

FACTOR INFLUENCING CUSTOMER ADOPTION OF TIKTOK MEDIA
MARKETING IN HALAL ENTREPRENEURSHIP

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Report Submitted in Fulfilment of the Requirement

The Degree of Bachelor of Technology Management (High Technology Marketing)



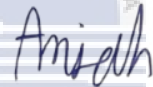
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2024

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I declare that this thesis entitled “Factor Influencing Customer Adoption of TikTok Media Marketing in Halal Entrepreneurship” is the result of my research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL


I hereby declare that I have checked this report entitled “Factor Influencing Customer Adoption of TikTok Media Marketing in Halal Entrepreneurship” and in my opinion, this thesis complies with the partial fulfilment for awarding the award of the degree of Bachelor of Technology Management (High Technology Marketing) with Honours.

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DEDICATIONS

I would like to dedicate my appreciation to my family members who have been extremely willing to support me and have been a source of inspiration for me to complete this thesis mentally and physically. Thank you for having always been here for me. Then, my respected supervisor, Dr Fauzan, and the panel, Dr. Hasan Bin Saleh that has guided me throughout my research. Finally, thank you to my fellow friends who helped me with this research.



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ABSTRACT

This study looked into the concept of an entrepreneur as someone who started a new business, took on significant risks, and received commensurate rewards. Entrepreneurship is the process of starting a business in which the entrepreneur is widely recognised as an innovator who introduces new concepts, products, services, and/or business methodologies. Social media marketing is the process of connecting with and engaging potential customers via online platforms such as Facebook, Twitter, and TikTok. It entails establishing and maintaining a strong online presence, developing and managing a customer database, and cultivating relationships through social media channels.

The primary objective was to assess the correlation between the perception of TikTok as a marketing platform and customer adoption in the context of Halal Entrepreneurship. The secondary objective aimed to scrutinize the most influential perceived adoption of TikTok as a marketing channel for customer adoption within the Halal Entrepreneurship sector. The study was conducted in Ayer Keroh, Melaka, chosen due to its proximity to my place of residence and study. There were 300 targeted respondents from Ayer Keroh, Melaka. The study included three independent variables: perceived usefulness, perceived ease of use, and perceived trust, as well as one dependent variable, adoption, which was supported by relevant theoretical frameworks.

The analysis was executed using SPSS, encompassing linear regression, correlation coefficient, Multiple Regression Analysis (MRA), and hypothesis testing. The anticipated contribution of the results aimed to enhance overall performance. Academic resources utilized for research included Google Scholar, Emerald Insight, and Research Gate, among others.

Keywords: TikTok, Ayer Keroh, Entrepreneurship, Halal Entrepreneurship, SPSS

ABSTRAK

Kajian ini melihat konsep usahawan sebagai seseorang yang memulakan perniagaan baharu, mengambil risiko yang besar dan menerima ganjaran yang setimpal. Keusahawanan ialah proses memulakan perniagaan di mana usahawan diiktiraf secara meluas sebagai inovator yang memperkenalkan konsep, produk, perkhidmatan dan/atau metodologi perniagaan baharu. Pemasaran media sosial ialah proses berhubung dengan dan melibatkan pelanggan berpotensi melalui platform dalam talian seperti Facebook, Twitter, dan TikTok. Ia memerlukan mewujudkan dan mengekalkan kehadiran dalam talian yang kukuh, membangun dan mengurus pangkalan data pelanggan, dan memupuk hubungan melalui saluran media sosial.

Objektif utama adalah untuk menilai korelasi antara persepsi TikTok sebagai platform pemasaran dan penerimaan pelanggan dalam konteks Keusahawanan Halal. Objektif kedua bertujuan untuk meneliti penggunaan TikTok yang dianggap paling berpengaruh sebagai saluran pemasaran untuk penerimaan pelanggan dalam sektor Keusahawanan Halal. Kajian ini dijalankan di Ayer Keroh, Melaka, dipilih kerana berdekatan dengan tempat tinggal dan pengajian saya. Terdapat 300 responden yang disasarkan dari Ayer Keroh, Melaka. Kajian itu merangkumi tiga pembolehubah tidak bersandar: persepsi kebergunaan, persepsi kemudahan penggunaan, dan persepsi kepercayaan, serta satu pembolehubah bersandar, penerimaan, yang disokong oleh rangka kerja teori yang berkaitan.

