and grants (Sendouwa et al. 2019).

Another method for colleges to be entrepreneurial is to educate students on how to be entrepreneurs. As the subject of entrepreneurship research began to emerge in the 1980s, entrepreneurship education became widely available at universities by the 1990s. Entrepreneurial education research is likewise regarded as one of the most intriguing issues for entrepreneurship academics (Landstrom and Harirchi, 2019). This could be why university education has sparked so much research on topics such as which students intend to enroll in entrepreneurship education (Linan et al., 2018), whether entrepreneurship education affects entrepreneurial intentions (Nabi et al., 2018), entrepreneurship education for engineering students (Aadland and Aaboen, 2020; Barba-Sanchez and Atienza-Sahuquillo, 2018), art students, and business students, courses with different types of learning and new methods for teaching entrepreneurship.

In the 1980s, the concept of the entrepreneurial university was created, implying that institutions may be entrepreneurial and contribute to economic growth and social transformation (Klofsten et al., 2019). The entrepreneurial university facilitates knowledge transfer, enables new venture formation, and assists incumbent enterprises in remaining competitive. Universities have generally been considered as having two missions: teaching and research, but the entrepreneurial university adds a third mission: contributing to economic growth (Hasche and Linton, 2021).

## 2.4 Sasana Niaga UTeM

Sasana Niaga is a space provided by UTeM through the Student Representative Council (MPP) that allows students to earn money while on campus. This is the most recent infrastructure development strategy aimed at producing revenue for students. Sasana is a Sanskrit term that denotes location, center, building, or arena where people congregate for gatherings. Applications for business rental are exclusively accepted from students and graduates of UTeM. The kind of company is a franchise/joint venture and must be registered in the name of UTeM students, with UTeM students owning most of the share capital. UTeM alumni who have graduated within the last six months are eligible to apply and do business at Sasana Niaga. A stable business can continue even if the applicant has finished his studies at UTeM but must transmit business skills to UTeM students. Applications can be made through UTeM clubs/associations, students individually, or any other manner agreed upon with the UTeM HEPA office. Below is business site plan of Sasana Niaga;

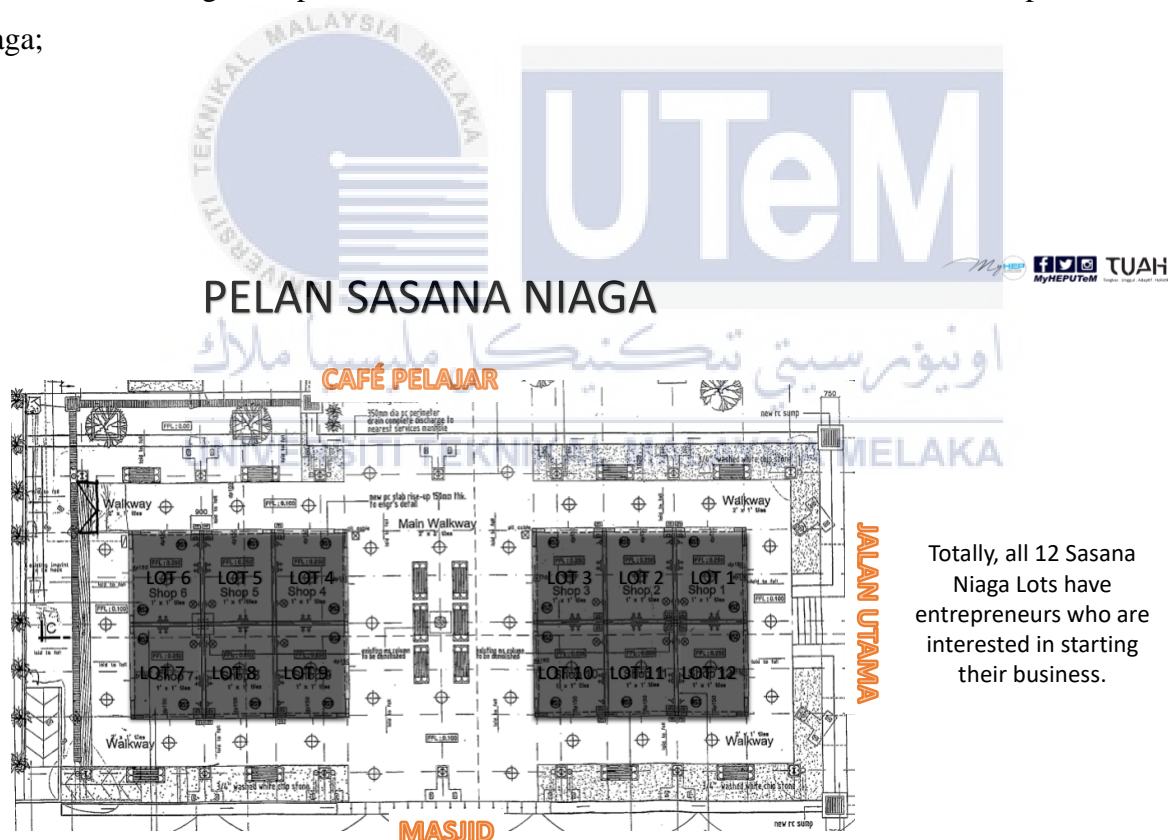


Figure 2.2  
Sasana Niaga Business Site Plan

There are many types of business at Sasana Niaga including coffee shops, snacks, delivery couriers, barbershops, and print shops and many more. Sasana Niaga are open every day from 10am until 10pm.

## **2.5 Theory of Acceptance Model (TAM)**

The Theory of Technology Acceptance Model (TAM) is an information system concept that describes how consumers first recognized and used technology. The entire system is the point at which individuals employ the technology. People employ technology to achieve their behavioral goals. The acceptability variables are influenced by the attitude (A), which is the impression of the technology (AF). External variables such as social influence have a big impact on attitudes. When the Technology Acceptance Model (TAM) is in effect, people may have a negative attitude toward technology. However, because everyone is unique, reactions may vary according to age and gender. TAM is extensively utilized in numerous study domains to describe user adoption of technology, according to Diop, Zhao, and Duy (2019).

TAM was derived from Davis's Theory of Reasoned Action (TRA) in 1986 to describe user behavior toward innovative technology adoption (Diop, Zhao, and Duy, 2019). TAM, according to (Diop, Zhao, and Duy, 2019), indicates how an individual's beliefs impact an entrepreneur's acceptance criteria for adopting technology and predicts real system use. TAM's two technological acceptance criteria, ease of use and usefulness, replace many of TRA's attitude indicators. Both TRA and TAM, which have major behavioral components, presume that if someone makes a commitment to behave, they will be free to do so.

The TAM model is divided into four constructs: perceived usefulness (PU), perceived ease of use (PEOU), and post-use acceptability variables. According to Reny (2020), the two fundamental building blocks of TAM are perceived ease of use (PEOU) and perceived usefulness (PU); these two characteristics are indicated to be key predictors of IT adoption. These two elements will undoubtedly influence consumers' attitudes about technology, which will influence their desire to employ a particular technology. According to (Bachir, 2019), perceived usefulness is a person's strong belief that utilizing a certain technology would increase individual performance,

whereas perceived ease of use is an individual's strong belief that using a given technology involves no effort.

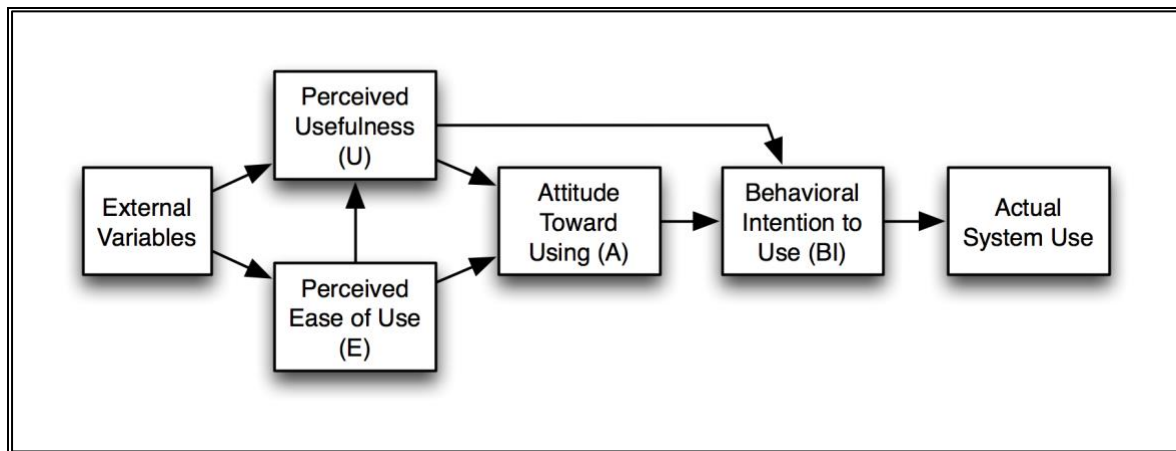


Figure 2.3: The theory of Technology Acceptance Model (TAM)  
(Source: Davis et al., 1989)

## 2.6 The Effect of Social Media Adoption as A Business Platform

Compatibility is recognized as an essential aspect in the adoption of cutting-edge technology such as social media marketing. Adoption of technology must be compatible with work application systems for SMEs to consider adopting this technology (Brown & Rocha, 2020; Chatterjee & Kumar Kar, 2020). The usage of social media marketing (SMM) for SMEs is the best notion since it can reach out to potential customers based on their interests and assist boost MSME business performance.

