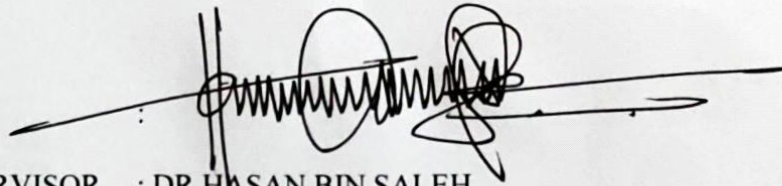




UNIVERSITI TEKNIKAL MALAYSIA MELAKA

I hereby acknowledge that this project paper has been accepted as part of fulfilment for the degree of Bachelor of HONORS TECHNOLOGY MANAGEMENT (TECHNOLOGY INNOVATION).

SIGNATURE

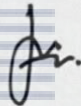


NAME OF SUPERVISOR : DR HASAN BIN SALEH

DATE

: 31/01/2023

SIGNATURE



NAME OF PANEL : TS DR GANAGAMBEGAI A/P LAXAMANAN

DATE

: 31/01/2023

Ts. DR GANAGAMBEGAI LAXAMANAN
Senior Lecturer
Faculty Of Technology Management and
Technopreneurship
University Technical Malaysia Melaka

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Post-Covid19 era, Social media influence in SME sector

WONG WOEI CHEN

This thesis is submitted in partial fulfilment of the requirements for the award of
Bachelor of Technology Management (Technology Innovation) with Honors



DATE

2022/2023

DECLARATION OF ORIGINAL WORK

I hereby affirm that all of the work contained in this thesis, titled "**Post-Covid19 era, Social media influence in SME sector**", was created by me entirely from scratch and that no part of the work covered by this research project proposal was submitted in support of an application for any other degree or qualification from this or any other educational institution.



SIGNATURE :

NAME : WONG WOEI CHEN

DATE : 31/01/2023



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

DEDICATION

I want to express my gratitude for the commitment of my dear family members who encouraged me to pursue a degree via education. Additionally, I want to convey my sincere thanks to my friends, my professor, Dr. Hasan Bin Saleh, who is also my project supervisor for my final year project. They have given me their complete assistance and counsel during my inquiry. Without their support and encouragement, it will be difficult to accomplish this research in a reasonable amount of time.

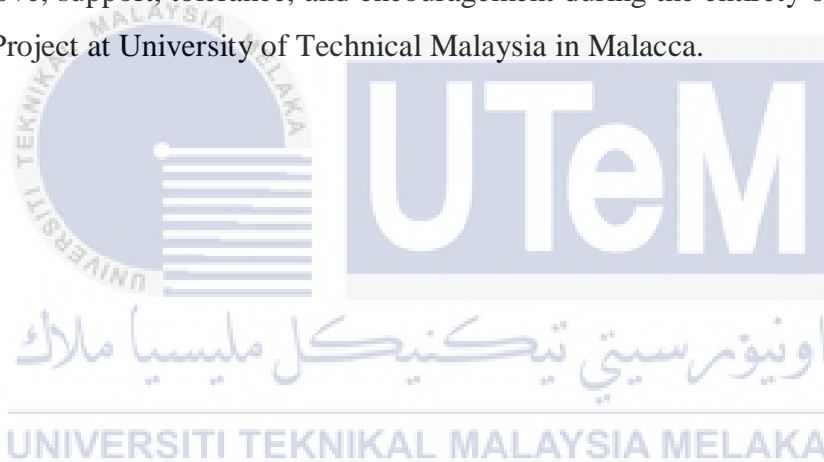


Acknowledgements

First off, let me use this occasion to express my profound thanks to Dr. Hasan bin Saleh, senior lecturer in the faculty of technology management and technopreneurship and my research supervisor, for his professional counsel, direction, and support during the entire research. The guidance and assistance he provided were really helpful in advancing and facilitating the research.

I would also want to express my gratitude to my family and friends, who inspire me to continue my studies. In addition, I would like to express my gratitude to the SME sector workers and employers in mar poly commerce sdn bhd for their collaboration, support, and patience as I conducted my study.

Last but not least, I want to express my sincere gratitude to my family for their love, support, tolerance, and encouragement during the entirety of my Final Year Project at University of Technical Malaysia in Malacca.



Abstract

The purpose of this study is to comprehend how social media in the post-Covid19 age affects Small-to-Medium Enterprise (SME) sectors. These impacts would include adjustments made by social media in SME sectors, SME sector use of social media platforms, and SME sector limitations on social media. According to the study framework, social media developments, social media platform use, and social media limitations are the elements that have an impact on the SME sector in the post-Covid19 age. Based on the measurement modified from earlier research, a construct measurement was created to experimentally test the construct. In order to gather the primary information and investigate the effects of social media on SME sectors in Malim Jaya, Malacca, Malaysia, a quantitative study structured questionnaire was utilised. Distribution of the survey was done using basic random sampling and probability sampling techniques. 90 questionnaires were gathered in the Taman Teknologi Cheng neighbourhood in Melaka. Each construct's reliability and validity were evaluated using SPSS reliability analysis. On the other hand, multiple regression analysis and correlation were employed to examine the relationship between the variables.

Abstrak

Matlamat kajian ini adalah untuk memahami pengaruh media sosial terhadap sektor Perusahaan Kecil hingga Sederhana (PKS) dalam era pasca covid19. Pengaruh ini termasuk perubahan yang dibuat oleh media sosial dalam sektor PKS, penggunaan platform media sosial bagi sektor PKS, dan penehahan media sosial pada sektor PKS. Rangka kerja penyelidikan mencadangkan bahawa perubahan yang dibuat oleh media sosial, penggunaan platform media sosial, dan penehahan media sosial adalah faktor yang mempengaruhi sektor PKS semasa era Pasca-Covid19. Satu ukuran konstruk dibangunkan berdasarkan ukuran yang diadaptasi daripada kajian lepas untuk menguji konstruk secara empirik. Soal selidik berstruktur kajian kuantitatif digunakan untuk mengumpul data primer dan meneroka pengaruh media sosial dalam sektor PKS di Malim Jaya, Melaka, Malaysia. Soal selidik diedarkan secara persampelan kebarangkalian dengan teknik persampelan sistematik dan persampelan rawak mudah. 60 soal selidik telah dikumpul di kawasan Malim Jaya, Melaka. Untuk mengukur kebolehpercayaan dan kesahan setiap konstruk dan analisis kebolehpercayaan melalui SPSS telah digunakan. Sebaliknya, analisis korelasi dan regresi berganda digunakan untuk menguji hubungan antara pembolehubah.

Table of content

DECLARATION OF ORIGINAL WORK	4
DEDICATION.....	5
Acknowledgements.....	6
Abstract	7
Abstrak	8
Table of content	9
1.0 Introduction	13
1.1 Background of study.....	13
1.2 Problem Statement.....	14
1.3 Research Question	15
1.4 Research Objective	15
1.5 Scope and Limitation of the study	15
1.6 Significant of the study	16
1.7 Summary	16
2.0 Literature Review	17
2.1 Introduction	17
2.2 Changes made by social media.....	18
2.3 Social Media platform utilization	19
2.4 Social Media limitation.....	21
2.5 Relevance of SME sector and Social Media platform.....	22
2.6 Theoretical Framework.....	24

2.7	Hypotheses	25
2.8	Summary	26
3.0	Research Methodology	27
3.1	Introduction	27
3.2	Research Design	28
3.3	Quantitative Research	29
3.4	Research Methodology	30
3.4.1	Data Collecting	30
	Collection of data (Sequence)	31
3.4.2	Journal and Article Research	31
3.4.3	Questionnaire	31
3.5	Data analysis	32
	Reliability Test (Pilot Test)	32
3.6	Research Location	33
3.7	Research Population and Sample	34
	Sample selecting	35
3.8	Research instrument.....	36
3.8.1	Primary data (Questionnaire)	36
3.8.2	Secondary data (Literature review).....	36
3.9	Research Reliability and Research Validity	37
3.9.1	Reliability	37
3.9.2	Validity	37
3.10	Summary	38
4.0	DATA ANALYSIS & RESEARCH FINDINGS	39

4.1	CONTENT VALIDITY	39
4.2	Reliability Analysis.....	39
4.3	Descriptive of the Study Sample	41
4.3.1	Gender.....	41
4.3.2	Age.....	42
4.3.3	Race	43
4.3.4	Highest Education Level	44
4.3.5	Salary Per Month.....	45
4.4	Descriptive of the Study Variables	46
4.5	Inter-Correlation between Variables	47
4.6	Regression Analysis.....	48
4.7	Results of hypotheses Testing	50
4.8	Summary.....	51
5.0	Summary, findings, recommendations and conclusion.....	52
5.1	Introduction.....	52
5.2	Summary of the research.....	52
▪	Objective 1: To identify the changes that social media has made in the SME sector	53
▪	Objective 2: To determine what would SME sector do to utilize and make use of social media platform in Post-Covid19 era.....	54
▪	Objective 3: To identify the limitation of social media in SME sector	54
5.3	Conclusion	54
5.4	Recommendations for further research and limitations	55
5.5	Summary	55
	APPENDICES QUESTIONNAIRE (SURVEY).....	56



1.0 Introduction

1.1 Background of study

Malaysia has been impacted by the worldwide COVID-19 pandemic, which is brought on by the coronavirus 2 (severe acute respiratory syndrome) (SARS-CoV-2). As of March 20, 2022, the country had more than 3,900,000 confirmed COVID-19 cases, more than 270,000 active cases, more than 34,000 deaths, and more than 53 million tests. It was ranked third in Southeast Asia for COVID-19 cases, behind Vietnam and Indonesia, and fourth for COVID-19 deaths, behind the Philippines, Vietnam, and Indonesia. After taking strict emergency measures to battle COVID-19 for more than two years, Malaysia has joined the worldwide movement to change the status of the disease from pandemic to endemic.

A recent social phenomena that hasn't been fully investigated is social media (Roth, Bobko et al. 2013). Websites and television shows that emphasise participation, community-based feedback, communication, and information sharing are referred to as social media. Through social media, people engage and communicate with their friends, family, and other communities. The concepts of Web 2.0, social networking sites, and user-generated content/user-generated information systems are contrasted with those of social media in the next section, which is set within the context of current research. As of right now, there is no clear definition of what "Social Media" is. "Social Media is a series of Internet- based applications that build on the conceptual and technological roots of Web 2.0, and that allow the creation and exchange of User Generated Content," say Kaplan and Haenlein (Kaplan and Haenlein 2010).

Small and medium-sized businesses (SMEs) are autonomous, stand-alone companies with fewer employees. The sum varies according on the country. In Malaysia, a firm will be recognised as a SME if it fulfils either of the two qualifying requirements—sales turnover or full-time employees—depending on which is lowest. 250 employees is the most usual cutoff for the European Union's SME classification system. While the US classifies SMEs as companies with less than 500 employees, several countries have a maximum of 200 employees. Small firms often have less than 50 workers, whereas microbusinesses frequently have no more than 10, and occasionally no more than 5, employees.