Analisis dilaksanakan menggunakan SPSS, merangkumi regresi linear, pekali korelasi, Analisis Regresi Berganda (MRA), dan ujian hipotesis. Sumbangan keputusan yang dijangkakan bertujuan untuk meningkatkan prestasi keseluruhan. Sumber akademik yang digunakan untuk penyelidikan termasuk Google Scholar, Emerald Insight dan Research Gate, antara lain.

Kata Kunci: TikTok, Ayer Keroh, Keusahawanan, Keusahawanan Halal, SPSS

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LIST OF SYMBOL

$<$ = less than

$>$ = more than

B = Beta

p = significant

t = value

α = Alpha

% = percentage



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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter serves as an introduction to the study, with nine sections outlining the study's background and problem statement. The following section goes over the research objective, which is followed by the research question. This study broadened the scope of the study by describing the significance and limitations of the research. Finally, a summary was provided to wrap up this chapter overview.

1.1 BACKGROUND OF STUDY

The terms "Halal," "Guaranteed Halal," "Muslim Food," or any other expressions that might be employed to signify or be interpreted as signifying the permissibility for consumption by Muslims adhering to their religious beliefs in reference to the respective food, were mandated to signify the following when applied to food in any manifestation, during the course of trade or commerce as an element of trading, or as part of a trading facet for the mentioned food. (Halal Malaysian Portal, 2023). Halal is Hation to food, it is the Shari'ah (Islamic Law)-mandated Islamic dietary standard. This is the Arabic word for permissible or legal in Islam. About food, it is the Shari'ah (Islamic Law)-mandated Islamic dietary standard. (Halal Monitoring Committee UK (2023)).

Within the halal portal, the concept of halal extends beyond merely encompassing food and spans a wide range of related domains. Primarily, food and beverage products, constituting items associated with food and drink, fall under this category. These products may involve creation, production, or output processes. Additionally, consumer goods, such as cosmetics, apparel, and equipment, unrelated to food or drink, are also included. Another category within the portal comprises food premises, which encompass various establishments like restaurants, food courts, commercial kitchens, cafeterias, bakeries, fast-food restaurants, canteens, club/hotel restaurants, kiosks, caterers, and others engaged in the business of food and beverages. Lastly, slaughterhouses, where animals are processed or killed, form a distinct component of this comprehensive system. (Halal Malaysia Official, 2023).

Entrepreneurship represents the aptitude and readiness to conceive, strategize, and oversee a business venture aimed at seeking profits, notwithstanding the inherent risks involved. A prominent illustration of entrepreneurship lies in the establishment of novel enterprises. Entrepreneurship entails the capacity and readiness to conceive, coordinate, and oversee a business entity. In the economic realm, entrepreneurship involving land, labor, natural resources, and capital had the potential to generate profits. The entrepreneurial mindset, characterized by an inclination for exploration and risk-taking, plays a pivotal role in a nation's ability to thrive in a dynamic and increasingly competitive global market. (Admin, 2019)

An individual embodying the role of an entrepreneur initiated a new business venture, undertaking substantial risks while reaping the majority of associated benefits. The process of establishing a company encapsulates the essence of entrepreneurship. The entrepreneur is commonly perceived as an originator, contributing innovative concepts, products, services, and/or business procedures. Entrepreneurs, integral to every economy, employ skills and initiative to foresee needs and introduce inventive ideas to the market. Successful entrepreneurship, involving the assumption of risks in launching a startup, garners rewards such as profits, recognition, and ongoing growth opportunities. On the flip side, entrepreneurial setbacks lead to losses and a diminished market presence for those involved. (Adam Hayes, 16 March 2023).

Social media marketing is the process of using online platforms such as Facebook, Twitter, and TikTok to build relationships and interact with prospects. It involves establishing and maintaining a strong online presence, creating, and managing a customer database, and fostering relationships via social media.