### 2.6.1 Perceived Ease of Use

This notion is also expressed in Davis (1989) and Davis et Al Technological Acceptance Model (TAM) (1989). If it is seen that the usage of a technology or a system is not complicated but can be done easily, the user will not hesitate to utilize the technology or system if it is otherwise useful. This view is related with the notion that it is necessary for a person to put some effort to use a system or technology. This set of beliefs contains elements such as self-efficacy and



simplicity. These variables are also thought to influence SMEs' adoption and usage of social media. The SME authorities would not hesitate to employ and use SMM in the face of complexity (Chatterjee and Kar, 2020).

### **2.6.2 Perceived Usefulness**

This concept is also included in the Technology Acceptance Model (TAM) (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). Perceived usefulness is an intangible metric in which a user (here a SME) believes that using a technology (here SMM) will assist the user (here the SME) improve overall performance (Davis, 1989; Davis et al., 1989). If the SME authorities believes that using a technology (in this case, SMM) would significantly increase the SME's productivity, the SME will not hesitate to employ that technology. SMM would improve the performance of SMEs (Sullivan & Koh, 2019; Fatima & Bilal, 2019). There are various studies that show that PEU has substantial ties with users' intentions to use new technology (for example, in the usage of new technology), and that PEU has a favourable relationship with the ultimate use of new technology (Kim & Chiu, 2019). Even in the case of social media use via smartphone platform, PEU has a beneficial relationship with smartphone technology (Chiu, 2019). Perceived Usefulness (PEU) includes beliefs about performance, efficacy, risk, and trust. A sense of privacy and security is also a risk factor. If these are safeguarded, the utilization of SMM in SMEs will provide significant benefits. This variable PEU is thought to have a significant impact on SMM.

### **2.6.3 Facilitating Conditions**

In UTAUT, the idea of perceived behavioral control in TPB/DTPB (Ajzen, 1991) and C-TAM-TPB (Taylor & Todd, 1995) is shown as enabling circumstances. The unmodified name in TPB/MPCU (Thompson, Higgins, & Howell, 1995) was enabling conditions. However, it was referred to as compatibility in IDT (Moore & Benbasat, 1991). Even though these theories demonstrate that facilitating conditions are a direct predictor of behavioral intention, the enabling conditions suggested by Venkatesh et al. (2003) are not. The degree to which a person feels that an organizational and technological infrastructure exists to enable the usage of the system is

characterized as facilitating conditions (Venkatesh et al., 2003). In this study, facilitating conditions are defined as the extent to which student entrepreneurs of Sasana Niaga UTeM utilized technology including social media platform in their business.

2.7 Conceptual Framework

A conceptual framework had been constructed according to the research objectives to explain the relationship between the independent and dependent variables. The independent variables (IV) in this research will be and while is the dependent variable (DV) of the study.

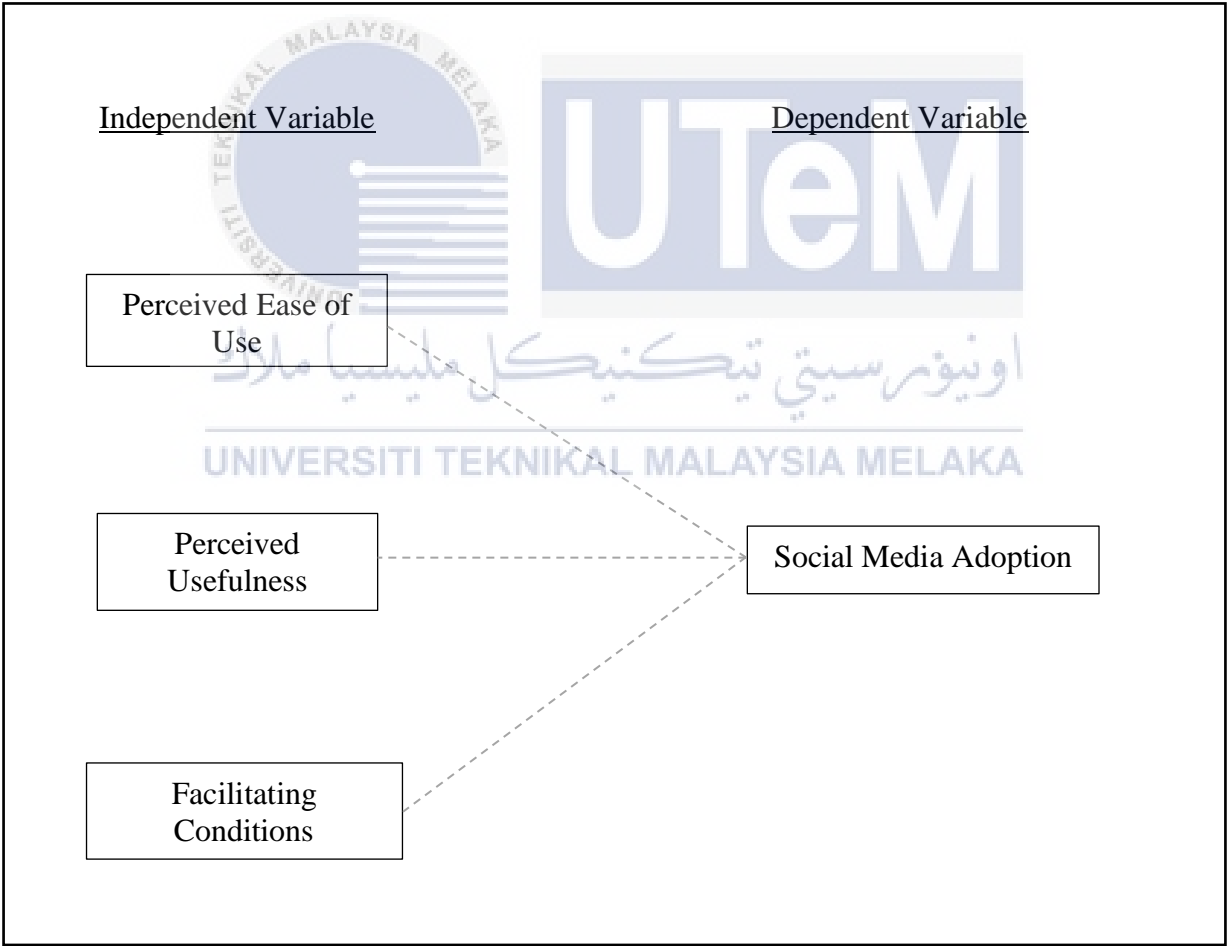


Figure 2.4: Conceptual Framework of Social Media Adoption as A Business Platform; A Case Study of Entrepreneurs at Sasana Niaga UTeM



## 2.8 Hypothesis Testing

For this study, there are few hypothesis have been conducted based on the conceptual framework.

### Perceived Ease of Use

- H<sub>0</sub>: Perceived ease of use has no significant relationship between social media adoption as a business platform.
- H<sub>1</sub>: Perceived ease of use has significant relationship between social media adoption as a business platform.

### Perceived Usefulness

- H<sub>0</sub>: Perceived usefulness has no significant relationship between social media adoption as a business platform.
- H<sub>1</sub>: Perceived usefulness has significant relationship between social media adoption as a business platform.

### Facilitating Conditions

- H<sub>0</sub>: Facilitating conditions has no significant relationship between social media adoption as a business platform.
- H<sub>1</sub>: Facilitating conditions has significant relationship between social media adoption as a business platform.

## 2.9 Summary

In this chapter, social media adoption as a business platform have been explored. The literature review collected for the study established the effect of adoption social media as a business platform such as PEOU, PU, and FC towards student entrepreneurs at Sasana Niaga UTeM. It is important to identify the adoption of social media platform so that researcher can gain insight and more understand with the research topic. A research framework has also been developed. A detailed summary of the research methods used will be figure out in the following chapter.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter will go through the research methodology for this study in detail. To achieve the research aims, many actions were taken throughout this study. The research design, research method, data collecting, and data analysis are all covered in this chapter. These approaches are used to describe how data is collected and processed.

#### 3.2 Research Design

A research design is a general framework for how the researcher should approach the research questions or issues of the study (William et al., 2017). The plan specifies the overall framework of the investigation as well as the importance of the findings to the final analysis.

A research design, according to Selltiz, Deutsh, and Cook (1962), is the establishment of conditions for collecting and analysing data that are intended to combine the relevance of the study aim with the process economy. The research design describes the proposed study design, methods of gathering information from respondents, selecting possible respondents, analysing the information gathered, and expressing the findings (Kumar, 2019).

This research design's functions include creating the procedures for conducting a study and ensuring that the relationship between the independent factors and the dependent variable has an impact (Kumar, 2019). If more detailed data collection and analysis information is to be obtained

using exploratory, descriptive, and explanatory approaches, a research strategy is necessary. Most of these tactics can assist researchers in developing a plan for acquiring valuable information.