Small and medium-sized firms (SMEs) have been highlighted as one of the world's growth engines, with SMEs accounting for more than 90% of all businesses. Changes in the global business environment, as well as ongoing liberalisation pressures resulting from the economic and financial crisis, present new challenges and opportunities for SMEs.

1.2 Problem Statement

Covid19 has caused MCO breakdown in Malaysia, where there's a lot of SME's starting to enhance or move to social media platform in term of many aspect on works and business process. Now, due to endemic, we are questioning that, are social media influences still the same as it is during MCO breakdown or there are changes during this Post-Covid19 era (Curvearro, 2020). Without doubt social media really brings a huge different to the SME businesses (Jaroslav Belas et al 2021) it is either some SME who adapt that carry on or those who can't adapt to it that has resulted in failure or bankrupt.

On another hand, we wonder on how would SME sector utilize or make use of social media in this Post-Covid19 era where we are going back to the norm before covid19(Jaroslav Belas et al. 2021). This norm are all about getting back to face to face works and a lot of offline meetups while some minority still maintain online but soon will turn offline (Aris Katzourakis 2022) . On this time, how would SME's react to the new norm on social media utilization.

There's also questioning about the limitation of social media influences on SME sector after we know how SME's will utilize it (Quinton & Wilson, 2016). What actually are the limitation of social media on SME sector that we can't do online but could do it face to face. Or is there no limitation at all?

Given the vital role of social media in modern society nowadays, and the potential benefit from it, it is a need to figure out how would the influences goes during or after covid19 period which is during pandemic and now during endemic (Lacho & Marinello 2010). The study are to know what changes that social media has made in SME, how would SME react as to utilize the use of social media during endemic and what limitation does social media has on SME sector.

1.3 Research Question

This study are to solve following research question;

- i. What changes does social media has made in Small Business Enterprise(SME) sector.
- ii. How SME sector utilize social media platform in the Post-Covid19 era.
- iii. What the limitation does social media have on SME sector.

1.4 Research Objective

The following are research objective that are going to be achieve;

- i. To identify the changes that social media has made in the SME sector
- ii. To determine what would SME sector do to utilize and make use of social media platform in Post-Covid19 era
- iii. To identify the limitation of social media in SME sector.

1.5 Scope and Limitation of the study

The targeted audience are SME that can be found in Segamat or Malacca. Method used in the study will be beneficial to this paper and to those who are interested in similar topic. The necessity for SME sectors to effectively determine the role and importance of social media are crucial. As a result, SME's will identify and assure the changes of social media and determine the role for it in Post- Covid19 era. For the researcher, this study will aid in the discovery of understanding in how social media will influence and make changes in SME sector during Post-Covid19 era. As a result, there will be new perspective on how peoples in SME sector determine the role of social.

1.6 Significant of the study

Because social media has been a big part of the world now days, SME sectors also plays important part in company this paper are beneficial for people to assure relation between Social media and SME's. Method used in the study will be beneficial to this paper and to those who are interested in similar topic. The necessity for SME sectors to effectively determine the role and importance of social media in the SME's sectors are crucial. As a result, SME's will identify and assure the changes of social media and determine the role for it in Post-Covid19 era. For the researcher, this study will aid in the discovery of understanding in how social media will influence and make changes in SME sector during Post-Covid19 era. As a result, there will be new perspective on how peoples in SME sector determine the role of social media.

1.7 Summary

Chapter 1 of this study has introduce Social Media and SME sector including the correlation between these two subject. The main purpose of this research is to identify the influence of Social Media in SME sectors. The problem statements in this paper is focused on Social Media as a medium in SME sectors to enhance a business during Post-Covid19 era.

2.0 Literature Review

2.1 Introduction

Small and medium-sized enterprises (SMEs) have become a significant and dynamic part of the global economy. For SMEs to boost productivity and competitiveness, information technology is essential. As technology era emerge, more and more country has started to adopt social media in as part of their business. This situation has been boosted and pushed further more as Covid19 disease breakout all around the world. It has caused MCO breakdown in Malaysia and all the businesses and corporation are forced to stay home and go online as in the term of working and business activities too. The purpose of this study is to ascertain how social media impacts the performance of small and medium-sized businesses. Social media's role as a mediator is also explored. To improve social media measurement, items were created to assess the various goals of organisational social media use. Social media are internet- based platforms that let individuals or the general public access, produce, and share information, ideas, photographs, videos, information, interests, and other things. Vo et al. (2019) claim that the increase of online users and transactions has turned the Internet into the centre of the business environment. Additionally, social media was defined by Kaplan and Haenlein (2010) as a group of web-based applications that support the production and sharing of user-generated content and are built on the conceptual and technical foundations of Web 2.0. The government has continually introduced strategic programmes, including financial facilities, to support and empower small and medium businesses (SMEs) and micro-SMEs (MSMEs) in their fight to continue operating in 2021 despite the ongoing COVID-19 outbreak. To boost the country's economy and decrease the effect of the epidemic on SMEs, the National People's Well-Being and Economic Recovery Package (PEMULIH), the Strategic Programme to Empower the People and Economy (PEMERKASA), and PEMERKASA Plus were all presented this year. For SMEs, the growth in Gross Domestic Product (GDP) for the previous year was negative 7.3%. This was the first time in 17 years, according to the Department of Statistics Malaysia, that their growth fell behind the growth of Malaysia's overall GDP.

2.2 Changes made by social media

In the business press, there is considerable discussion over the benefits of social networking. According to Kaplan & Haenlein (2010), the use of social media apps has grown to include businesses, and Forrester Research predicts that by 2014, social media spending would exceed \$3 billion. (2010) (Lacho and Marinello). Nicholas J. Oxborrow claims in his study, "Social Media Helps Small Business," that by creating a profile, interacting with customers, and posting content and campaigns in the hopes that they will be widely shared among potential customers, small businesses can create their own brand presence and quickly and significantly increase brand awareness.

Through social media, consumers now have access to a lot of information and a new yardstick by which to judge firms. Social media enables firms to identify themselves and provide details about their brand because today's consumers are increasingly tech-savvy and interested in the businesses they buy from. Marketing, 23 January 2022 (Kevin Urrutia)

The phrases social networks and social media networks have been used interchangeably in the popular press throughout the digital era since social networks now incorporate online networking activities (Naudé et al., 2014). 2016 (Quinton & Wilson). Social media networks may be accessed often through online social networking services like LinkedIn, Facebook, and Twitter (Anin et al., 2015). They provide businesses with a ready-to-use option to encourage social networking and networking activities for better information and knowledge flow, the growth of business connections, and the building of collaborative relationships (Williams, 2019).

Furthermore, as users may connect with others through many-to-many, one-to-one, and one-to-many interactions inside social networks, using social media networks can improve corporate reach for both types of links made within social networks (Quinton & Wilson, 2016). (2015) McCann & Barlow. Social media platforms can therefore provide businesses simple-to-use online spaces for establishing strategic partnerships (Möller & Svahn, 2009; Paniagua & Sapena, 2014). The rise of "social media business networks" is another effect of connections between firms via social media networks, which may provide a fluid membership constituency with members who have shared interests (Quinton & Wilson, 2016).

2.3 Social Media platform utilization

Social media platforms like LinkedIn, Facebook, and Twitter have been increasingly popular as venues for individuals and organisations, particularly during the COVID crisis (Ainin et al., 2015). These networks offer fresh avenues for interaction, collaboration, and communication (Quinton & Wilson, 2016). Through many-to-many, one-to-one, and one-to-many connections, users may create information and engage in social interaction (Ainin et al., 2015; McCann & Barlow, 2015). The majority of social media platforms are free to use (Ainin et al., 2015; Kaplan & Haenlein, 2010), and companies utilise them for social networking and sharing as well as for selling, advertising, and marketing (Ainin et al., 2015; Kaplan & Haenlein, 2010). Ainin et al. (2015)

Only around 70.5 percent of businesses in Malaysia use social media to connect and interact with customers, whether through WhatsApp, Facebook, or Instagram, according to a 2018 survey by SME Corp. Malaysia and Huawei Technologies.

Social media refers to a wide range of internet channels and platforms that enable collaborative information generation and distribution. (Aichner and Jacob 2015) divided the vast social media platform into thirteen categories based on its extent and usefulness. The most well-liked ones include blogs, microblogs, forums, business networks, cooperative projects, photo sharing, social bookmarking, social gaming, and social networking sites. Several studies contend that social media varies from Web 2.0 in terms of scope, typology, and economic models (Kaplan and Haenlein, 2010; Berthon et al., 2012). In actuality, Web 2.0 has evolved into a social media technological base that enables the creation of apps and platforms.

Despite the spectacular growth of social media use in industry throughout the world, data suggests that corporate social media initiatives are faltering. Businesses' incapacity to use social media intelligently and track the performance of their efforts is the source of these issues. (Effing and Spil, 2016; McCann and Barlow, 2015)

Making use of social media networks has given many businesses a new networking method that speeds up the process of creating connections and partnerships for business purposes (Quinton & Wilson, 2016). Social media

networks' capacity to forge a flexible membership constituency in accordance with their goals and interests might, therefore, lead to the emergence of social media business networks (Cenamor et al., 2019; Quinton & Wilson, 2016).

Although many SMEs have profited from modernising their company operations through the usage of social media, there is still an issue with the practise. SMEs still lack a solid understanding of the measures that may be applied to measure their business performance on a digital platform.



2.4 Social Media limitation

There are certain challenges that limit the adoption of social media in SMEs. One of the most well-known concepts in digital marketing is social media. Social media platforms are being used by businesses and marketers to improve their marketing in the digital age. Over the past 10 years, there has been a clear transition from traditional marketing to digital marketing. Attracting clients to a firm is the major goal of marketers. Additionally, social media is where the great majority of customers can be located. 52 percent of businesses say social media has helped them increase their income and sales, and this percentage is projected to climb.

Social media, however, is becoming into a more intricate part of a company's marketing strategy. because marketers nowadays must deal with a variety of social media marketing constraints. 2020 (Curvearro)

Rural firms must use online networking and social media business networks to get over challenges with distance (Roberts et al., 2017; Townsend et al., 2016). On the other side, it is typically said that rural SMEs lack adequate internet connectivity and digital infrastructure (Philip et al., 2017; Townsend et al., 2016). Due to a lack of digital and technological capabilities, rural SMEs adopt digital technologies at a slower rate than their urban counterparts (Warren, 2007; Wilson et al., 2018). Therefore, compared to urban SMEs, rural enterprises may find it more difficult to join social media business networks and increase their networking activities (Lekhanya, 2018; Phillipson et al., 2019).