1.2 PROBLEM STATEMENT

The global Halal food market is anticipated to grow at a CAGR of 9.7% from 2022 to 2032, reaching a value of \$1.2 trillion in 2022. The Halal food industry is expanding, with production expected to increase significantly to \$3 trillion by 2032. This growth is attributable to the increasing Muslim population, which is projected to account for 35 percent of the world's population by 2030, reaching 2.2 billion people. Halal products are not just consumed by Muslims. Non-Muslims prefer halal products for cleanliness, safety, and hygiene. Furthermore, the trend towards healthy, sustainably sourced, and ethically sourced food is beneficial to the Halal food industry. (ISA," 2022).

Halal Development Corporation (HDC) and the Department of Islamic Development Malaysia (JAKIM). The lack of understanding of the Halal procedure on the part of applicants is one of the most common issues. However, this is sometimes the result of ignorance on the part of business owners, despite the widespread availability of information on the halal procedure. At times, proprietors have asserted their lack of awareness regarding email or e-Halal system notifications sent to them during any phase of the Halal certification application. Conversely, the Halal certification application process administered by JAKIM has often been beset by certain challenges. There are a few problems that are:

- **Lack of awareness**

Many people and business owners still don't know much about Halal products (both consumable and non-consumable) and the rules for making them (Yusuf Hasan, 2019). As a result, people don't know how to meet the required standards and requirements. People who don't care about Halal business can also be found on social media. Business owners don't advertise halal on social media (Rahman El Junusi, 2020). This is because people now use social media to find information. Limited experience with digital marketing: Some people in the Halal entrepreneur community may not know much about digital marketing concepts and strategies, including social media marketing (Rini Tresnasari & Zulganef, 2023). Entrepreneurs lack education and training in social media marketing. The availability of formal education and training programmes tailored specifically for Halal entrepreneurs in digital and social media marketing may be limited (Chun Liang Chen, Lin, Chen, Chao, & Pandia, 2021). Without access to relevant resources and training, entrepreneurs may struggle to understand the factors that influence the use of social media marketing in the Halal industry. (Yasin, Mek Wok Mahmud, & Aulia Arifatu Diniyya, 2020).

Halal entrepreneurs might be less likely to use social media marketing if they don't know about it. This means that halal entrepreneurs may be unaware of the benefits of social media marketing or may be unsure of how to use it effectively. There are cases where halal entrepreneurship was unknown due to a lack of education. Halal entrepreneurs may not have received formal marketing training or know how to use social media to market their businesses. Insufficient resources: Halal business owners may not have the time, money, or people to invest in social media marketing. Next, is the lack of time where Halal entrepreneurs may be too busy running their businesses to take the time to learn about social media marketing. Furthermore, Halal Entrepreneurship has a lack of interest when Halal business owners may not be interested in using social media for marketing. The consumer is not famous and does not know much about the existence of SMEs in social media. This is because of the lack of awareness of entrepreneurship.

- **Concerns about cost and time commitment**

Another obstacle faced by the Halal industry is the perception of compliance costs (Mohamed Salehadden 2021). The costs associated with sourcing Halal ingredients, producing Halal products, and training staff can be a factor, and they can vary by country. In addition, their processing, packaging, and storage protocols are Halal-compliant (Yunes Ramadan Al-Teinaz & Al-Mazeedi, 2020). By educating business owners about the benefits of Halal certification and the increased revenue returns that can be achieved by advertising their certification and how it can help them tap into new markets, we can overcome any perceived cost barriers (Normia, 2018). Cost is one factor that can affect whether halal businesses use social media marketing. Halal businesses might not use social media marketing if they think it's too expensive. This is especially true for small and medium-sized businesses (SMEs) with limited budgets. The cost of establishing and maintaining a social media presence. Entrepreneurship must factor in the cost of creating social media content such as blog posts, infographics, and videos. It also covers the costs of managing social media accounts and responding to customer comments and questions. Social media advertising is not free. This can be a significant expense, especially for companies looking to reach a large audience. The cost of employing a social media marketing agency. If the entrepreneur does not have the time or knowledge to manage its social media marketing, it can hire a social media marketing agency to do so for them. This may be an expensive option, but it can also be a very effective way to reach a large audience, generate leads, and sell product.