### **3.3 Research Methodology**

According to Dawson (2019), the key concept that will lead the research is a research methodology. It becomes an overall strategy to conducting research on the issue and decides the research technique that will be applied. A research methodology differs from a research method in that research methods are the instruments used to collect data (Dawson, 2019). When deciding on the best technique for the topic, researcher must examine numerous factors. Issues may include research restrictions and ethical quandaries that may have an influence on the quality of the study.

Three types of research methodology including quantitative, qualitative, and mixed method methodology. Quantitative research procedures are designed to generate numerical statistics by collecting data through survey research (Dawson, 2019). This method reaches a wider number of individuals in a shorter period. Meanwhile, qualitative research procedures use methods of inspection to investigate people's actions, attitudes, and experiences (Dawson, 2019). This strategy often needs fewer participants but more time with each participant. It allows study subjects to express their own views on a particular issue. Finally, there is the mixed method. A mixed approach enables researchers to leverage the advantages of both qualitative and quantitative research methodologies. This strategy is efficient because it permits one methodology to account for the shortcomings of the other (Dawson, 2019).

According to Raimo Steefkerk (2019) numbers and graphs are used to convey quantitative research. It is used to validate or test hypotheses and assumptions. This research method may used to develop generalizable facts about a subject. Experiments, observations recorded as numbers, and surveys with closed-ended questions are examples of common quantitative procedures. Raimo Steefkerk (2019) also suggests that words are used to convey qualitative research. It is utilized to comprehend ideas, thoughts, or experiences. This form of study allows you to get in-depth knowledge about issues that are not generally known. Interviews with open-ended inquiries, observations reported in words, and literature studies that investigate ideas and theories are all common qualitative approaches.

The researcher will conduct research investigations in Malaysia Melaka after the research challenges and topic are resolved and established. The researcher decided a quantitative technique which is based on factual facts, numerical data, and statistics. The ultimate outcome will be more authentic, trustworthy, and dependable. The researcher's primary data in this study will be survey questionnaires. The researcher will distribute, collect, analyze, and interpret the questionnaire from student entrepreneurs of Sasana Niaga, UTeM.

### **3.4 Data Collection**

#### **3.4.1 Primary Data Sources and Secondary Data Sources**

Basically, primary, and secondary data sources will be used to obtain data and information. This study will make use of both data sources.

Primary data sources, according to Richard (2018), are first-hand acquired information or data. This type of data is unique and has never been collected before. Surveys, experiments, interviews, and observations were used as primary data sources (Victor, 2017). The survey method was chosen as the major data source for this study since it provides the most dependable information on the respondents.

Secondary data sources are data obtained from previously published or unpublished sources. National organizations or official publications have released many forms of statistical data in published sources. Unpublished sources, on the other hand, are data held within organizations but disclosed to the public. In this study, the researcher will gather secondary data from published papers, journals, and books. The primary research goal of the researcher will be to assess the behavioral intention of women entrepreneurs to use social media for business.

### **3.4.2 Research Strategy**

The fundamental purpose for how researchers construct questions for respondents to answer in order to answer the research questions is the research strategy (Saunders et al., 2019). To evaluate demographic opinions based on a population sample, researchers must use a data collection survey plan as the study technique. There is a conventional and recognized method for dealing with 'what,' 'who,' 'when,' 'where,' 'how many,' and 'how many' enquiries. This inquiry employed a quantitative technique, which means that surveys and questionnaires were used as testing tools. This report includes research objective as well as questions about the research findings.

### **3.4.3 Sampling Technique**

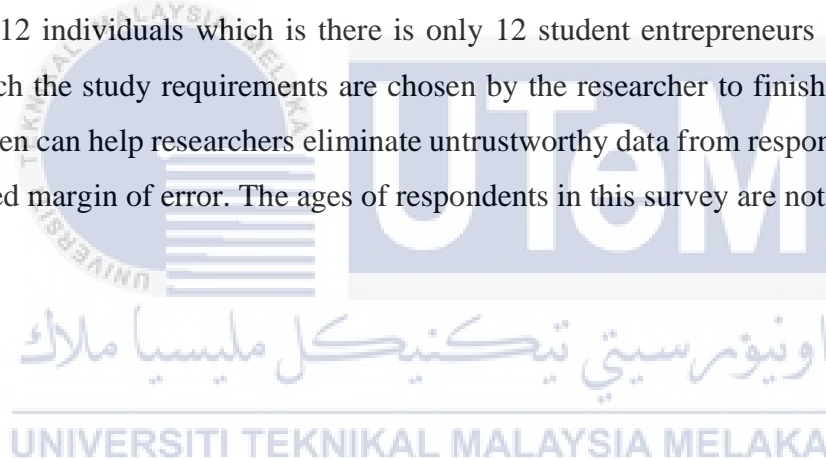
Sampling is an important part of most research because it is the foundation of almost all research. The act, method, or technique of selecting a representative sample of a population to observe and study the characteristics of the full population is referred to as sampling. To sum it all up, sampling is the process of randomly picking a sample from a population using specialized sampling processes (Rahman et al., 2022)

The researcher will use convenience sampling, which falls under non-probability sampling, in this investigation. Convenience sampling allows researchers to collect data from readily available respondents in a quick and clear method. The researcher might conduct the survey by distributing the questionnaire online. The researcher only needs to provide the questionnaire link to potential respondents via email or social media. Respondents can submit their replies straight online after finishing the questionnaire. This form of data collection is supposed to be quick and convenient for the researcher.

#### 3.4.4 Sampling Size

Zamboni (2018) defined sample size in a statistical context as the number of individual samples or observations. He also claimed that if the sample size is too small, erroneous results would be obtained, and that large samples require a lot of time and money to collect data. He stated that when gathering data, researchers should evaluate the data's dependability as well as the margin of error.

The most common approach for estimating sample size is the Krejci and Morgan sampling method. Researchers must conduct a study with 12 respondents using Krejci and Morgan's (1970) table because to Malacca's bigger sampling size of 914 thousand in 2020 ([www.dosm.gov.my](http://www.dosm.gov.my)). The study's minimum sample size, according to Hair et al. (2010), is 100. Furthermore, researchers have been hampered by the COVID19 pandemic, which has limited their ability to collect data. Therefore, only 12 individuals which is there is only 12 student entrepreneurs at Sasana Niaga UTeM who match the study requirements are chosen by the researcher to finish the survey. The sample size chosen can help researchers eliminate untrustworthy data from respondents while also offering a reduced margin of error. The ages of respondents in this survey are not limited.



<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

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

Table 3.1: Determining Sample Size from a Given Population  
 (Source: Krejcie and Morgan, 1970)

### 3.4.5 Research Location

This research was carried out at Bandaraya Melaka, Malaysia, which is also one of Malaysia's ancient towns and was named a United Nations Educational, Scientific, and Cultural Organization (UNESCO) World Heritage Site in 2008. Therefore, the questionnaire-based survey will be distributed through Google Drive to respondents at Sasana Niaga UTeM who have utilized social media as a marketing digital platform for their business activities. The researcher will not mention the respondent's district; they are eligible to answer the questionnaire if they have utilized a social media platform in Melaka.



### 3.4.6 Time Horizon

Alamgeer (2022) stated the time horizon is the timeframe relevant to the investigation. It is the time when the researcher is particularly interested in examining the populace. The time horizon is determined by the researcher based on the study objectives and type of investigation. The researcher may be interested in researching the population at a certain moment in time or throughout a period of time. There are two forms of research based on time horizon: longitudinal research and cross-sectional research. Cross-sectional research occurs when a researcher wishes to investigate samples at a certain period. Longitudinal research examines samples across time. The better interventions in longitudinal research can range from short-term to long-term.

### 3.5 Questionnaire Development

In this analysis, the researcher must construct the questionnaire in order to gather data and discover a solution to the issue statement. The questionnaire will be created by the researcher based on previous research studies related to this subject. All of the questions will be generated by the researcher. The research participants in Melaka for data collection are centred on the student entrepreneurs of Sasana Niaga UTeM.

A questionnaire is a systematic written collection of questions that respondents must answer and then report their findings under extremely broad categories. The Likert Scale is used to determine the questionnaire's numerous variables. The questionnaires were divided into three portions using Section A, Section B, and Section C.

Section A's objective is to collect demographic information about the respondents, such as gender, age, experiences in the business, number of employees, are you using social media platform to promote your business, and what type of social media does your shop use. Section B represents the effect of adoption social media as a business platform. Furthermore, the researcher will investigate what effects the most of student entrepreneurs' business platform. Finally, in Section C, social media adoption as a business platform.

A 5-point Likert scale has been added to the questionnaire. It is an acceptable screening scale for identifying the thinking of the responder. The original standards were rated on a 5-point

Likert scale, according to (Migliori et al, 2022). The original standards were graded on a 5-point Likert scale. The Likert scale spans the gamut from “strongly disagree” (1) to “strongly agree” (5). The Likert scale is appropriate for identity survey methods.