Previous research has revealed that rural SMEs had a lower adoption rate of digital technologies, particularly social media business networks, than urban SMEs. Due to the urban-rural digital divide, this has occurred (Lekhanya, 2018; Onitsuka, 2019; Philip et al., 2017; Warren, 2007). For instance, according to (Galloway and Mochrie 2005), due to supply and demand issues with ICT, rural firms have lower levels of digital proficiency than urban enterprises. Similar to this, (Warren 2007) finds that compared to their urban equivalents, rural areas traditionally had lower levels of broadband connectivity and digital technology availability and adoption. Rural SMEs in South Africa experience networking issues due to a lack of broadband connectivity, inadequate access to technology, and inadequate infrastructure (Lekhanya 2018). Based on empirical data from Japan, (Onitsuka 2019) claims that more rural than urban firms experience

difficulties in creating collaborative work and online networking with external partners as a result of the issue of internet connectivity.

2.5 Relevance of SME sector and Social Media platform

The expansion of small firms is constrained by financial, resource, and technological limitations. Contrarily, this sector is rapidly utilising social media to improve external relationships with stakeholders and to create ties that will pay off in the long run (Gordon, 2009; Fischer and Reuber, 2011). Social media has emerged as an increasingly important tool for SMEs because to its simplicity of use, ability to reach customers quickly and affordably, facilitative features, and less technical platforms (Fischer and Reuber, 2011; Broekemier, Chau and Seshadri, 2015)

Numerous studies have been conducted on the interaction between social media and enterprises in the digital economy. Ainin et al. (2015), Franco et al. (2016), Paniagua & Sapena (2014), and Vásquez & Escamilla (2014) explored the impact of social media on firm transformation, while other research looked at the connection between social media use and business value (Aral et al., 2013). (Paniagua & Sapena, 2014; Franco et al., 2016; Ainin et al., 2015). The impact of social media and its business networks on company performance, particularly for rural SMEs, is not well studied empirically.

Lee (2013) asserts that the usage of social media by businesses has an effect on consumer purchasing behaviour. According to the study, social media significantly influenced customers who chose goods or services from a certain SME after selecting and analysing information about such goods or services (Belas et al., 2020). SMEs need a defined social media strategy so that customer feedback and group comments are exchanged constantly to avoid misunderstandings between the parties (Ufan et al., 2020). Due to SMEs' use of social media, firms in the V4 nations now have access to possibilities, ideas, concepts, and the flexibility to adapt their products to meet the tastes and preferences of their clients.

As a consequence, SMEs continually take their clients' needs into account. Additionally, Facebook, YouTube, and Twitter are only a few examples of the social media sites that Ferencakova et al. (2020) claim have significantly improved marketing intelligence. Business strategies for SMEs in

the V4 nations had to be intensified, new business possibilities had to be established, and the use of social media in business helped open the way for innovation. Similar to how big businesses utilise social media, SMEs have made significant contributions to organisational benefits, business strategy, and innovation (epel, 2019; Scuotto et al., 2017).

Social media business networks are professional-focused social media networking platforms that aim to help users build a network of connections (Chang et al., 2017). These online business networks make it simple to connect with potential clients and receive access to vital outside resources and information from network members (Pettersen, 2016). To improve business performance and growth, many companies, especially SMEs, have included them as a crucial part of their marketing strategies (Naudé et al., 2014).

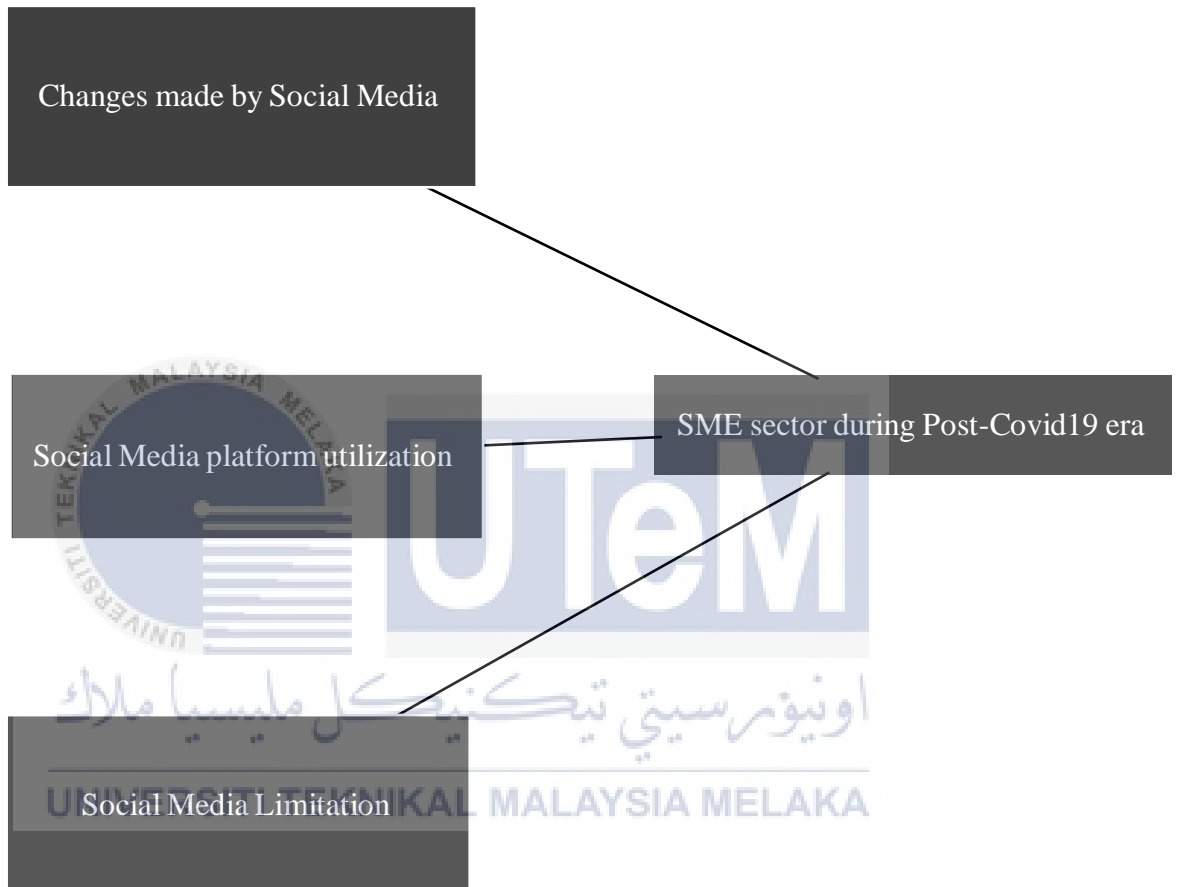


2.6 Theoretical Framework

IV's

DV

Social Media Influences



2.7 Hypotheses

A clear, unambiguous, testable assertion or prognosis regarding the anticipated outcome of a scientific research study based on a specific feature of a population, such as presumed disparities between groups on a certain measure or correlations between variables, is called a hypothesis.

H₀: There are many changes made by social media in SME sector

H₁: There are no changes made by social media in SME sector

H_a : SME sector has fully utilized the use of social media up to current situation

H_b : SME sector has not fully utilized the use of social media up to current situation

H_x : Social media has no limitation on SME sector

H_y : Social media have limitation on SME sector

2.8 Summary

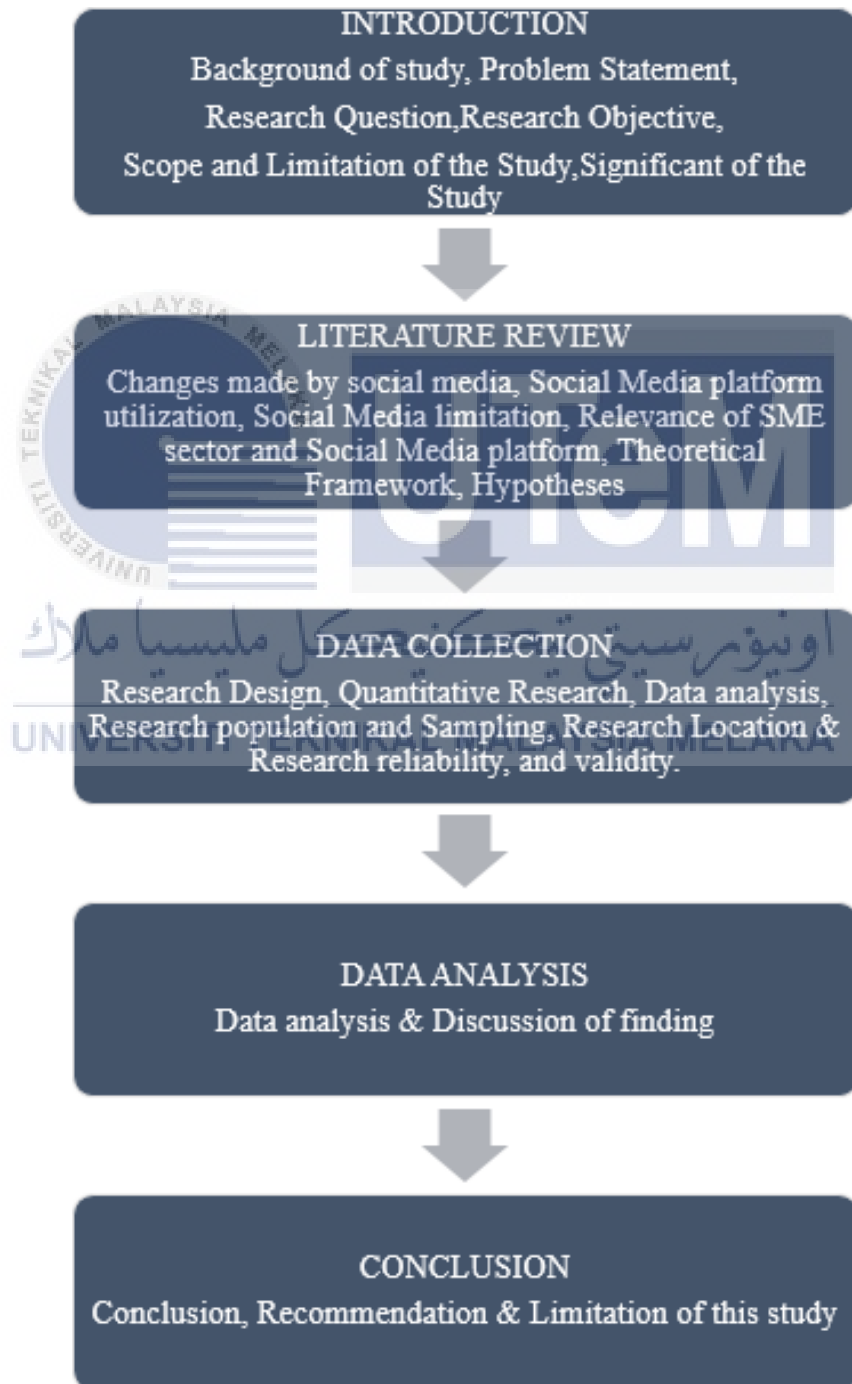
From the literature review, conclusion is about the correlation between the dependant variable which is SME sectors during Post-Covid19 era and the independent variables which are changes made by social media, social media utilization and limitation of social media. Additionally, three hypotheses are taken into account in this article in order to offer a fact-based understanding of the variations in social media effects on SME sectors in the post-Covid19 age. The study may then show whether or not the SME sector has completely embraced social media platforms. This report also identifies the social media sector's limitations as it relates to SMEs. In the next section of the study, the data, methods, and results are described.