Halal Entrepreneurship businesses may be worried about financial concerns and how much social media marketing will cost (Nurdeng Deuraseh, 2021). They might be worried about spending money on paid ads, content creation, hiring social media managers, or outsourcing marketing services because these costs can put a strain on their small budget (Karen Eich Diamond, 2021). Halal Entrepreneurship owners often have busy schedules running their businesses and time constraints, which can make it hard for them to find time for social media marketing. They might be worried about the amount of time it takes to consistently create and share content, interact with followers, and monitor social media platforms. The owners and employees of Halal Entrepreneurship may not have the right skills gaps and knowledge to use social media

marketing tools and strategies well. They may be worried about the learning curve that comes with understanding algorithms, optimizing content, and analyzing metrics, which could add to the time and resource constraints.

- **Lack of skills and resources**

Many Halal Entrepreneurs may not have the skills and limited knowledge to use social media marketing effectively. They might not know about the different platforms, tools, and strategies that are needed to make engaging content, target the right audience, and measure the success of their marketing efforts. Halal entrepreneurs often don't have access to formal education or do not have enough training programs that focus on digital marketing and social media marketing in the Halal industry. Without access to the right training, SMEs may find it hard to understand and use effective social media marketing techniques. Problems with creating content are creating interesting, high-quality content for social media can be difficult. Halal SMEs may lack the resources, such as professional photography or graphic design skills, to produce visually appealing and engaging content for their target audience.



1.3 RESEARCH QUESTION

- I. What is the relationship between the perceived of TikTok as a marketing platform and customer adoption in Halal entrepreneurship?
- II. What is the most impactful perceived in adoption of TikTok as a marketing channel towards customer adoption within the Halal Entrepreneurship sector?

1.4 RESEARCH OBJECTIVE

Factor Influencing customer adoption of TikTok media marketing in Halal Entrepreneurship. Two objectives were set up for achieving the goal and to better define the focus of this study which are:

RO1: To evaluate the relationship between the perceived of TikTok as a marketing platform and customer adoption in Halal Entrepreneurship.

RO2: To investigate the most impactful perceived in perceived in adoption of TikTok as a marketing channel towards customer adoption within the Halal Entrepreneurship sector.

1.5 SCOPE AND LIMITATION OF THE STUDY

The objective of the study in the journal article "Factor Influencing Customer Adoption Of TikTok Media Marketing in Halal Entrepreneurship in Citizen Ayer Keroh Melaka" is to find out what makes Halal entrepreneurs in Ayer Keroh, Melaka, Malaysia, more likely to use social media marketing. The study used a quantitative research method and asked 300 respondents who use TikTok as social media in Ayer Keroh for information. Statistical software was used to look at the data, and the results showed that the following are the most important things that affect whether or not customers TikTok in Ayer Keroh use social media marketing. This means that the data were collected through surveys and questionnaires. This approach can be limited because it doesn't allow for a deep look at the factors that influence Halal entrepreneurs' use of social media marketing. The study only looked at data from 300 customers using TikTok. This is a relatively small sample. A larger sample size would have made the results more reliable.

1.6 SIGNIFICANCE OF THE STUDY

Researchers aimed to understand the factors contributing to the widespread popularity of TikTok, a prominent social media platform utilized by users globally. The study specifically focused on TikTok media marketing within the framework of Halal entrepreneurship, highlighting the significance for businesses in the Halal industry to comprehend and leverage emerging trends in digital marketing. The examination of Halal entrepreneurship underscored the expanding global market for Halal products and services. Proficient use of TikTok media marketing was identified as a strategic approach for Halal businesses to connect with and captivate their target audience, potentially providing a competitive advantage. The study's revelations offered insights for businesses to distinguish themselves from competitors, fostering a robust presence on TikTok to enhance brand visibility, customer engagement, and overall market performance. In retrospect, this research holds significance by enhancing our understanding of how customers embraced TikTok media marketing within the context of Halal entrepreneurship. Additionally, it furnishes valuable information for businesses operating in the Halal industry, aiding them in growth, success, and sustainability in the digital era.