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

Table 3.2 Likert Scale Agreement

Section	Questions
A	Demographic Background <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Experiences in the business</li> <li>• Number of employees</li> </ul>
B	Likert Scale (Independent Variable) <ul style="list-style-type: none"> <li>• Perceived Ease of Use</li> <li>• Perceived Usefulness</li> <li>• Facilitating Conditions</li> </ul>
C	Liker Scale (Dependent Variable) <ul style="list-style-type: none"> <li>• Social Media Adoption as A Business Platform</li> </ul>

Table 3.3 Questionnaire Structure

### 3.6 Pilot Test

A pilot test must be conducted prior to delivering the questionnaire to respondents. A pilot test is used to improve and design the questionnaire so that respondents understand the questions and can react to them easily. Preliminary analysis using the pilot test helps confirm and validate that the research questions can be answered using the data provided by respondents. Because researchers lack the funding and time to conduct large-scale field studies, smaller-scale surveys will be conducted.

Researchers may conduct a pilot test to see if the questionnaires make sense. In a pilot test, the questionnaire is pre-tested on 6 people. The feedback received was utilized to enhance the questionnaire before it was distributed to the target respondents. During the pilot test, the selected quality chiefs discovered a few suggestions to improve the content of the questionnaire.

However, the quality did not comment on the questionnaire's accuracy features because all the comments involved just required to restate a few phrases given the difficulties in assisting potential responders to comprehend the questions easily. Following these recommendations, a revised questionnaire for the final version was developed and used for the actual survey.

### **3.7 Data Analysis**

The systematic process of discovering and tabulating research data using diverse methodologies is known as data analysis. The Statistical Package for Social Science (SPSS) software version 29.0 will be used to analyze and interpret questionnaire responses in this study. SPSS can handle a large amount of data, and many other types of internal management influence may be done to help with data collection and tabulation. When reviewing the hypothesis and giving the questionnaire for this study, the researcher can use SPSS to determine the reliability, correctness, and validity of the data acquired.

A table will include a summary of descriptive statistics data to help the researcher respond to the research question and achieve the study goal. In addition to descriptive statistics, data will be assessed using Pearson correlation and linear regression.

#### **3.7.1 Descriptive Statistics**

According to Narkhede (2018), descriptive statistics simplify data by summarizing and organizing the full data set. In descriptive statistics, the most frequent categories of data are mode, median, and mean. Furthermore, in descriptive statistics, the data will look easy and well-organized. There are two forms of descriptive statistics: central tendency and dispersion.

The central tendency measure will be used in this study to discover where the distribution is centered in comparison to what a normal or related value for a given variable could provide some insights to the researcher.

### 3.7.2 Reliability Analysis

Reliability may provide a steady and consistent effect by measuring a phenomenon. There are several methods for determining reliability. The Cronbach Alpha coefficient is the most often used method for assessing data reliability. It is a statistic used to illustrate the appropriateness of study assessments and scales. When using Likert scales in surveys, Cronbach Alpha is the most acceptable test of reliability (Statistics Solution, 2018).

Cronbach Alpha will be used in this study to measure the reliability of both the independent and dependent variables. In general, the coefficient alpha value ranges from 0 to 1. According to Hair et al. (2003), the alpha value should be larger than 0.7, ideally better than 0.80, to obtain more reputable research.

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

Table 3.4: Rule of Thumb on Cronbach Alpha

(Source: Hair et al., 2003)

### 3.7.3 Pearson Correlation Analysis

Pearson correlation analysis was developed by Karl Pearson to measure the linear relationship between dependent and independent variables. As shown in Figure 3.1, the sign 'p' for Pearson's correlation represents the population, whereas the symbol 'r' represents a sample, with values ranging from -1 to 1. Ganti (2019) defines an error in correlation measurement as a quantity more than 1.0 or less than -1.0.

Pearson Correlation Analysis will assist researchers in achieving aim number two. The second research goal in this study is to investigate how social media influences the opportunity recognition and exploitation process. As a result, the researcher intends to use this method to analyse the degree of correlation between the independent variables (PEOU, PU, and FC) and the dependent variable, social media adoption as a business platform.

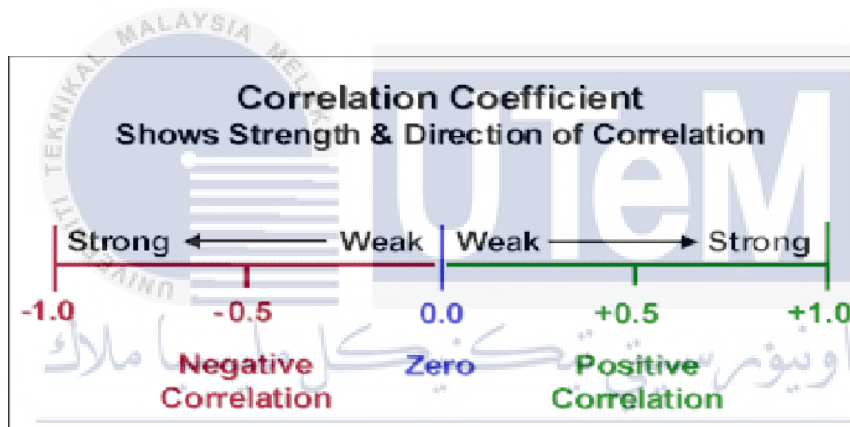


Figure 3.1: Strength of the Correlation Coefficient  
(Source: Smarten, 2018)

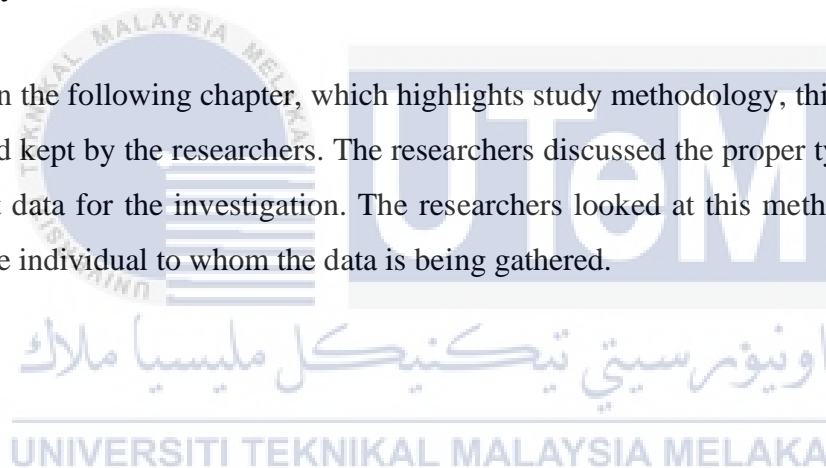
### 3.7.4 Multiple Linear Regression Analysis

Linear regression is a statistical technique that is often used to identify the best line to fit and analyse the relationship between two variables. Linear regression may be used to anticipate the intensity of independent factors in a dependent variable and to discern how the dependent variable varies when one or more independent variables change. Beers (2019) distinguishes between two types of regression: basic linear regression and multiple linear regression.

Multiple linear regression was used to assess if the characteristics of utilising social media platform are important to the business performance among student entrepreneurs at Sasana Niaga UTeM. Multiple linear regression is employed when two or more independent variables are used to estimate the value of a dependent variable. In this study, three independent variables, PEOU, PU, and FC, are used to test for a relationship with effect of adoption social media. The third study purpose, which is to identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience, may be accomplished by Multiple Linear Regression Analysis. This strategy will be used by the researcher to discover which independent factors are most important in relation to the dependent variables.

### **3.8 Summary**

Finally, in the following chapter, which highlights study methodology, this part covers the data obtained and kept by the researchers. The researchers discussed the proper type of study and agreed to collect data for the investigation. The researchers looked at this method. This chapter also identifies the individual to whom the data is being gathered.



## **CHAPTER 4**

### **DATA ANALYSIS**

#### **4.1 Introduction**

In this chapter, results of the questionnaires surveyed of the target respondent's data were analysed. A pilot test had been distributed by the researcher before distributing to the actual respondents. Responds from the total of 12 respondents were collected to form a major part of this chapter and cover the objectives of the study besides used it for the final analysis. There are 3 sections in the questionnaires which is three sections that consist of demographic of respondents, dependent variables, and independent variables. The questionnaires were distributed to the consumers in Melaka. Thus, Statistical Package for Social Science (SPSS 29) was used to calculate and analyse the data of descriptive analysis, Pearson correlation coefficient and the multiple regression analysis.

#### **4.2 Pilot Test**

The researcher prepared a pilot test to check that the questionnaires were understood by the respondents. The purpose of the pilot test was to demonstrate the validity of the researcher's question design. As a result, the chance of error and misinterpretation may be reduced in this pilot, which may influence the data's reliability and validity.