3.0 Research Methodology

3.1 Introduction

This chapter will provide a description of the research methodologies used. This chapter will cover the population, population frame, and interview sample processes. The chosen technique of analysis and the data gathering process are fully described in this chapter's last section. The graph below will show the research flow.



3.2 Research Design

Research design, in general, refers to a framework for planning and executing a study. The strategy, conceptual framework, determination of who and what to examine, as well as the methods and processes to be utilised for data collection and analysis, are all included in the research design, which is a crucial part of the study.

The researchers employed a quantitative research methodology in their investigation. In contrast to the more concentrated or emotional understanding that qualitative research seeks, quantitative research employs enormous sample sizes and places greater emphasis on the number of responses. To ensure a fair analysis of the complete data sample in quantitative research, it is customary to pose the identical questions to every respondent.

In this study, a questionnaire was employed as a data gathering tool. A questionnaire is a tool made up of a series of inquiries or other requests intended to elicit data from a response. Closed-ended and open-ended questions are combined in a typical research questionnaire. And the objective of the questionnaire is to collect data on the social media changes in SME's sector, social media platform utilization of SME sectors, social media limitation on SME sectors all during post-covid19 era and enable researchers to discover what they're looking for.

This research intends to gather information and statistics by sending a questionnaire to employees and employers in the SME sector to see how they receive social media influences in terms of post-covid19 era.

Because the study is about human interaction and viewpoints, quantitative methods are used. It will be a more accurate finding because the questionnaire is designed to obtain more honest responses and thoughts.

3.3 Quantitative Research

A population is often described as a group of individuals from the same species that reside in the same geographic area. Populations might be small and contained, such as on an island or in a region, or they can be large and dispersed, with no obvious distinction between them and other populations of the same sort. Quantitative research is used to determine the proportion of people who hold a particular belief or exhibit a particular behaviour. In contrast to qualitative research, which seeks a more nuanced or emotional understanding, quantitative research makes use of large sample sizes and is more concerned with the number of responses. To ensure a fair analysis of the complete data sample in quantitative research, it is customary to pose the identical questions to every respondent.

The data is presented in numerical form, allowing for quantitative statistical analysis. On the other hand, surveys can be set up to diverge if a respondent gives a given response; for instance, people who express satisfaction or dissatisfaction with a service may be asked different questions afterwards.

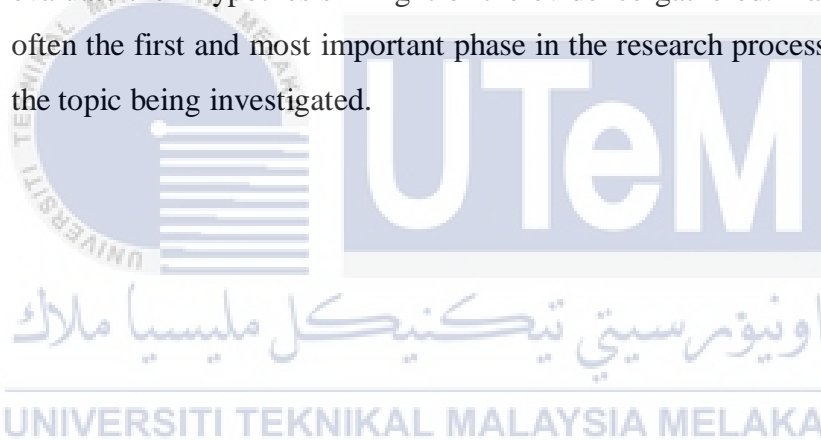
In quantitative research, closed-ended questions are widely employed. If respondents are only provided a limited number of alternatives, they won't be able to provide in-depth, open-ended comments. By using this strategy, the quantitative research process will be substantially more effective than it would be with open-ended qualitative questions. It is more effective since it does not require the time-consuming task of coding several open-ended responses. However, if appropriate, a "Other" category can usually be added to the list of potential answers to questions in a quantitative research design. This makes it possible to record and use the precise responses of respondents who do not neatly fit into one of the major groups for the analysis of the research. This enables respondents who don't neatly fit into one of the main categories to have their exact responses recorded and used in the analysis of the research study.

3.4 Research Methodology

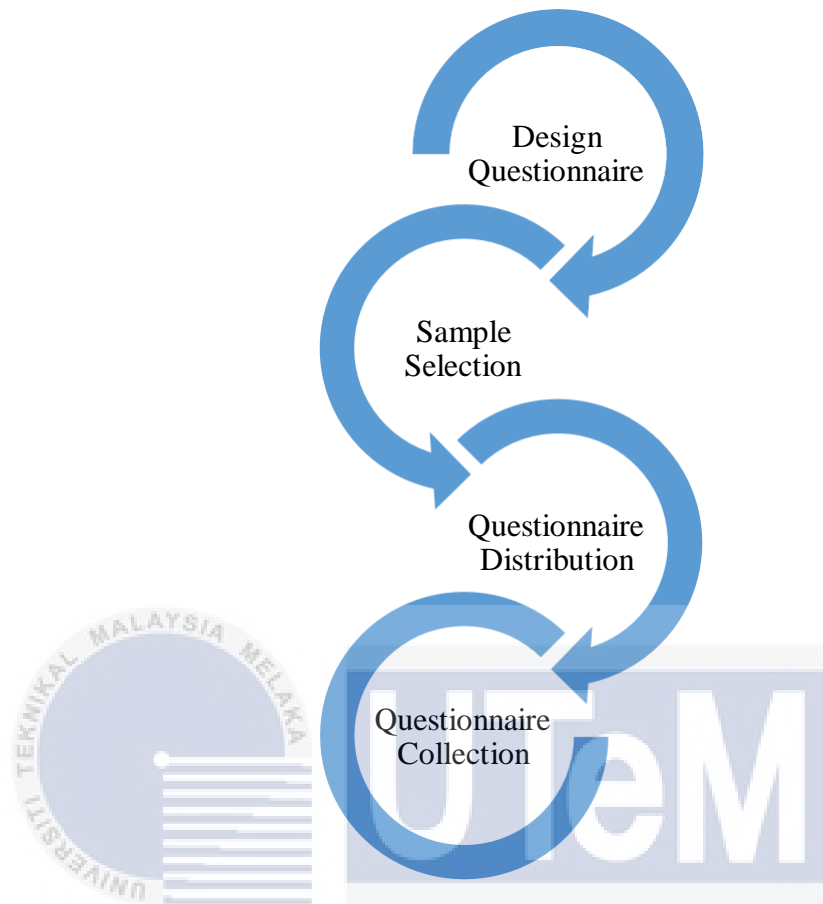
The term "research methodology" refers to the method used to do research. It refers to the tools and tactics utilised to complete a certain research or discovery. A research technique, according to Walliman, is a set of tools used to undertake various types of study. As a consequence, it's vital to use a methodical strategy that is tailored to the study's objectives. In this portion, the researcher will separate the sections into two categories: data collection and data analysis.

3.4.1 Data Collecting

Data collection is the process of accurately obtaining, calculating, and assessing findings for study using tried-and-true methods. A researcher may evaluate their hypothesis in light of the evidence gathered. Data collection is often the first and most important phase in the research process, regardless of the topic being investigated.



Collection of data (Sequence)



3.4.2 Journal and Article Research

The process of finding and analysing evidence or results from earlier study is known as journal and article research. Data is frequently gathered from journals, articles, textbooks, and other public and unpublished documents. The information acquired using this approach is classified as secondary data. Secondary data is publicly available information that may be used by anybody other than academics. This implies that rather than being collected directly, secondary data is obtained through public or unpublished sources.

3.4.3 Questionnaire

A questionnaire is a tool used to gather data from respondents and consists of a list of questions. There are no written or spoken questions on these instruments, which are set up like an interview. One of the most effective methods for gathering primary data is through the use of questionnaires.

Primary data is described as information gathered by the researcher, such as surveys, interviews, and experiments, and used to better understand and address the research problem.

3.5 Data analysis

Data must first be cleansed, processed, and modelled in order to be able to retrieve pertinent information for business decision-making. Data analysis is to extract pertinent information from data so that judgements may be made using it as a basis. Analyzing numerical data using a variety of statistical approaches is a component of quantitative data analysis (both category and numerical). Descriptive statistics and inferential statistics are the two primary statistical fields. It is simple to calculate quantitative data, making it useful for controlling a variety of factors. Quantitative data is frequently collected for statistical analysis by sending surveys, polls, or questionnaires to a specific demographic group. A significant population can benefit from the findings.

Reliability Test (Pilot Test)

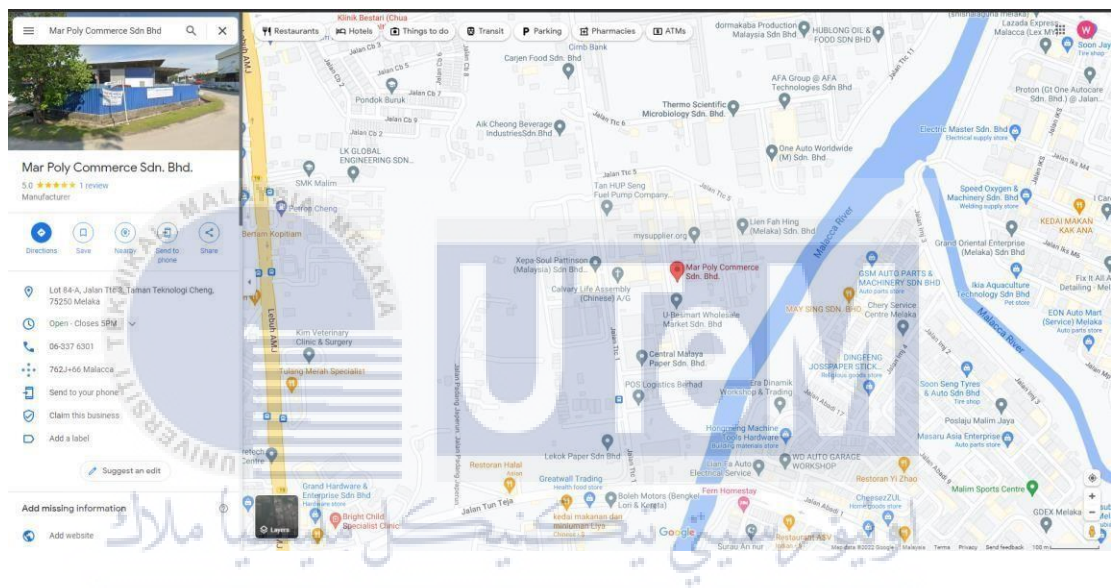
Reliability Statistic			
Variables	N of Items	Cronbach's Alpha	Remarks
SME during Post-Covid19 era	5	0.947	Dependent Variable
Changes made by social media	5	0.940	Independent Variables 1
Social media platform utilization	5	0.941	Independent Variables 2
Social media limitation	5	0.640	Independent Variables 3

Pilot testing is a type of software testing that looks at a system's component elements or the system as a whole while it is in operation. A research project's

duration, cost, risk, and performance are all evaluated throughout the pilot test. Twenty respondents were gathered for the current study's pilot test by the researcher.