1.7 SUMMARY

This chapter is an introduction to the study. It talks about the background and the problem statement. The focus of the research is on how halal businesses use social media marketing. The halal food market is growing quickly, thanks to things like the growing number of Muslims and the demand for safe and ethically sourced food. However, there are problems with using social media marketing in the halal industry, such as a lack of awareness, lack of skill and resources, and commitment cost and schedule.

The research questions are meant to find out what factors affect people's use of social media, how aware customers are of how effective it is, and what effect it has on customers. The goals of the research are to find out about these factors and find out how they affect customers and how aware they are of them. The study will look at customer experience, awareness, and acceptance of halal entrepreneurship in social media marketing. It suggests bringing attention to halal in many ways, not just with food. However, the study has some flaws, such as the fact that it can only collect data for a year and may not take into account cultural or market differences.

The study's goal is to determine what allows halal businesses to use social media marketing effectively. It can supplement academic knowledge by providing insights and information that can assist halal businesses in marketing their products and services on social media platforms.

In summary, the introduction sets the stage for the study, providing background information on Halal entrepreneurship, social media marketing, and the challenges faced by the Halal industry. It outlines the research questions, objectives, scope, and limitations while emphasizing the significance of the study for both academia and businesses in the Halal sector.

CHAPTER 2

LITERATURE REVIEW

2.1 CHAPTER OVERVIEW

In this section, the literature review will discuss the various factors influencing the utilization of social media marketing in the context of halal entrepreneurship. Subsequent chapters will provide readers with further insights into the independent variables. The dependent variable revolves around the impact on halal entrepreneurship, while the independent variable gauges the effectiveness of social media in promoting the use of halal certification by manufacturers to inform and reassure consumers regarding the halal and Sharia compliance of their products. Manufacturers typically affirm the safety for consumption by Muslims through the inclusion of a halal logo on their products, serving as a representation of the credibility of these consumer goods (Malik, Aji Hermawan, & Y.H. Asnawi, 2019).

The emergence of social media has facilitated the development of profound connections between individuals, bridging gaps between Muslims and non-Muslims, and potentially fostering increased harmony. An established argument posits that digital technologies have played a role in reshaping people's religiosity and piety. The application of the halal concept extends beyond food and tourism, encompassing a broad spectrum of goods and services. The evaluation of satisfaction with "halal social media" can be characterized as a cognitive and affective state to the framework applied in the context of tourism. This framework delineates two forms of satisfaction transaction-specific and overall both of which hold relevance in real-time for "halal social media." Users can concurrently perceive and compare products, engage in web searches, and acquire product knowledge, even upon initial exposure through social

media platforms. Nevertheless, to the dynamics observed in the tourism industry, a social media user may be influenced by factors such as service quality and customer values.

2.2 INFLUENCING MEANING

Influencers usually get more followers by making and sharing content that their target audience likes, like videos, photos, blogs, or podcasts (“Content Rules,” 2023). They might focus on a specific niche, like fashion, fitness, beauty, travel, technology, or lifestyle. Influencers make a connection with their followers through the content they share, and they often become trusted sources of information, inspiration, or entertainment. Influence can be measured by the size of an influencer's audience, the number of likes, comments, and shares they get, and how they make their followers act (Chopra, Avhad, & Jaju, 2020). Brands and businesses frequently collaborate with influencers to promote their products or services, as influencers can help reach a certain demographic and change how customers act (Leung, Gu, & Palmatier, 2022). It's important to remember that the idea of being an influencer is closely linked to the rise of social media platforms and the ability of people to build a personal brand and reach a wide audience through these channels. However, the specific definition and role of an influencer can change depending on the situation and platform.

2.3 HALAL ENTERPRENUERSHIP

The emergence and growth of social media platforms have significantly impacted various industries and business sectors, including the halal entrepreneurship domain (Salaheldeen, 2022). Halal entrepreneurship is defined as businesses that follow Islamic principles and cater to the needs and preferences of Muslim consumers (Iqbal, Muhammad Adnan Bashir, & Ansari, 2023). In recent years, the adoption of social media marketing has gained considerable attention in the halal entrepreneurship sector. (Mohamed Battour, 2021).