As a result, the intention of this pre-test is to eliminate respondents' misunderstanding about answering the survey, which might lead to inaccurate research findings. Several changes were made as a result of the completion of the pre-test. The researcher picked 6 people at random from

a group of 12 to complete the questionnaire for the pilot test. All of the elements in the table below have been verified as authentic and reliable.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.886	20

Table 4.1 Reliability Statistic for Pilot Test of 6 respondents  
(Source: Output from SPSS)

Table 4.1 shows the Cronbach's alpha for 6 respondents used to collect the data. From the table can be concluded that all the independent and dependent variables were related consumer in Melaka has strong reliability and the set if the questionnaires were proving to be valid as the values of Cronbach's Alpha is above 0.7 which is 0.886.

#### 4.2.1 Perceived Ease of Use

By referring to Table 4.2, the Cronbach's Alpha for PEOU is 0.823 which is above 0.7. Hence, it shows that all respondents are well understood to the questions given.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.823	5

Table 4.2 Reliability Statistic for PEOU Pilot Test  
(Source: Output from SPSS)



#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEOU1	11.1667	26.567	.679	.954
PEOU2	11.1667	19.767	.919	.904
PEOU3	11.1667	18.267	.922	.905
PEOU4	11.1667	18.967	.879	.914
PEOU5	10.8333	21.767	.850	.919

Table 4.3 Item-total Statistics for PEOU Pilot Test

(Source: Output from SPSS)

#### 4.2.2 Perceived Usefulness

By referring to Table 4.4, the Cronbach's Alpha for PU is 0.810. The value is above 0.7 which shows that the questionnaires statement is fit in this research.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.810	5

Table 4.4 Reliability Statistic for PU Pilot Test

(Source: Output from SPSS)

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PU1	10.8333	21.767	.850	.911
PU2	11.3333	21.067	.888	.903
PU3	11.1667	20.167	.761	.930
PU4	11.5000	20.300	.821	.915
PU5	11.1667	22.167	.805	.918

Table 4.5 Item-total Statistics for PU Pilot Test

(Source: Output from SPSS)

#### 4.2.3 Facilitating Conditions

By referring to Table 4.6, the highest Cronbach's Alpha among all variables, which has alpha value 0.851. This indicates that FC is the most reliable variable.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.851	5

Table 4.6 Reliability Statistic for FC Pilot Test

(Source: Output from SPSS)

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FC1	11.0000	20.400	.778	.919
FC2	10.6667	21.467	.751	.923
FC3	11.0000	22.000	.739	.925
FC4	11.1667	18.567	.960	.881
FC5	10.8333	21.367	.845	.907

Table 4.7 Item-total Statistics for FC Pilot Test

(Source: Output from SPSS)

#### 4.2.5 Social Media Adoption

By referring to Table 4.8, the Cronbach's Alpha for SMA is 0.753. This shows that researcher can proceed with this variable as the value is greater than 0.7.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.753	5

Table 4.8 Reliability Statistic for SMA Pilot Test

(Source: Output from SPSS)

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FC1	11.0000	20.400	.778	.919
FC2	10.6667	21.467	.751	.923
FC3	11.0000	22.000	.739	.925
FC4	11.1667	18.567	.960	.881
FC5	10.8333	21.367	.845	.907

Table 4.9 Reliability Statistic for SMA Pilot Test

(Source: Output from SPSS)

### 4.3 Reliability Test

The reliability test allows the researcher to achieve more consistent and reliable results in this research. Cronbach's Alpha is used to demonstrate the acceptability and reliability of data generated for research purposes. The outcomes will indicate whether the questionnaire was accurate, consistent, and acceptable. The alpha value should be more than 0.70, and for a more reliable study, it should be higher than 0.80.

The test results show that the alpha value for both the independent and dependent variables in this study is more than 0.7. The variable with the greatest alpha value among all variables, according to Table 4.11, is facilitating conditions, which has an alpha value of 0.800, indicating that it is the most independent variable. PEOU, on the other hand, has the second-highest alpha value of 0.823. PU, the third highest alpha value, is 0.810. The last was SMA, which had an alpha value of 0.753.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.946	20

Table 4.10 Reliability Statistic for 20 respondents  
(Source: Output from SPSS)

<b>All Variables</b>	<b>Reliability Statistics</b>	
	<b>Cronbach's Alpha Value</b>	<b>N of items</b>
Perceive Ease of Use	0.823	5
Perceive Usefulness	0.810	5
Facilitating Conditions	0.851	5
Social Media Adoption	0.753	5

Table 4.11 Reliability Statistic for each variable  
(Source: Output from SPSS)

According to table 4.10, the alpha value of 0.851 shows that the questionnaires have high reliability in this research and all respondents can understand the questions well.

#### 4.4 Descriptive Analysis of Demographic

Descriptive analysis is used to analyse the demographics background of 12 respondents (N=12). Respondents background including gender, race, education level, experiences in the business, age of the business, position in the shop, number of employees, using a social media platform to promote business and type of social media does respondents shop use has been analysed in this section.

##### 4.4.1 Gender

###### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	6	50.0	50.0	50.0
	Male	6	50.0	50.0	100.0
	Total	12	100.0	50.0	

Table 4.12 Frequency and Percentage of Gender

(Source: Output from SPSS)

Based on Table 4.12, the total of 12 respondents consists of 50.0% female which represent 6 respondents and 50.0% or 6 respondents were male. Findings showed both females and males participating in this research were same.

#### 4.4.2 Race

##### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	12	100.0	100.0	100.0
	Chinese	-	-	-	-
	Indian	-	-	-	-
	Others	-	-	-	-
	Total	12	100.0	100.0	

Table 4.13 Frequency and Percentage of Race

(Source: Output from SPSS)

Based on Table 4.13, the race group is divided into 4 categories. Overall, most of the respondents are from Malay, which is 12 entrepreneurs (100.0%). This is because most of entrepreneurs in Sasana Niaga are Malay.

#### 4.4.3 Education Level

##### Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	-	-	-	-
	STPM	-	-	-	-
	Diploma	-	-	-	-
	Bachelors	11	91.7	91.7	91.7
	Master's Degree	1	8.3	8.3	100.0
	Total	12	100.0	100.0	

Table 4.14 Frequency and Percentage of Educational Level

(Source: Output from SPSS)

From Table 4.14, respondents are mostly with education level of bachelor's which from 11 respondents with 91.7%. The second position is respondents from master's degree level which is only 1 respondent with 8.3%.

#### 4.4.4 Experiences in The Business

**Experiences in The Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 5 Years	11	91.7	91.7	91.7
	Between 5 to 10 Years	1	8.3	8.3	100.0
	More than 10 Years	-	-	-	-
	Total	12	100.0	100.0	

Table 4.15 Frequency and Percentage of Experiences in The Business

(Source: Output from SPSS)

Based on Table 4.15, only 1 respondents of the entrepreneurs had a long of experience in business (8.3%), meanwhile there are 11 respondents that had below than 5 years of experience I business which is include 91.7%.



#### 4.4.5 Age of The Business

**Age of The Business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 Year	7	58.3	58.3	58.3
	1 – 5 Years	4	41.7	41.7	100.0
	Above 5 Years	-	-	-	-
	Total	12	100.0	100.0	

Table 4.16 Frequency and Percentage of Age of The Business

(Source: Output from SPSS)

According to Table 4.16, most of the respondents at Sasana Niaga UTEM are still new in the business. This is due to 7 (58.3%) over 12 respondents are less than a year in terms of age of their business. Concurrently, 4 respondents (41.7%) had 1 until 5 years age of the business.

#### 4.4.6 Position in the Shop

**Position in the Shop**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Owner	8	66.7	66.7	66.7
	Sales Marketing Manager	-	-	-	-
	Staff	4	33.3	33.3	100.0
	Total	12	100.0	100.0	

Table 4.17 Frequency and Percentage of Position in the Shop

(Source: Output from SPSS)

By referring to Table 4.17, it showed that 8 respondents or 66.7% are business owner that respond to the survey. And the rest of its are staff which is 33.3%.

#### 4.4.7 Number of Employees

**Number of Employees**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3 Employees	6	50.0	50.0	50.0
	From 3 to 5 Employees	4	33.3	33.3	83.3
	From 5 to 10 Employees	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Table 4.18 Frequency and Percentage of Number of Employees  
(Source: Output from SPSS)

From Table 4.18, at Sasana Niaga UTEM showed 6 respondents respond to the survey that most of the shop had less than 3 employees (50.0%). Meanwhile, 4 (33.3%) of them had 3 to 5 employees in their shop and the rest had 5 to 10 employees which is 16.7%.

#### 4.4.8 Are You Using a Social Media Platform to Promote your Business

##### Are You Using a Social Media Platform to Promote your Business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	100.0	100.0	100.0
	No	-	-	-	-
	Total	12	100.0	100.0	

Table 4.19 Frequency and Percentage of Using a Social Media Platform to Promote Business  
(Source: Output from SPSS)

Overall, all the respondents (100.0%) used social media platform to promote their business.

#### 4.4.9 Type of Social Media Used

##### Type of Social Media Used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	4	33.3	33.3	33.3
	Instagram	4	33.3	33.3	66.7
	TikTok	2	16.7	16.7	83.3
	Twitter	-	-	-	-
	YouTube	-	-	-	-
	Telegram	2	16.7	16.7	100.0
	Total	12	100.0	100.0	

Table 4.20 Frequency and Percentage of Type of Social Media Used  
(Source: Output from SPSS)

Based on Table 4.20, 4 respondents used Facebook and 4 respondents used Instagram which is both equally 33.3% choose that platform to promote their business. In addition, 2 (16.7%)

respondents used TikTok platform and followed by 2 respondents used Telegram platform promote their business.