Based on table above, the value of Cronbach's alpha is relevant and good. The highest value is DV1 which has 0.947 follow up by 0.941 of IV2 and 0.940 of IV1. Meanwhile the IV3 which is social media limitation has slightly low cronbach's alpha value which is 0.640 but still considered average.

3.6 Research Location



(Google Maps, Malim Jaya, 2022)

Therefore, the type of study is quantitative, and the research location has been selected SME as Mar Poly Commerce Sdn. Bhd. at Lot 84-A, Jalan Ttc 3, Taman Teknologi Cheng, 75250 Melaka. Respondent in the targeted area will be provided with questionnaire that contained with question related to current study.

3.7 Research Population and Sample

The study's demographic and sample are described in Chapter 3. The conception and management of a survey, as well as data gathering methods, are described. The methods for interviewing a subset of the sample are detailed. In this study, descriptive and quantitative approaches were used in tandem.

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

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

Source: Krejcie & Morgan, 1970

Formula for determining sample size

$$s = \frac{X^2 NP(1 - P)}{d^2} + (N - 1) + \frac{X^2 P(1 - P)}{d^2}$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

The population in this research were the employee and employers in SME areas in Malim Jaya, Melaka. The number of targeted respondent consist of 50-100 persons. So, in the end, the total respondent will be 92 people only. But 2 of the response are not validate so the total respondent is 90 people only.

Sample selecting:

In contrast to nonprobability sampling, probability sampling refers to sampling techniques where the probability of selecting a person (or event) for inclusion in the sample is known. You might be wondering why it's important to worry about a study element's possibilities of getting selected for a researcher's sample. This is justified by the fact that most researchers who use probability sampling methods prefer to select a representative sample from which to acquire data. A representative sample is one that, in all ways pertinent to the investigation, closely mirrors the population from which it was drawn.

3.8 Research instrument

Research instruments are the tools that the researcher uses to acquire data. Instruments are categorised based on their construction or shape, purpose, nature, and accessibility. In nursing research, questionnaires and scales are the two most used techniques. The instruments utilised are determined by the study question. The instrument selection technique is a multi-step, complicated process that is an important part of the research process. The credibility of an instrument is determined by its reliability and validity. Whether it is standardised or invented by the researcher, the accuracy and dependability must be demonstrated before it is used.

3.8.1 Primary data (Questionnaire)

The tool used to acquire the data was a questionnaire. A questionnaire is a self-report form that is printed and used to gather information from respondents by having them write down their answers. The information received through a questionnaire is comparable to that from an interview, despite the fact that the questions are often shorter. Data was gathered utilising questionnaires in the current study to get around the issue.

3.8.2 Secondary data (Literature review)

In the current study, several additional studies were used as supplementary information, and journal and article reviews were used as secondary data to develop the literature metrics. On websites like ResearchGate, Academia, Google Scholar, and others, the journals might be located. To complement this research and gain a deeper knowledge of the employees' performance, online news and productivity-related publications were also examined.

3.9 Research Reliability and Research Validity

To evaluate the calibre of study, the phrases validity and reliability are utilised. It refers to how precisely a method, test, or methodology measures facts. While a measure's accuracy is concerned with validity, a measure's consistency is with dependability. The validity of the instruments will be assessed using Cronbach's Alpha, as seen in the graph below.

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

3.9.1 Reliability

The consistency with which a method analyses something is referred to as reliability. The measurement is regarded as trustworthy if the same result can regularly be produced using the same procedures under the same circumstances.

3.9.2 Validity

The accuracy with which a technique measures what it is intended to measure is referred to as validity. When research is done properly, the findings are relevant to the traits, traits, and variations seen in the actual world.

3.10 Summary

Overall, this chapter discussed the research method utilized in this study, which included Research Design, Population and Sample, Research Instrument, Data Collection, Data Analysis Procedure, and the chapter's Summary. The study employs a quantitative descriptive design and a probabilistic simple random sampling procedure. The sample will involve the SME sectors in Malim Jaya, Melaka and the social media influences. The instrument will use to collect data for this study are questionnaire.



4.0 DATA ANALYSIS & RESEARCH FINDINGS

4.1 CONTENT VALIDITY

The degree to which test items accurately represent the full domain that the test is intended to measure is known as content validity. This article discusses the background and definitions of content validation, its methodology, the value of content validity support in validity arguments, and open content validation challenges. When developing any new tool, content validity is crucial since it shows if the tool is useful by assessing how effectively the instrument measures the intended structure (Anastasia, 1988). This enables the tool to come to appropriate and relevant conclusions and/or decide based on tool outcomes for a certain evaluation purpose (Messick, 1989; Moss, 1995).

In research methodology, the degree to which a test evaluates the behaviour to be evaluated is referred to as content validity. The researchers used a Google form to disseminate the surveys. The sections on demographic information and dependent variables are the two most crucial elements of the questionnaire. The content validity of this study is evaluated using the expertise of individuals who are acquainted with the construct being studied. Ask subject-matter experts to assess the content validity of a current test to ascertain the research's content validity.

4.2 Reliability Analysis

Reliability Statistic			
Variables	N of Items	Cronbach's Alpha	Remarks
SME during Post-Covid19 era	5	0.904	Dependent Variable
Changes made by social media	5	0.887	Independent Variables 1
Social media platform utilization	5	0.885	Independent Variables 2
Social media limitation	5	0.807	Independent Variables 3

Table 4.2: Reliability Analysis on Cronbach's Alpha

Scale: SME during Post-Covid19 era

Reliability Statistics

Cronbach's Alpha	N of Items
.904	5

Scale: Changes made by social media

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

Scale: Social media platform utilization

Reliability Statistics

Cronbach's Alpha	N of Items
.885	5

Scale: Social media limitation

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

To assess the internal consistency dependability in this study, the researchers applied Cronbach's Alpha. The range of Cronbach's Alpha values is 0 to 1, with a higher number indicating more internal consistency and a more dependable set of variables. According to Table 4.2, all variables have Alpha values that are more than 0.7, indicating that they are more internally consistent and dependable. when Cronbach's Alpha results indicate a degree of dependability that varies from 0.7 to 0.8. Over 0.8 will be regarded as good and exceptional.

Based on Table 4.2 SME during Post-Covid19 era (DV) that within 5 item has the highest alpha value among other variables which is 0.904. It has the greatest reliability while the variables that recorded the lowest alpha value is Social Media Limitation(IV3) which recorded 0.807, next Changes made by social media (IV1)

0.887 is the second highest follow by Social media platform utilization(IV2) which is 0.885.

Researchers come to the conclusion that the scales and items in the utilised and disseminated questionnaires are acceptable reliable based on the reliability analysis where the variables are assessed by Cronbach's Alpha value. Next, a descriptive analysis of the research sample will be carried out to describe the characteristics of the respondents, including gender, age, race, level of education, and monthly pay. It is a technique for condensing survey-collected data.

4.3 Descriptive of the Study Sample

4.3.1 Gender

		Gender Jantina			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Female/Perempuan	40	44.4	44.4	44.4
	Male/Lelaki	50	55.6	55.6	100.0
	Total	90	100.0	100.0	

Table 4.3.1: Gender of respondents

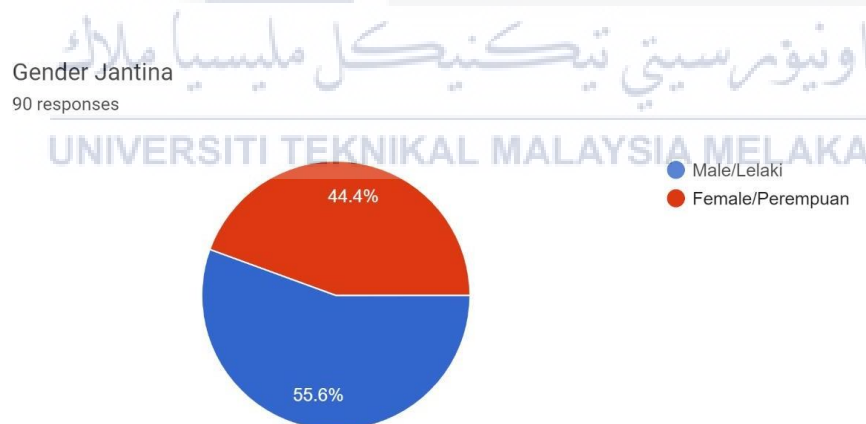


Figure 4.3.1: Gender of respondents

Based on Table 4.3.1, it shows that the result of respondents that have been divided to male and female from the survey. As shown in table above, the respondents are made up by 40 females and 50 males which represent 44.4% and 55.6% in the survey. This means male respondents are the majority gender in the company.

4.3.2 Age

		Age Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-21 years old/18-21 tahun	2	2.2	2.2	2.2
	22-25 years old/22-25 tahun	30	33.3	33.3	35.6
	26-30 years old/26-30 tahun	53	58.9	58.9	94.4
	31 years old and above/31 tahun ke atas	5	5.6	5.6	100.0
	Total	90	100.0	100.0	

Table 4.3.2: Age of respondents

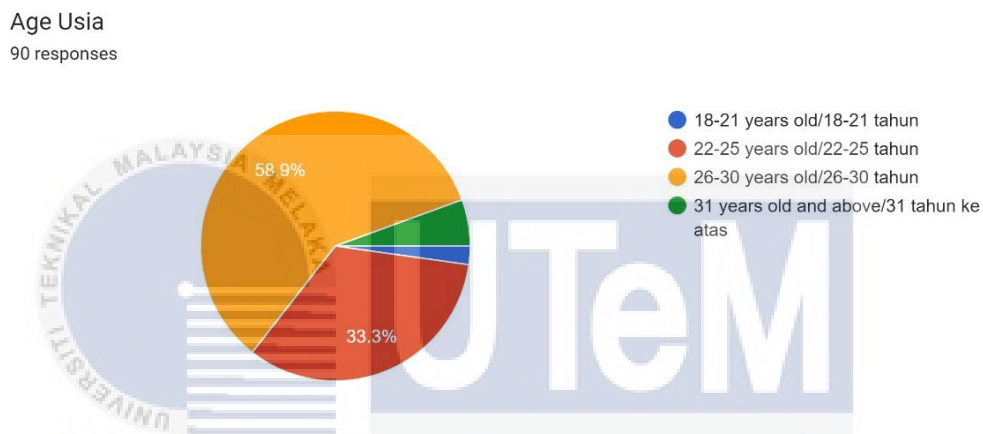


Figure 4.3.2: Age of respondents

Based on Table 4.3.2, it reflects the results of age of respondents that categorized to 4 segments which are 18-21 years old, 22-25 years old, 26-30 years old, and 31 years old and above. The table shows that the age between 26-30 years old to have highest frequency among all others respondent which consist 58.9% of all. The second highest frequency belongs to the 30 respondent of the age between 22-25 years old which consist 33.3%, respondents who are in this age range are considered as young graduates which is reasonable for them to conduct the survey. Then, there are only 5 respondents (5.6%) from the age range of 31 years old and above. Lastly, 2 respondent (2.2%) is from the age range between 18-21 years old which may be intern from bachelors of diploma and it represents the lowest frequency in overall.