Some authors write about "Halal entrepreneurship" (Ramadani et al., 2015), while others write about "Halal-minded entrepreneurship" (Soltanian et al., 2016). Malaysia has been named the first country in the world to establish halal businesses.

In 2015, the United Arab Emirates and Australia came in second and third, respectively, for halal food indicators (Zakaria & Kaushal, 2017). The halal industry began with Halal food and later expanded to include non-food products such as personal care, cosmetics, tourism, pharmaceuticals, banking, financing, and services such as hospitality and logistics (Khalek, 2018). Overall, halal entrepreneurs are already succeeding in the market.

2.4 FACTORS INFLUENCING THE ADOPTION OF SOCIAL MEDIA MARKETING

Infrastructure: Halal entrepreneurs are more likely to use social media marketing if they have access to and can use reliable internet connections and other technological infrastructure (Muhammad Rajab Ardiansyah, Suaidah Suaidah, & Batubara, 2022).

Mobile technology: The popularity of smartphones and other mobile devices makes it easier to use social media platforms, allowing halal business owners to connect with their customers. (Muhammad, 2022).

2.4.1 Individual Factors:

Entrepreneurial Orientation: Halal entrepreneurs are more likely to use social media marketing if they are creative, willing to take risks, and open to new technologies, all of which are part of their entrepreneurial orientation (Mehralian,2022). **Perceived Benefits:** How Halal entrepreneurs see the benefits of social media marketing, such as more customers, a better brand image, and lower costs, influences their decisions about whether or not to use it. (Yohanes Sutomo, 2021).

2.4.2 Organizational Factors:

Availability of Resources: The halal entrepreneurial organization's ability to invest in social media marketing and build the skills it needs depends on how much money and people it has (Weng Marc Lim, 2023). **Organizational Culture:** The extent to which the organization's culture encourages and supports the use of social media marketing influences how many halal entrepreneurs use it. (SANTOSO, 2021).

2.4.3 Environmental Factors:

Market Competition: The halal entrepreneurship industry is competitive, and the pressure to keep up with competitors' marketing strategies can push halal entrepreneurs to use social media marketing (Waqar Ahmed, 2023). **Regulatory Environment:** The presence of regulations and guidelines that support the use of social media marketing in the context of halal entrepreneurship can influence entrepreneurs' decisions to use these platforms (Nur Syamsu, Syaakir Sofyan, Sitti Aisyah, & Muthmainnah MD, 2023).

2.5 ADOPTION OF SOCIAL MEDIA IN MARKETING HALAL SME

The utilization and acceptance of social media marketing as emerging communication tools by organizations and SMEs witnessed a global surge, presenting distinctive opportunities for small and medium enterprises and marketing researchers to engage in impactful research. This paper aims to conduct a comprehensive review of the academic literature focusing on the determinants that steer the adoption of social media marketing in SMEs and organizations. Despite the widespread interest in marketing through social media, there exists a dearth of comprehensive research on the adoption of new technologies and the underlying theories guiding such adoption. In a conceptual paper from 2011, Pookulangara and Koestler proposed a research model incorporating Hofstede's cultural dimensions and Technology Acceptance Model 3 to explore the influence of culture on social networking and its subsequent impact on purchase intentions. While various researchers have tried to contribute to the knowledge base on social media marketing across different domains and industries, there remains a lack of a clear metric for gauging the technological adoption of social media marketing. To maintain an open discourse on the subject within this paper, an all-encompassing term for social media marketing adoption is coined, inclusive of e-marketing, internet marketing, and ICT technology adoption. These domains leverage relevant theories of technology adoption. Social media serves as a distinctive avenue for disseminating marketing messages, employing various online applications facilitating user-generated content creation and collaboration. Businesses have successfully utilized user-generated content manipulation to more accurately predict customer buying habits, enhance brand popularity, attract new customers, raise awareness, boost sales, and foster customer loyalty. Despite the substantial attention devoted to online social media marketing in marketing literature, earlier studies primarily focused on aspects such as interactivity, perceived risk, customization, immediacy, information, entertainment, and trendiness. Moreover, they explored the direct impact of online social media marketing on buyer behavior and purchase intention. However, empirical evidence remains insufficient to affirm the factors influencing consumer purchase intention when considering online social media marketing.