#### 4.5 Descriptive Analysis

**Descriptive Statistics**

	<b>N</b>	<b>Mode</b>	<b>Median</b>	<b>Mean</b>	<b>Standard Deviation</b>
Perceived Ease of Use	12	1.38	3.3001	3.1400	1.27140
Perceived Usefulness	12	1.50	3.4000	3.1709	1.26882
Facilitating Conditions	12	3.60	3.5000	3.1004	1.25390
Social Media Adoption	12	3.60	3.5000	3.1200	1.24012

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

Table 4.21 Descriptive Analysis

(Source: Output from SPSS)

According to Narkhede (2018), descriptive statistic is used to make sure that the data look simple, easy to understand and organized by summering and organizing the whole data. Table 4.21 is the result generated by using SPSS and from descriptive statistics of independent variables and dependent variable. The independent variables were PEOU, PU, FC, and attitude towards social media adoption while dependent variable was SMA.

The descriptive analysis of the means and standard deviations for each variable across 12 respondents was shown in table 4.21 above. The factors were analysed using a Likert scale, and the overall average score is higher than 3.0. The highest mean is for Perceived Usefulness (3.17), followed by Perceived Ease of Use (3.14), Social Media Adoption (3.10), and Facilitating Conditions (3.10).

#### 4.6 Pearson Correlation Coefficient Analysis

Pearson correlation analysis measures the linear relationship between the dependent variables and independent variables. According to Ganti (2019), there was an error in the correlation measurement if the calculated number is higher than 1.0 or lower than -1.0. Second research objective which is to analyze the relationship between customers acceptances towards SST in fast food industry can be achieved through Pearson Correlation Analysis.

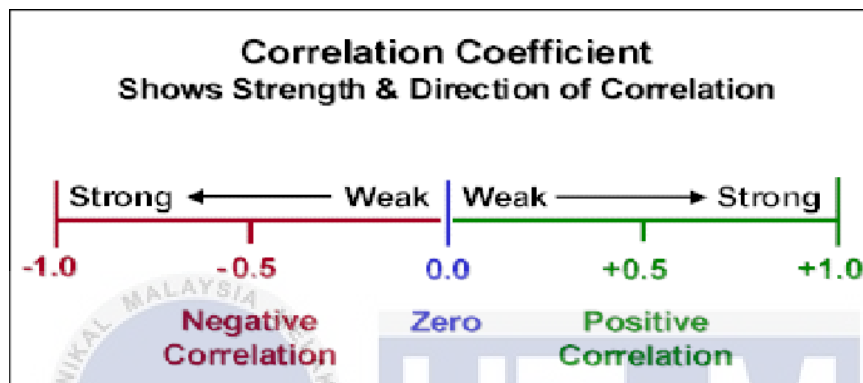


Figure 4.1: Strength of the Correlation Coefficient  
(Source: Smarten, 2018)

Table 4.20 below showed the correlations between variables. This analysis enables researcher to choose a “good” variable. Bigger coefficient value indicates higher reliability and better relationship of the correlated variables. Perceived usefulness and social media adoption has strong positive relationship with the value  $r=0.944$  and  $p=0.000$ . Second was FC and SMA with  $r=0.683$  and  $p=0.014$ , followed by PEOU with SMA which has moderate positive relationship with  $r$  value of 0.680 and  $p$  value of 0.015.

This indicates that most independent variables in this research (PEOU, PU, and FC) have significantly correlated with the dependent variable (SMA). Findings also indicate that there is a correlation between few variables. The highest correlation value is FC and social media adoption ( $r=0.818$ ,  $p=0.001$ ). While PEOU and PU also has moderate positive correlation, which  $p=0.632$  and  $r=0.028$ .

## Correlations

		PEOU	PU	FC	SMA
PEOU	Pearson Correlation	1	.632**	.818**	.680**
	Sig. (2-tailed)		.028	.001	.015
	N	12	12	12	12
PU	Pearson Correlation	.632**	1	.691**	.944**
	Sig. (2-tailed)	.028		.013	.000
	N	12	12	12	12
FC	Pearson Correlation	.818**	.691**	1	.683**
	Sig. (2-tailed)	.001	.013		.014
	N	12	12	12	12
SMA	Pearson Correlation	.680**	.944**	.683**	1
	Sig. (2-tailed)	.015	.000	.014	
	N	12	12	12	12

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

Table 4.22: Correlations between variables  
(Source: Output from SPSS)

#### 4.7 Multiple Regression Analysis

Multiple regression analysis was used to study the effects of the three independents variables on dependent variable. It is used to detect the strength of independent variables on a dependent variable. Third research objective which is to identify the potential and value of student entrepreneurs gain by the impact of social media to their business and experience can be achieved through Multiple Regression Analysis.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.951 <sup>a</sup>	.905	.869	.16057	.905	25.388	3	8	.000

a. Predictors: (Constant), FC, PU, PEOU

Table 4.23: Model Summary of Multiple Regression.

(Source: Output from SPSS)

Based on Table 4.21, the positive R value of 0.951 indicates that the relationship between independent variable and dependent variable in this study is exists. Besides, the model summary shows that R square = 0.905, which suggests that 90.5% variance in the dependent variables (SMA) can explained by the independent variables (PEOU, PU, and FC).

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.964	3	.655	25.388	<.000 <sup>b</sup>
	Residual	.206	8	.026		
	Total	2.170	11			

a. Dependent Variable: SMA

b. Predictors: (Constant), FC, PU, PEOU

Table 4.24: ANOVA Table

(Source: Output from SPSS)

ANOVA is used to determine whether there is a difference between the groups. However, it cannot determine which group contributes to the difference. Based on Table 4.24 above, the value of F-test result was 25.388 with a significance p-value of 0.000 which is below 0.05 alpha levels. According to Minitab (2019), there will be a difference between some of the means if p-value is lesser than 0.05. Therefore, there is a statistically significant difference between dependent variable (SMA) and independent variables (PEOU, PU, and FC).

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## 4.8 Hypothesis Testing

The validity of hypothesis will define by using the regression analysis. If the t-value exceeds 1.96 and the p-value lower than 0.05, a hypothesis can be accepted. If p-value greater than 0.05, prove that there was no significant impact of independent variables toward dependent variable. All independent variables (PEOU, PU, and FC) and dependent variable (SMA) in this research will be evaluated. Table 4.24 shown t-value and p-value of all variables.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.583	.499		1.168	.276
	PEOU	.163	.165	.189	.983	.354
	PU	.809	.140	.518	5.760	.001
	FC	.075	.193	.080	.387	.709

Table 4.25: Coefficients Table

(Source: Output from SPSS)

Researcher has made three hypotheses to analyse which factors have the most influencing on social media adoption as shown in below:

### Hypothesis 1:

H<sub>0</sub>: Perceived ease of use has no significant relationship between social media adoption as a business platform.

H<sub>1</sub>: Perceived ease of use has significant relationship between social media adoption as a business platform.

Table 4.25 had presented the result of regression for perceived ease of use as independent variables and social media adoption as dependent variable. The t-value shows is 0.983 and significant value of  $p=0.354$ . The p value is lower than 0.05 indicates that it there is no significant relationship between social media adoption as a business platform. Thus, the alternative hypothesis was rejected and accepted the null hypothesis.

### **Hypothesis 2:**

H<sub>0</sub>: Perceived usefulness has no significant relationship between social media adoption as a business platform.

H<sub>1</sub>: Perceived usefulness has significant relationship between social media adoption as a business platform.

The t-value of perceived usefulness is 5.760 with significant level 0.001. The t-value show is more than 1.96 and the significant level is lower than 0.05 indicates that perceived usefulness has significant relationship between social media adoption as a business platform. Therefore, the alternative hypothesis was accepted, and null hypothesis was rejected.

### **Hypothesis 3:**

H<sub>0</sub>: Facilitating conditions has no significant relationship between social media adoption as a business platform.

H<sub>1</sub>: Facilitating conditions has significant relationship between social media adoption as a business platform.

The t-value of facilitating conditions is 0.387 with significant level  $p=0.709$ . T-value of facilitating conditions is lower than 1.96 and significant level  $p > 0.05$  shows that there is no significant relationship between social media adoption as a business platform. Therefore, the alternative hypothesis was rejected and accepted the null hypothesis.