4.3.3 Race

Race Bangsa		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese/Cina	46	51.1	51.1	51.1
	Indian/India	15	16.7	16.7	67.8
	Malay/Melayu	29	32.2	32.2	100.0
	Total	90	100.0	100.0	

Table 4.3.3: Race of respondents

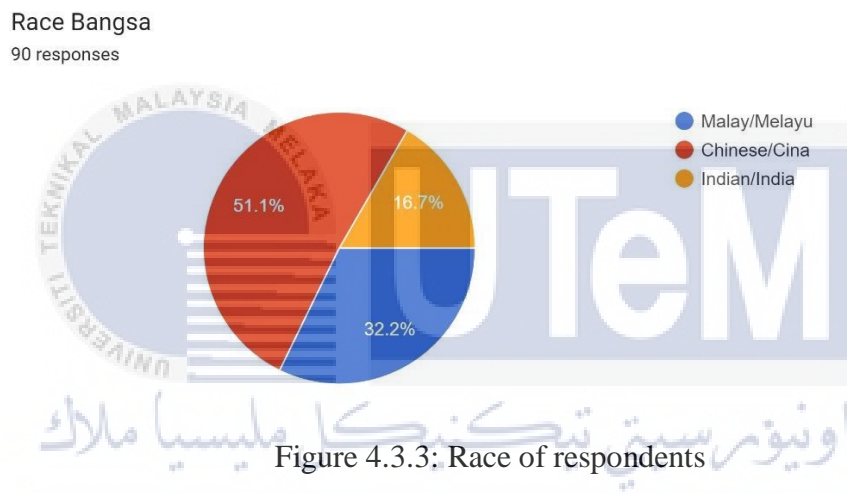


Figure 4.3.3: Race of respondents

The race of the respondents collected from the survey set was listed in Table 4.3.3. Based on Table 4.3.3, respondents' races have been divided into 4 groups: Chinese, Indian, Malay, and others. 46 respondents (51.1%)—the greatest frequency—are Chinese, making up the majority of respondents. Malay respondents make up 29 respondents (32.2%), which is the second-highest frequency in the poll. Indian respondents make up 16.7% of the total respondents with 15, making them the least common in the business. Other than the aforementioned races, the company does not offer any other races.

4.3.4 Highest Education Level

**Highest Education Level
Peringkat Pendidikan Tertinggi**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College or University/Kolej atau universiti	53	58.9	58.9	58.9
	Secondary School/Sekolah Menengah	37	41.1	41.1	100.0
	Total	90	100.0	100.0	

Table 4.3.4: Highest Education Level of respondents

Highest Education Level Peringkat Pendidikan Tertinggi
90 responses

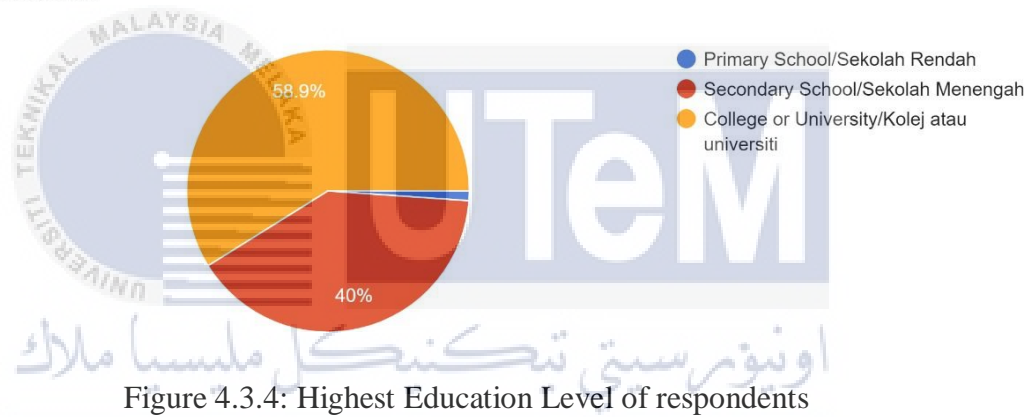


Figure 4.3.4: Highest Education Level of respondents

The three educational levels in this section are elementary school, high school, and college or university. However, Table 4.3.4 demonstrates that no elementary school graduate is recruited by the organisation. 53 respondents (58.9%) of the respondents are college or university graduates, while 37 respondents (41.1%) are secondary school graduates. This indicates that the company concentrates on hiring college graduates as well as some SPM graduates.

4.3.5 Salary Per Month

Salary Per Month Gaji Sebulan		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1500/RM 1500 ke bawah	1	1.1	1.1	1.1
	Rm 1500-Rm 2499	15	16.7	16.7	17.8
	RM 2500-RM 3499	61	67.8	67.8	85.6
	RM 3500 and above/RM 3500 ke atas	13	14.4	14.4	100.0
	Total	90	100.0	100.0	

Table 4.3.5: Salary Per Month of respondents

Salary Per Month Gaji Sebulan
90 responses

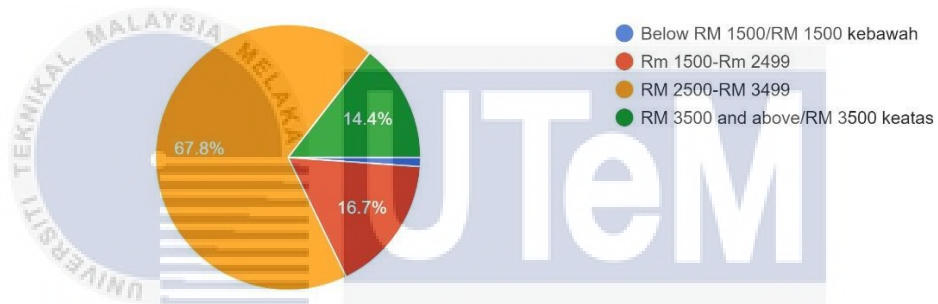


Figure 4.3.5: Salary Per Month of respondents

Salary per month of respondents being presented and separated into 4 categories in table 4.3.5. The 4 categories are below RM1500, RM1500-RM2499, RM2500-RM3499 and RM3500 and above. From the table, it can be concluded that the majority of respondent earn income in the range of Rm2500-Rm3499 as there are

61 respondents (67.8%) are under this category. Furthermore, there are 15 respondents (16.7%) are in the range of Rm1500-RM2499. Following with the third range of salary which are 13 respondents (14.4%) in the range of Rm3500 and above. The lowest percentage is 1 respondent with the salary of Rm1500 and below which is 1.1%.

4.4 Descriptive of the Study Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MEANDV	90	1.40	5.00	3.9844	.81845
MEANIV1	90	1.40	5.00	4.0000	.80671
MEANIV2	90	1.40	4.80	3.9578	.80587
MEANIV3	90	1.40	4.60	3.5933	.67803
Valid N (listwise)	90				

Table 4.4: Descriptive Analysis of the sTudy Variables

Mean Level	Indication
High Level	3.34 to 5.00
Medium Level	1.67 to 3.33
Low Level	1.00 to 1.66

Table 4.4.1: Mean Level

Likert scale method had been applied in our questionnaires which included 5 points from 1 (strongly disagree) to 5 (strongly agree). Based on the 5 points, the mean level is divided into three categories as shown in Table 4.4.1. Mean, standard deviation, minimum value and maximum values of all study variables are showed in Table 4.5. All the variables presented high, means that the level are in the range of 3.5933 to 4.0000. Mean of SME sector during Post-Covid19 era is 3.9844 and for the independent variables that present changes made by social media, social media platform utilization, and social media limitation are 4.0000, 3.9578, and 3.5933 respectively. Meanwhile, standard deviation of SME sector during Post-Covid19 era, changes made by social media, social media platform utilization, and social media limitation are 0.81845, 0.80671, 0.80587, and 0.67803 respectively. All the

minimum value is 1.40 while the lowest maximum value is 4.60 of social media limitation.

4.5 Inter-Correlation between Variables

		Correlations			
		MEANDV	MEANIV1	MEANIV2	MEANIV3
MEANDV	Pearson Correlation	1	.930**	.932**	.798**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	90	90	90	90
MEANIV1	Pearson Correlation	.930**	1	.926**	.830**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	90	90	90	90
MEANIV2	Pearson Correlation	.932**	.926**	1	.828**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	90	90	90	90
MEANIV3	Pearson Correlation	.798**	.830**	.828**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	90	90	90	90

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

Table 4.5: Inter-Correlation between Variables

Pearson's r	Indications
0.90 to 1.00	Very high correlation
0.70 to 0.89	High correlation
0.40 to 0.69	Moderate correlation
0.20 to 0.39	Low correlation
0.00 to 0.19	Very low correlation

Table 4.5.1: Strength of Relationship

The range of the correlation analysis, which is used to determine the relationship between the variables, is -1 to 1. Three categories of relationship types may be distinguished: 0 denotes the absence of a relationship, -1 denotes a perfectly positive linear relationship, and 1 denotes a perfectly negative linear relationship. Correlation analysis additionally takes into account the 2-tailed test of significance

level at 0.01 highly significant level. To evaluate the strength of the link between the dependent variable and the independent variables, consult table 4.5.1.

According to Table 4.5, there is a moderate correlation between all of the independent variables, which is higher than 0.55. However, certain correlations between variables are more than 0.9, indicating a significant link between them. All the four independent variables are positively related with SME sector during Post-Covid19 era whereby communication shows a very high correlation with changes made by social media with $r = 0.930$, $p < 0.01$. Other than that, SME sector during Post-Covid19 era and social media platform utilization present a very high correlation with $r = 0.932$, $p < 0.01$. Meanwhile, SME sector during Post-Covid19 era and social media limitation shows a high correlation with $r = 0.798$, $p < 0.01$.

Next, the relation between changes made by social media and social media platform utilization are recorded very high in correlation with $r = 0.926$, $p < 0.01$. This follows on with the relation between changes made by social media and social media limitation has recorded with high correlation with the record of $r = 0.830$, $p < 0.01$. Lastly, there are also high correlation occur between social media platform utilization and social media limitation has been recorded with $r = 0.828$, $p < 0.01$. These results has concluded that all of the variables in this research present good relationship between the variables.