2.6 TIKTOK MEANING

TikTok is a social media platform that allows users to share brief videos, often featuring themselves and accompanied by music. Many individuals tend to make purchasing decisions based on trust in and following influencers on TikTok (Cambridge Dictionary, 2023). The recent COVID-19 pandemic highlighted the expansive reach of social media for disseminating information, with TikTok emerging as a novel avenue for spreading public health-related content during this global crisis. With over 800 million users spending an average of 52 minutes daily on the app, TikTok serves as an effective tool for reaching a substantial audience. Amid the pandemic, medical professionals utilized TikTok to convey accurate information and dispel myths about COVID-19, contributing to the platform's popularity. A manual search for the hashtag "coronavirus" on TikTok reveals an astounding 90 billion views, underscoring the platform's significance (Comp, Dyer, & Gottlieb, 2020). The user demographics on TikTok skew towards more female users (57.50%) than male users (42.50%), with over 91.24% of users being under 35, aligning closely with Key Opinion Leaders (KOLs). The most prominent age group comprises users aged 6-17, constituting 31.59% of the total user base, followed by 18-24 (30.14%), 25-30 (20.85%), 31-35 (8.66%), and over 35 (8.76%). The platform witnesses peak user activity during the night, with 26.3% of users being online from 9 pm to 12 am. In 2019, brands diversifying their investments in TikTok marketing saw the beauty industry leading with 34.55% of the total investment. TikTok has become a popular and emerging social media site for marketers aiming to engage their target audience. Despite limited research on the impact of marketing on such platforms, the writer aspires to offer companies insights on enhancing their social media strategies. To achieve this objective, the author delved into existing research exploring the influence of social identity theory, individualism vs. collectivism, and virtual communities on consumer buying behaviors. The study also examined how co-creation and virtual communities transformed consumer interactions, comparing responses to content marketing, sponsored content, and user-generated content. Building on this understanding, the writer focused the investigation on the beauty industry as a model, providing recommendations for companies to align their brand and products with social media marketing channels based on predetermined short-term and long-term

marketing goals. Subsequently, companies can tailor their marketing strategies to enhance specific stages of the marketing funnel (Mou, 2020).

2.7 TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance Model (TAM) constitutes a theoretical framework aimed at elucidating and predicting individuals' reception and utilization of technology. It centers on individuals' subjective perceptions and attitudes toward technology as pivotal factors influencing their adoption behavior. Initially proposed and examined by Davis (1989), TAM sought to discern the factors influencing users' decisions to adopt and use new technology. This study transposes the concepts of Perceived Usefulness (PU) and Perceived Ease of Use (PEoU) from TAM to the realm of social media adoption. The synergy between perceived usefulness and ease of use plays a role in shaping decisions regarding technology adoption. However, it is acknowledged that these factors may not be the sole determinants of social media usage. Additional dimensions such as perceived playfulness, perceived enjoyment, and perceived credibility have been incorporated into the original TAM to capture nuances specific to social media adoption. This research further introduces perceived trust (PT) in the context of social media acceptance. TAM also considers external factors like system characteristics, interface design, user training, and support mechanisms, which can influence individuals' perceptions of technology and impact its perceived utility and ease of use (He, Jiang, Zhu, & Hu, 2023). The TAM has been extensively employed and expanded across diverse domains and settings, providing valuable insights into the factors influencing technology adoption and use (David J. Y. Combs, 2022). It has played a pivotal role in shaping the design and implementation of user-friendly technologies and has been instrumental in assessing and enhancing individuals' interactions with information systems. According to TAM, individuals' positive attitudes and intentions to adopt and use technology are more likely if they perceive it as useful and easy to use. The model posits that the intention to use technology acts as a mediator between perceived usefulness, perceived ease of use, and actual technology usage. Put differently, individuals' intention to use technology

is influenced by their perceptions of its utility and ease of use, subsequently driving their actual adoption and usage behaviour.