Hypothesis	Results
<b>Hypothesis 1:</b> H <sub>0</sub> : Perceived ease of use has no significant relationship between social media adoption as a business platform.  H <sub>1</sub> : Perceived ease of use has significant relationship between social media adoption as a business platform.	<b>H<sub>10</sub> is rejected.</b>  <b>H<sub>11</sub> is accepted.</b>
<b>Hypothesis 2:</b> H <sub>0</sub> : Perceived usefulness has no significant relationship between social media adoption as a business platform.  H <sub>1</sub> : Perceived usefulness has significant relationship between social media adoption as a business platform.	<b>H<sub>10</sub> is accepted.</b>  <b>H<sub>11</sub> is rejected.</b>
<b>Hypothesis 3:</b> H <sub>0</sub> : Facilitating conditions has no significant relationship between social media adoption as a business platform.  H <sub>1</sub> : Facilitating conditions has significant relationship between social media adoption as a business platform.	<b>H<sub>10</sub> is rejected.</b>  <b>H<sub>11</sub> is accepted.</b>

Table 4.26: Summary of Hypothesis Testing

## 4.9 Summary

In this chapter, Reliability Analysis, Descriptive Analysis, Pearson Correlation Analysis and Multiple Regression Analysis were used to analyse the data collected from 12 respondents by using questionnaires. SPSS Software Version 29.0 was used, and the reliability of questionnaires tested was considered high. Furthermore, researcher discover that perceived usefulness was the most influential factor that affects social media adoption as a business platform. From the result of hypothesis testing, FC is proved too has no significant relationship between social media adoption as a business platform, while PEOU and PU have significant relationship between social media adoption as all the alternative hypotheses were accepted. The following chapter will be discussed about the conclusion and recommendations of this research.



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter will focus on a detailed explanation and discussion on the research findings. This chapter also includes the limitation of the studies, and the recommendation for future research. The research objectives will also be responded accordingly through this chapter.

#### 5.2 Discussion of Objectives

Since social media platforms are widely utilised and becoming increasingly crucial among most entrepreneurs. Hence, this research aims to determine how entrepreneurs at Sasana Niaga UTeM Melaka used social media platform as a business platform. in Melaka. The objectives mentioned earlier at the research will be evaluated and explained as follows.

##### 5.2.1 Objective 1: To explore which factors influence the use of social media by the student entrepreneurs.

The first research objective is to determine the factors influence the use of social media by the student entrepreneurs. Many research journals and academic papers have been gone through by researcher besides reading a lot of literatures to reach the first objective. Similar research has been done by Syaifullah et al., (2021) with the topic Social Media Marketing and Business Performance of MSMEs During the COVID-19 Pandemic. Researcher has integrated analytical tool is Structural Equation Modelling (SEM) based on Partial Least Square in order to identify factors that affect Micro Small and Micro Enterprise (MSMEs) performance social media marketing. According to his research, he found that almost 50% of student entrepreneurs at Sasana Niaga UTeM believe

using social media can enhance business performance. From his study, there are some evidences prove that this model can describe the factors influence the use of social media accurately. Whether users can accept or reject the technology, SEM can predict and explain well on their motivation. PEOU and PU are the two primary factors that widely used in many research paper. These two variables have direct effect on SMA. Syaifullah also stated that SMA is the main source of marketing advantage. Based on his research, the R square values for PEOU and PU indicates that the variances are significant.

Factors affect the use of social media by the student entrepreneurs has been studied by Adetayo et al., (2021). In their research, there is a relationship between PEOU, PU and FC adoption where PEOU and PU will affect to business performance which determines SMA. There are few studies support that training of social media use will come together with SMA. Both variables have relationship in determining the adoption of technology. The results revel that PEOU and PU have influence user's attitude towards business performance.

Puriwat and Tripopsakul (2021) have added FC to the SEM into their study on how social media adoption changed the business performance at Sasana Niaga. Based on their research, they found that many other researchers also added FC into SEM. It has become a variable that will directly affect the business performance. PEOU and PU still remain as the most important variables in the research, but FC also had effect on student entrepreneurs business performance which can affect SMA.

### **5.2.2 Objective 2: To investigate how social media influences the opportunity recognition and exploitation process.**

**H<sub>1</sub>:** Perceived ease of use has significant relationship between social media adoption towards business performance at Sasana Niaga UTeM.

The result indicates that there is a significantly positive correlation between PEOU and FC. Hence, hypothesis H<sub>1</sub> is accepted with  $r=0.689$  and at a significant level  $p=0.000$ . This indicates that student entrepreneurs are agreed with the ease of use of social media. They know how to use it by themselves and can do the posting at social media platform in a short time. They do not need spend too much effort in using the social media as they can follow the step easily.

Chatterjee and Kar (2020) have done research why do small and medium enterprises use social media. If it is seen that the usage of a technology or a system is not complicated but can be done easily, the user will not hesitate to utilise the technology or system if it is otherwise useful. This view is related with the notion that it is necessary for a person to put some effort to use a system or technology. These variables are thought to impact SMEs' adoption and usage of social media. It has been observed that if an invention is more user-friendly, users are more likely to adopt it. This demonstrates that PEOU has a favourable relationship with the usage of social media adoption.

The research done by Puriwat and Tripopsakul (2021) has a similar result to this research. The researchers collected all the factors affecting the adoption of SMA and evaluate which variable has the relationship with the business performance. The researchers use quantitative method to approach who has use the social media only. The findings provide evidence that PEOU is positive factors on the intention to use the technology.

**H<sub>2</sub>:** Perceived usefulness has significant relationship between social media adoption towards business performance at Sasana Niaga UTeM.

Based on Pearson correlation analysis, PU has the value  $r=0.904$  with significant value of  $p=0.001$ . Hence, it has significant relationship between PU and SMA. Through the results, it has shown that social media adoption brings positive effects to students' entrepreneurs as it is workable and more convenience in market the business.

Syaifullah et al.,(2021) also proved that PU have a positive and significant effect on social media marketing. The results of the analysis also show that social media marketing has a positive and significant effect on the performance of MSMEs. The results reveal that PU is an important factor in determining social media as business performance. Student entrepreneurs of Sasana Niaga are agreed with the statement using social media is more convenience.

**H<sub>3</sub>:** Facilitating Condition has no significant relationship between social media adoption towards business performance at Sasana Niaga UTeM.

From the result analysis in previous chapter, it shows that there is no correlation between FC and SMA with  $r$  value = 0.683 and significant level  $<0.05$ . Results show that student entrepreneurs feel that others technology such as Wi-Fi, laptop and others are not required when using social media to market their business.

Nawi et al., (2019) also had done the research on FC and found that FCs are the accessible infrastructure that facilitates the use of social media as a business platform, and it has been discovered to be adversely connected, although not statistically significant. This implies that Malaysian student entrepreneurs are not reliant on existing organisational and technological infrastructures.

Chatterjee and Kar (2020) said that Facilitating Conditions (FCO) have little impact on Social Media Marketing (SMM). It contradicts previous research (Hung & Lai, 2015). Presumably, training to use social media platforms for Customer Relationship Management (CRM) is inadequate for SMEs in India. Employees who are untrained or only partially taught will be unable to fully utilise a new technology (social media). Practitioners should concentrate on this issue.



### **5.2.3 Objective 3: To identify the potential value of student entrepreneurs gain by the impact of social media to their business and experience.**

The research result concludes that perceived ease of use and perceived usefulness is the most influential factor that affects social media adoption towards business performance. Based on the result of coefficient analysis in Chapter 4, the beta value of attitude towards PEOU (0.189), then followed by PU (0.518) and FC (0.080). Multiple regression analysis has proven that perceived usefulness has affect social media adoption as business platform the most. PEOU has the least influence on business performance towards SMA.

The research result was parallel with research with the topic: Social Media Marketing and Business Performance of MSME's which done by Syaifullah et al., (2021) said that the amount of ease-of-use determines the efficacy of employing social media as a marketing strategy. MSME players with low information technology understanding must be able to learn this technology to optimise technology or its features, particularly on social media. According to the findings of this study's analysis, perceived ease-of-use has a favourable influence on the use of social media marketing. This demonstrates that the more accessible social media technology is, the more MSMEs use it as a marketing tool. Simple to learn, easy to locate new customers, and easy to determine consumer demand are some markers of social media ease-of-use. Furthermore, the information offered about clients is simple to understand and simple to promote on.

Another research shows the same result was done by Chatterjee and Kar (2020). The influence of PEU on SMM implies that it incorporates the effects of performance on SMM at the same time since PEU comprises these critical beliefs. Furthermore, another exogeneous variable PEOU incorporates components such as technological simplicity and self-efficacy. As a result, the influence of PEOU on SMM encompasses the effects of these two beliefs on SMM. Consideration of these two beliefs (PEU and PEOU) has indirectly addressed numerous additional elements.

### **5.3 Limitation of Study**

In this study, the construct measurement is only from quantitative perspective. Therefore, respondents can only answer the questions stated by researcher. However, some respondents might have difference views on the acceptance towards SMA. Hence, it is preferable to integrate qualitative research methods to obtain more positive outcome.

Besides, quantitative research is difficult and time-consuming to do. This sort of research is meticulously prepared to achieve flawless randomization and exact control group identification. The target population is properly represented by 12 respondents. As a result, gathering data using the quantitative research approach often takes longer than obtaining in-depth solutions to an issue utilising the qualitative method.