4.6 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 ^a	.900	.896	.26378

a. Predictors: (Constant), MEANIV3, MEANIV2, MEANIV1

Table 4.6.1: Model Summary

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.634	3	17.878	256.938	<.001 ^b
	Residual	5.984	86	.070		
	Total	59.618	89			

a. Dependent Variable: MEANDV

b. Predictors: (Constant), MEANIV3, MEANIV2, MEANIV1

Table 4.6.2: ANOVA

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.090	.154		.583	.561
	MEANIV1	.481	.096	.474	4.983	<.001
	MEANIV2	.508	.096	.501	5.297	<.001
	MEANIV3	-.011	.077	-.009	-.142	.887

a. Dependent Variable: MEANDV

Table 4.6.3: Coefficients

In order to test the hypothesis, multiple regression is needed to be conducted to analyze the relationship between dependent variables and independent variables. R Square in model summary displayed how strong the impact of independent variables is towards dependent variable. According to Minitab (2019), it states that the higher the R Square value is, the more suitable of regression model to be applied for data. The SME sector during Post-Covid19 era was tested with the changes made by social media, social media platform utilization and social media limitation. The overall model was significant, $F(2569) = 206.938$, $p < 0.01$, it counted 90% variability in support for SME sector during Post-Covid19 era.

The intensity of each independent variable's influence on the dependent variable is then indicated by Beta in table 4.6.3. There will be two ranges: 0 to 1 and 0 to -1, respectively. The bigger the influence that a certain independent variable has, the closer the value is to 1 or -1. According to the results shown in table 4.7.2, social media use, which has a beta value of 0.50, which is close to 1, has the greatest impact on the SME sector during the Post-Covid19 era among all the other

independent variables. Next, the t-value is used to determine how far the coefficient is from zero in terms of standard errors. When the t-value is more than 2 or less than -2, approval is required. Since the value of social media usage is 5.297 and is greater than 2, it is acceptable. This is the same to changes made by social media which is also more than 4.983 also more than 2.

The t-value of the social media constraint is less than 2, and its value is -0.142, according to the table above. Significant in the probability-related tables (p). The probability value indicated whether or not the independent variable is important to the dependent variable. When the p-value is less than 0.05, the association is seen to be significant; however, if the p-value is more than 0.05, the link is thought to be inconsequential. The limitations of social media are not significant, as shown by the p-value of 0.887 in table 4.6.3, but the changes brought about by social media and the usage of social media platforms are significant since their p-values are less than 0.05.

4.7 Results of hypotheses Testing

Hypotheses	Regression Analysis (p-value)	Results
IV1: Changes made by social media		
There is a significant relationship between changes made by social media and SME sector during Post-Covid19 era.	0.001 ($p < 0.05$)	Accepted
IV2: Social media utilization		
There is a significant relationship between social media utilization and SME sector during Post-Covid19 era.	0.001 ($p < 0.05$)	Accepted
IV3: Social media limitation		
There is a insignificant relationship between social media limitation and SME sector during Post-Covid19 era.	0.887 ($p > 0.05$)	Rejected

Table 4.7: Summary of Hypothese Testing

4.8 Summary

The tests that were run using the SPSS programme to gather all of the data analysis findings that have been documented are all reported in Chapter 4. In order to investigate the link between the SME sector in the Post-Covid19 era and the influences of social media, the data obtained will be utilised to perform a descriptive study of variables, reliability analysis, inter-correlation analysis, and regression analysis. Additionally, it has been noted and examined if each relationship is considered to have a good relationship or not.



5.0 Summary, findings, recommendations and conclusion

5.1 Introduction

This chapter summarises the research findings, conclusions, and suggestions made in light of the data examined in the preceding chapter. Certain restrictions have been identified. Social media influence in SME sector in post-covid19 era was researched by determining the major influences that brings most impact on SME sector by social media.

5.2 Summary of the research

This study's main objective was to comprehend the effects that social media had on the SME sector during the post-COVID19 era, which had previously been in existence for a while but was focused on the time period immediately after post-COVID19. This study's backdrop was created by reading social media and SME-related academic papers. The background of the research problem covers on what changes does social media has made in Small Business Enterprise(SME) sector, how SME sector utilize social media platform in the Post-Covid19 era, and what are the limitation does social media have on SME sector. Social media has foster the growth of not only SME but other's field by having businesses to putting into practice of social media use according to the background of this study.

The literature review study was done in chapter two on the research already conducted on social media influences in SME by other field or countries. The impact of social media on SME was also discussed. The usage of social media in business traced back in 2006 and theories of why it would not succeed in the past and it has succeeded in near century has been discussed.

The objectives of this study were to

- To identify the changes that social media has made in the SME sector
- To determine what would SME sector do to utilize and make use of social media platform in Post-Covid19 era
- To identify the limitation of social media in SME sector.

The research population was employers and employees in Mar Poly Commerce Sdn Bhd which is a manufacturing SME in Malaysia, Malacca. The research population was obtained from the request of email towards Mar Poly Commerce Sdn Bhd business mail. Probability sampling with systematic sampling and a basic random sampling strategy were the sample techniques employed in this investigation. This is corroborated by the fact that most researchers who use probability sampling methods pick representative samples to use as their data sources. In all ways that are important to the research, a representative sample closely matches the population from which it was drawn. In all, 90 people took part in the survey. The collected data was coded for easy analysis, and then it was analysed using the SPSS computer software. The findings were presented and analysed in chapter 4 using a frequency table.

The findings revealed that the majority of the respondents were aged between 22-30 years old and male respondent are respectively more than females respondents by the different of 10. Majority of respondents are Chinese, making up the majority of respondents. Malay respondents make up 29 respondents (32.2%), which is the second-highest frequency in the poll. Indian respondents make up 16.7% of the total respondents with 15. No elementary school graduate is recruited by the organisation. 53 respondents of the respondents are college or university graduates, while 41.1% respondents are secondary school graduates. Majority respondent has the salary from RM 2500-3500.

▪ **Objective 1: To identify the changes that social media has made in the SME sector**

According to the study's findings, a sizable majority of respondents said that social media, particularly in the post-COVID19 age, had significantly changed business, and would continue to benefit the organisation. Thus, it will increase brand awareness. Majority of respondents feels that social media has bring huge impact to SME and feel that not embracing social media will be a lost to SME. As the respondent agreed that learning to make use of social media is a benefit during pandemic, it is comfortable for them to about enhancing social media platform even post-covid19 era.

- **Obejective 2: To determine what would SME sector do to utilize and make use of social media platform in Post-Covid19 era**

According to the findings, most of the respondents has choose to utilize social media platform into future use of business. Majority of respondent agreed that they will tend to change operating style towards social media exposure, means that they will prefer more social media marketing and enhancing social media experience overall. Respondents also feel that utilizaing social media platform is great benefit to SME and they are prefering to sell product through social media platform as it is given more brand awareness and exposure. Moslty of respondants also thinks that social media platform are dominant for marketing and they will continue to utilize and search for different scoial media platform.

- **Objective 3: To identify the limitation of social media in SME sector**

The findings of this objective revealed that there was no significant limitation while using social media in business. Respondent does not think that they were going to waste or spend more time on promoting social media platform as social media plaform itsself already comes with a certain level of business utilization. Majority of respondent also thinks that social media are not heavily relying on ads as it also rely on other aspect such as posting, messaging, and other method. Only few of respondent has encountered security and privacy policy issues while utilizing social media platform. They also rarely gets negative feedback that might result in bad reputation.

5.3 Conclusion

According to the data collected from respondents and the findings of this research, social media surely has major influences in SME sector either during pandemic or post-covid19 era. Social media indeed are making changes in SME sector during post-covid19 era wether its by the aspect of buidling brand awareness, facilitate customer service, and increasing revenue. SME business are force to adapt to social media changes during pandemic and it is actually a chance for them to move on new platform with new chances. There were less limitation of social media

towards SME sector as social media has already been a mature platform for business and it is only left for all to discover.

5.4 Recommendations for further research and limitations

There can be no doubt that embracing social media means that taking a leap into unknown for many SMEs, but with the benefits that comes with it would definitely make some worth. During this post-covid19 era, many SMEs already embrace the using of social media and acknowledge the influences brought by social media towards the business. SMEs could improve their social media platform utilization by enhancing interaction with client or customer. It would increase business accessibility and enable communication with both clients and business partners. Compared to traditional techniques, inquiries have a greater possibility of connecting with the correct individuals. There are no much significant limitation of social media on SMEs but there might be some advice to make such as on heavily relying on ads which could makes no changes if other methods were not applied. Business also need to assure security and privacy policy issues are to be avoided at all cost.

However, this study has certain limitations because it only examined the effects of social media on the SME sector after COVID19 and the researcher did not assert that its findings could be applied to other contexts. Research on this subject conducted in other regions or countries may have produced quite different results.

Malacca, Malaysia, is the sole subject area of this study. This also became a restriction for readers who wanted to conduct research in other Malaysian states or foreign nations. Future researchers are advised to try to select SMEs that are situated in other states or nations besides Malacca. This is because various regions have distinct cultures, therefore the outcome might be the same or different.

5.5 Summary

The ojective of this research have been identified and the findings of the data collected discussed. It has been concluded that social media has made several influences in SME sector during post-covid19 era, and the changes made are to be continued for further benefits towards the whole industries. Thus, limitation of social media were also a part to be concerned but were not a big deal for SME sector.

APPENDICES

QUESTIONNAIRE (SURVEY)

This questionnaire will divide to 5 segments which are named as section A, B, C, D, and E. Section A will fill with selected choice and section B, C, D and E will rate with the ranger from 1 to 5 which present strongly disagree to strongly agree.

Soal selidik ini akan membahagikan kepada 5 segmen yang dinamakan sebagai bahagian A, B, C, D, dan E. Bahagian A akan diisi dengan pilihan yang dipilih dan bahagian B, C, D dan E akan menilai dengan renjer dari 1 hingga 5 yang bermaksud sangat tidak setuju kepada sangat setuju.

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

Section A: Demographic Information

Bahagian A: Maklumat Demografi

Please tick ✓ on the box that prepared.

Sila tandakan ✓ pada kotak yang disediakan.

Gender

Jantina

☐ Male

Lelaki

☐ Female

Perempuan

Age

Usia

☐ 18-21 years old

18-21 tahun

☐ 22-25 years old

22-25 tahun

☐ 26-30 years old

26-30 tahun

☐ 31 years old and above

31 tahun dan keatas

Race

Bangsa

☐ Malay

Melayu

☐ Chinese

Cina

☐ Indian

India

☐ Others: _____

Lain-lain

Highest Education Level

Peringkat Pendidikan Tertinggi

☐ Primary School

Sekolah Rendah

☒ College/University

Kolej/Universiti

☐ Secondary School

Sekolah Menengah

☐ Others: _____

Lain-Lain

Salary Per Month

Gaji Sebulan

☐ Below RM 1500

RM1500 kebawah

☐ RM 2500-RM 3499

RM 2500-RM 3499

☐ RM 1500-RM 2499

RM 1500-RM 2499

☐ RM 3500 and above

RM3500 dan keatas

Section B: SME sector during Post-Covid19 era
Bahagian B: Sektor PKS semasa era Pasca-Covid19
Please circle the number in the table.
Sila bulatkan nombor dalam jadual.