### **5.4 Recommendation for Future Study**

Under the proper title, the researcher makes some ideas for future research to improve the study and boost the level of research quality. The study suggests that the following researcher utilize a larger sample size to collect and provide accurate data. This researcher's sample size of 12 respondents is considered very tiny and insufficient to be representative of the broader population. Future researchers may focus on getting accurate data by recruiting more participants for their investigations. Furthermore, the researcher suggests including interviews into future research to acquire a better understanding using qualitative research methodologies. Also, due of the limited population, it is difficult to collect respondents from only one state. In addition, the research also recommended to be conducted in different University states in and out of Malaysian as the outcome can be more reliable and will not bias.

## 5.5 Conclusion

In conclusion, all the research objectives were reached by using the questionnaire survey method. In this research, two out of three independent variables, including PEOU and PU are proven to have a significant relationship with social media as a business platform. The positive coefficient from the research results indicates that all factors are positively related. Among the three independent variables, the results of the research indicate that perceived usefulness was the most influential factor that affects social media adoption towards business performance. Researcher also stated out the limitation found during the research. Suggestions for future studies have been recommended so that further professional research can be carried out.



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## APPENDICES

### Appendix 1

#### GANTT CHART FINAL YEAR PROJECT I

Task	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PSM Briefing with Datin Suraya															
Webex meeting with Dr Isma Addi															
Briefing the outline of topic selection, Chapter 1, Chapter 2, Chapter 3, and the research methodology															
Topic Selection															
Identify problem statement, research questions and objectives, and framework.															
Drafting Chapter 1															
Chapter 1 completion															
Drafting Chapter 2															
Chapter 2 completion															
Drafting Chapter 3															
Chapter 3 completion															
Final meeting with Dr Isma Addi															
Slides preparation															
Compiling proposal															
Report submission															
PSM 1 presentation															

## GANTT CHART FINAL YEAR PROJECT II

Task	Weeks														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PSM II Briefing															
Questionnaires Development															
Correction and Additional															
Submission of Questionnaire															
Data Collection (Pilot Test)															
Submission of Pilot Test (1)															
Submission of Pilot Test (2)															
Data Collection															
Chapter 4 Write Up															
Chapter 5 Write Up															
Full Report															
Slides Preparation															
Compiling Proposal															
Full Report Correction															
Presentation Slides Correction															
Full Report Submission															
PSM II Presentation															



## Appendix 2

### Questionnaires

**Attn:** Sir/Madam

#### SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM ACTIVITIES STUDY

Rapid globalization of technology and marketing is a critical function, eventually shaping profitability, survival, and growth in the long term. Hence, in Malaysia as a developing country, marketing activities are seen as a mechanism to improve business, social and economic development, especially among Small, Medium and enterprises (SMEs).

I am as Bachelor's Degree student in the Faculty of Technology Management and Technopreneurship (FPTT) at the Universiti Teknikal Malaysia Melaka (UTeM), currently conducting a research under the supervision of Dr. Isma Addi bin Jumbri, which researching Social Media Adoption As A Business Platform: A Case Of Entrepreneurs At Sasana Niaga (UTeM).

There are 12 respondents in this survey. This is because there are only 12 students who do the business at Sasana Niaga. I am glad to inform you that your shop is one of the selected samples for this study. Currently, I am in the data collection stage, which requires an urgent response from all the respondents. I hope you can answer all the questions, and your participation would be much appreciated.

I would like to inform you that all information you provide will be kept strictly confidential. Personal privacy will be guaranteed for the duration of the research process. The written research will not identify you or your organization. Here is the survey's link. This URL is exclusive to the survey in question. Please refrain from forwarding this communication.

Should you have any queries about this the questionnaire or research, you may contact the undersigned at or email . I am most grateful for the cooperation and attention you contribute, please do not hesitate to contact me if you have

any inquiries about this study.

Thank you.

Yours Truly,

Nourish bt Mohd Asmara

Bachelor Degree

Faculty of Technology Management and Technopreneurship (FPTT)

Universiti Teknikal Malaysia Melaka (UTeM)

Melaka, Malaysia.

Phone:



 <p>         اونیورسیتی تکنیکل ملیسیا ملاک          UNIVERSITI TEKNIKAL MALAYSIA MELAKA       </p>	<p style="text-align: center;"> <b>SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM: A CASE OF ENTREPRENEURS AT SASANA NIAGA (UTeM)</b> </p> <p style="text-align: right;">-</p>
<p><b>Purpose of this survey:</b></p>	<p>The purpose of this survey is to provide a quick glance into the marketing activities among student entrepreneurs, and the effectiveness of Social Media Adoption as a business performance towards student entrepreneurs . Since this method of marketing consume low cost and suitable SMEs economic enlargement.</p>
<p><b>Important:</b></p>	<p>After rigorous consideration and selection, your organization has been chosen to represent your industry/sector in this important study. Your response must be honest and comprehensive since it will serve as the foundation for knowledge and development.</p>
<p><b>For further clarification, please contact:</b></p>	<p>         Nourish bt Mohd Asmara (Researcher)          Contact No:  <b>Email:</b>           Dr. Isma Addi bin Jumbri(Supervisor)  <b>Email</b>  <b>Address</b>          Faculty of Technology Management and Technopreneurship (FPTT)          Universiti Teknikal Malaysia Melaka (UTeM), Malaysia.       </p>

## STATEMENT OF CONFIDENTIALITY

*Your information will be treated with the utmost discretion. We will not publish, release, or disclose any personally identifiable information about individuals, organisations, or businesses.*



## SECTION A: ORGANIZATION PROFILE

This section of survey is for collecting the organizational information from the respondent. Please answer ( / ) in the appropriate space provided.

### Section A – Demographic and General Information

1. Gender

- ☐ Male
- ☐ Female

2. Race

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

3. What is your current education level?

- ☐ SPM
- ☐ Diploma/STPM
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D.

4. Experience in the business

- ☐ Below 5 years
- ☐ Between 5 to 10 years
- ☐ More than 10 years

5. Age of the Business

- ☐ Less than a year
- ☐ 1-5 years



- Above 5 years

6. Position in the shop

- Business Owner
- Sales Marketing Manager
- Staff

7. Shop Name

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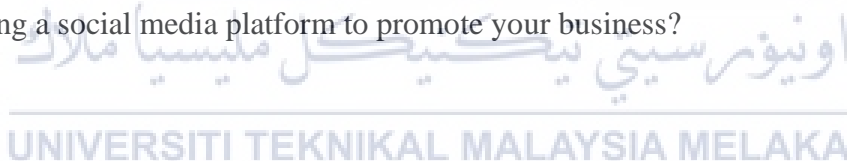
8. Number of employees

- Less than 3 employees
- From 3 to 5 employees
- From 5 to 10 employees



9. Are you using a social media platform to promote your business?

- Yes
- No



10. What type of social media does your shop use?

- Facebook
- Instagram
- TikTok
- Twitter
- YouTube
- Telegram
- Others

## SECTION B: THE EFFECT OF ADOPTION SOCIAL MEDIA AS A BUSINESS PLATFORM

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

This section aims to investigate the perception towards the effect of adoption social media as a business platform among student entrepreneurs at Sasana Niaga. Please tick (/) for the following suitable statements to present your answer. (Please answer all the questions).

### Perceive Ease of Use (PEOU)

*Perceive Ease of Use described as a person's belief that social media is simple to understand and utilise.*

No	Item	1	2	3	4	5
1	I find it is easy to use social media in my business.					
2	I find it is easy to achieve my target sales using social media.					
3	I find that social media is clear and understandable.					
4	I think that social media useful for my business.					
5	I think the process for using social media does not required much effort.					

### Perceive Usefulness (PU)

*Perceive Usefulness refers to a measurement by which the use of social media is seen to offer benefits to the individual using it.*

No	Item	1	2	3	4	5
1	I think social media is easy to promote my business.					
2	Using social media could improve my business performance.					
3	Using social media can increase customer engagement in my business.					
4	Using social media can enhance my productivity towards my business.					
5	Using social media will improve my performance as an entrepreneur.					

### Facilitating Conditions (FC)

*Facilitating Conditions refers degree to which an individual believes that an organizational and technical infrastructure exists to support the system.*

No	Item	1	2	3	4	5
1	I have the facilities (internet and smartphone) to use the social media in my business.					
2	I have the knowledge to use social media in my business.					
3	I have the persons that I can refer if I am facing difficulties while using social media.					
4	I can access from several sources to use social media in my business.					
5	Smartphone and internet access are important to use social media in my business.					

## SECTION C: SOCIAL MEDIA ADOPTION AS A BUSINESS PLATFORM.

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

This section aims to investigate the social media adoption as a business platform among student entrepreneurs at Sasana Niaga. Please tick (/) for the following suitable statements. (Please answer all the questions).

### Social Media Adoption (SMA)

*Social Media Adoption represents a paradigm shift in the adoption of communication and social exchange, facilitating more extensive communication at a lower cost.*

No	Item	1	2	3	4	5
1	I intended to continue using social media platforms to promote my business in the future.					
2	The business trend encourages me to keep using social media.					
3	I always update the latest info about my business through social media.					
4	I believe the use of social media is important to expand my business.					
5	I believe that I need to use several types of social media in my business.					

Thank you for participating in the questionnaire. I gratefully appreciate your time and response.

Please kindly let me know should you like to receive a report on this study.