Strongly Disagree
Sangat Tidak Setuju

Disagree
Tidak Setuju

Neutral
Neutral

Agree
Setuju

Strongly Agree
Sangat Setuju

1 The business is affected by Coronavirus pandemic.
Perniagaan terjejas disebabkan wabak Coronavirus.

1

2

3

4

5

2 Production/Operation delayed due to pandemic.
Pengeluaran/Operasi ditangguhkan kerana wabak.

1

2

3

4

5

3 Business are forced to adapt to new environment.
Perniagaan terpaksa menyesuaikan diri dengan persekitaran baharu.

1

2

3

4

5

4 I think there are big difference between

1

2

3

4

5

	pandemic and Post-Covid19 era work style. <i>Saya fikir terdapat perbezaan besar antara gaya kerja era pandemik dan Pasca-Covid19.</i>					
5	I think Post-Covid19 era are moving back to the face to face norm. <i>Saya rasa era Pasca-Covid19 kembali kepada norma bersemuka.</i>	1	2	3	4	5
Section C: Changes made by Social Media <i>Bahagian C: Perubahan yang disebabkan oleh Media Sosial</i>		Strongly Disagree <i>Sangat Tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neutral <i>Neutral</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>
1	I feel the changes made by social media towards SME business. <i>Saya merasakan bahawa perubahan yang dilakukan oleh media sosial terhadap perniagaan PKS.</i>	1	2	3	4	5
2	Social media is bringing huge impact to SME. <i>Media sosial membawa impak yang besar kepada PKS.</i>	1	2	3	4	5
3	Not embracing social media will be a lost to SME. <i>Tidak menerima media sosial akan menjadi kerugian kepada PKS.</i>	1	2	3	4	5
4	I think learning social media is a benefit during pandemic. <i>Saya rasa penggunaan media sosial adalah faedah semasa pandemik.</i>	1	2	3	4	5

5	I feel comfortable about enhancing social media platform in SME <i>Saya berasa selesa untuk mempertingkatkan platform media sosial dalam PKS.</i>	1	2	3	4	5
Section D: Social Media platform utilization <i>Bahagian D: Penggunaan platform Media Sosial</i>		Strongly Disagree <i>Sangat Tidak Setuju</i>	Disagree <i>Tidak Setuju</i>	Neutral <i>Neutral</i>	Agree <i>Setuju</i>	Strongly Agree <i>Sangat Setuju</i>
1	I tend to change operating style towards social media exposure. <i>Saya cenderung untuk menukar gaya pengendalian ke arah pendedahan media sosial.</i>	1	2	3	4	5
2	I feel utilizing social media platform is great benefit to SME. <i>Saya rasa menggunakan platform media sosial memberi manfaat yang besar kepada PKS.</i>	1	2	3	4	5
3	I prefer selling product through social media platform. <i>Saya lebih suka menjual produk melalui platform media sosial.</i>	1	2	3	4	5
4	I think social media platform are dominant for marketing. <i>Saya berasa bahawa platform media sosial</i>	1	2	3	4	5

	<i>adalah dominan untuk pemasaran.</i>					
5	I will continue to utilize and searching for different social media platform. <i>Saya akan terus menggunakan dan mencari platform media sosial yang berbeza.</i>	1	2	3	4	5
Section E: Social Media Limitation Bahagian E: Had Media Sosial		Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
1	I think there are limitation while using social media in business. <i>Saya rasa terdapat batasan semasa menggunakan media sosial dalam perniagaan.</i>	1	2	3	4	5
2	I need to spend more time on promoting social media platform. <i>Saya perlu meluangkan lebih banyak masa untuk mempromosikan platform media sosial.</i>	1	2	3	4	5

3	Social media marketing is heavily relying on ads. <i>Pemasaran media sosial sangat bergantung pada iklan.</i>	1	2	3	4	5
4	I have encountered security and privacy policy issues while utilizing social media platform. <i>Saya telah menghadapi isu dasar keselamatan dan privasi semasa menggunakan platform media sosial.</i>	1	2	3	4	5
5	I constantly gets negative feedback and might result in bad reputation. <i>Saya sentiasa mendapat maklum balas negatif dan mungkin mengakibatkan reputasi buruk.</i>	1	2	3	4	5

اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

References

1. Aichner and Jacob 2015
Aichner, T. & Perkmann, U. (2013) Viewpoint: Social media: opportunities and risks for regional market research. *International Journal of Market Research*
2. Aris Katzourakis 2022
Aris Katzourakis 2022 Covid-19: endemic doesn't mean harmless
3. Belas et al., 2020
Martin Cepel, Beata Gavurova, Ján Dvorský, Jaroslav Belás 2020 The Impact Of The Covid-19 Crisis On The Perception Of Business Risk In The Sme Segment
4. Berthon et al., 2012
Berthon, P.R., Pitt, L.F., Plangger, K. & Shapiro, D. (2012) Marketing meets Web 2.0, social media, and creative consumers: implications for international marketing strategy. *Business Horizons*
5. Broekemier, Chau and Seshadri, 2015
Greg Broekemier, Ngan N Chau, Srivatsa Seshadri 30 April 2015 Social Media Practieces Among Small business-to-business enterprises, Vol 11, Issue1, 2015
6. Cenamor et al., 2017
J. Cenamor, D. Rönnberg Sjödin, V. Parida 2017, Adopting a platform approach in servitizaion: Leveragin the value of digitalization
7. Chang et al., 2017
D. Chang, M.A. Nalls, I.B. Hallgrímsdóttir, J. Hunkapiller, M. van der Brug, F. Cai, International Parkinson's Disease Genomics Consortium, 23andMe Research Team, G.A. Kerchner, G. Ayalon, B. Bingol, M. Sheng, et al.
A meta-analysis of genome-wide association studies identifies 17 new Parkinson's disease risk loci
8. Curvearro, 2020
Curvearro 18 April 2020, Importance of social media marketing in 2020
<https://www.curvearro.com/blog/importance-of-social-media-marketing-in-2020/>
9. Effing and Spil, 2016

- Effing and Spil 2016, 2016 The Social Strategy Cone: Towards a Framework for Evaluating Social Media Strategies
10. Ferencakova et al. 2020
Ferencakova, L., Gajdka, K., Netek, V. & Kapoun, P. (2020) Engaging Customers on Facebook Coffee Shops' Brand-Fan Pages. International Journal of Entrepreneurial Knowledge
11. Fischer and Reuber, 2011
Eileen Fischer, A. Reuber 2011 Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behaviour?
12. Franco et al., 2016
L. Alberto Franco & Raimo P. Hämäläinen, 2016 Engaging with Behavioral Operational Research: On Methods, Actors and Praxis
13. Galloway and Mochrie 2005
Galloway and Mochrie 2005, The use of ICT in rural firms: A policy-oriented literature review
14. Gordon, 2009
Lawrence A. Gordon, Martin P. Loeb, Chih-Yang Tseng, 2009 Enterprise risk management and firm performance: A contingency perspective
15. Jaroslav Belas et al 2021
Jaroslav Belas, John Amoah, Jan Dvorsky, Petr Suler December 2021 The Importance of social media for management of SMEs
16. Kaplan and Haenlein 2010
Kaplan, A.M. , & Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of social media. Business Horizons
17. Kevin Urrutia, Marketing, 23 January 2022
Ecommerce Marketing & Customer Experience: 15 Strategies Top Online Stores Are Using <https://voymedia.com/ecommerce-marketing-customer-experience/>
18. Lacho & Marinello 2010
Kenneth J Lacho, January 2010 How small business owners can use social networking to promote their business
19. Lee 2013

- Wenhong Chen, Kye-Hyoung Lee, 22 October 2013, Psychology, Cyberpsychology, behavior and social networking, Sharing, Liking, Commenting, and Distressed? The Pathway Between Facebook Interaction and Psychological Distress
20. Lekhanya, 2018
Lawrence Mpele Lekhanya, April 2018 The Digitalisation of Rural Entrepreneurship
21. McCann & Barlow, 2015
Margaret McCann, Alexis Barlow 18 May 2015 Use and measurement of social media for SMEs
22. Möller & Svahn, 2009
Kristian Möllera, Senja Svahnb 2009 How to influence the birth of new business fields-Network perspective
23. Paniagua & Sapena, 2014
Jordi Paniagua, Erik Figueiredo, Juan Sapena 2014 Quantile regression for the FDI gravity equation
24. Naudé et al., 2014
Peter Naude, Ghasem Zaefarian, Zhaleh Najafi TAVani, Saeed Neghabi, Reze Zaefarian 2014 The influence of network effects on SME performance
25. Onitsuka, 2019
Kenichiro Onitsuka 12 May 2019 How social media can foster social innovation in disadvantaged rural communities
26. Pettersen, 2016
Yousef Jaradat, Morten Birkeland Nielsen, Petter KRistensen, Khaldoun Nijem, Espen Bjertness, Hein Stigum, Rita Bast-Pettersen, 2016 Workplace aggression, psychological distress, and job satisfaction among Palestinian nurses: A cross-sectional study
27. Philip et al., 2017
Roberts, E., Beel, D., Philip, L. , Townsend, L. 2017 Rural Resilience in a Digital Society: Editorial
28. Phillipson et al., 2019
Philip Lowe, Jeremy Philipson, Amy Proctor, Menelaos Fkartzios, 2019 Expertise in rural development: A conceptual and empirical analysis
29. Quinton & Wilson, 2016

Sarah Quinton, Damien Wilson 2015 Tensions and ties in social media networks: Towards a model of understanding business relationship development and business performance enhancement through the use of LinkedIn

30. Roberts et al., 2017

Roberts, B. W., Hill, P. L., & Davis, J. P. (2017). How to change conscientiousness: The sociogenomic trait intervention model. *Personality Disorders: Theory, Research, and Treatment*

31. Roth, Bobko et al. 2013

Philip L.Roth, Philip Bobko 2 April 2013 Situational judgment tests: The influence and importance of applicant status and targeted constructs on estimates of Black-White subgroup differences

32. Scuotto et al., 2017

Veronica Scuotto, Gabriele Santoro, Stefano Bresciani, Manlio Del Giudice 16 August 2017 Shifting intra- and inter-organizational innovation processes towards digital business: An empirical analysis of SMEs

33. Townsend et al., 2016

Elisabeth Roberts, Leanne Townsend 13 January 2015 The Contribution of the Creative Economy to the Resilience of Rural Communities: Exploring Cultural and Digital Capital

UNIVERSITI TEKNIKAL MALAYSIA MELAKA