2.7.1 Perceived Usefulness

Perceived usefulness and perceived ease of use of technology combined influence decisions about whether to adopt it (Lijun Chen, Sept 2019). Perceived usefulness is affected by some things, such as the person's job, previous experience with technology, and beliefs about the new technology (Afrizal TAHAR,2020). For example, a person who is in charge of running a large database is likely to find a new database management system more useful than someone who doesn't use databases very often. A person's willingness to use a new technology depends on how useful they think it is. A high level of perceived usefulness can increase user acceptance, while a low level of perceived usefulness can decrease it. The concept of perceived usefulness encompasses an individual's conviction that utilizing a specific technology enhances their ability to perform tasks or achieve goals more efficiently. It reflects a user's perception of how a particular system or technological component contributes to their job. Perceived usefulness constitutes one of the two fundamental constructs within the widely utilized Technology Acceptance Model (TAM), offering a framework for comprehending and forecasting user acceptance of information technology (IT). Typically, individuals express their evaluation of usefulness on a scale ranging from 1 to 5, where 1 denotes "not at all useful," and 5 denotes "extremely useful." Users tend to be more inclined to embrace and employ a system or technology when they perceive it as beneficial. In the context of halal entrepreneurs, the acknowledgment of perceived usefulness entails their belief in the effectiveness of social media marketing for their business. This involves recognizing that social media has the potential to facilitate reaching their target market, generating more leads, and increasing sales. In the context of customer adoption of social media marketing in Halal Entrepreneurship, refers to how customers rate how helpful and valuable they think social media marketing is for their engagement with Halal Entrepreneurship

brands. When customers believe that using social media marketing platforms can improve their experiences, knowledge, or interactions related to Halal Entrepreneurship, they are more likely to see it as useful.

2.7.2 Perceived Ease of Use

Perceived ease of use, in the context of customer adoption of social media marketing in Halal Entrepreneurship, refers to the user's expectation or perception that the system is simple to understand, navigate, and use without significant difficulty (Ng, 2022). Perceived ease of use is an important factor in determining actual use of internet technology, including social media marketing in Halal Entrepreneurship. They believe that using social media marketing will improve their experiences, provide useful information, and facilitate their engagement with Halal Entrepreneurship brands. As a result, in the study focusing on factors influencing customer adoption of social media marketing in Halal Entrepreneurship, perceived ease of use is proposed to positively influence customers' attitudes towards the platforms. When customers perceive social media marketing as easy to use, they are more likely to develop positive attitudes and perceive it as a useful tool for their engagement with Halal Entrepreneurship brands.

2.7.3 Perceived Trust

Perceived trust is a person's subjective opinion about how trustworthy, reliable, and credible another person, organization, or entity is. It is how someone feels about how much they can trust someone or something (Izabella Lokshina, Jaroslava Kniezova, & Lanting, 2022). Perceived trust is a psychological concept that is affected by many things, such as past experiences, reputation, communication, transparency, competence, consistency, and integrity. It is often based on impressions, observations, and interactions with the person being trusted. This impression can come from direct personal experiences or indirect information from others, like reviews, recommendations, or word-of-mouth. Perceived Trust, in the context of customer adoption of social media marketing in Halal Entrepreneurship, can be defined as the confidence or reliance that customers have in the reliability and credibility of the social media marketing initiatives employed by Halal Entrepreneurship brands. Trust is a crucial factor that influences customer behavior toward technology, including social media marketing in Halal Entrepreneurship. When customers trust the social media marketing efforts of Halal Entrepreneurship brands, they are more likely to engage with them and consider them as reliable sources of information, promotions, or interactions. Research has demonstrated a significant impact of trust on the actual use and adoption of technology. In the case of internet technology, including social media marketing, trust is a significant determinant of actual usage. Customers who have a higher level of trust in internet technology are more inclined to actively use social media marketing in Halal Entrepreneurship, leveraging it as a platform for engagement and interaction.

2.8 CONCEPTUAL FRAMEWORK

The diagram below shows the relationship between dependent and independent variables. The research was carried out using a conceptual framework, with **TikTok adoption in Halal SMEs** serving as the **dependent variable**. The **independent variables** would be **perceived usefulness, ease of use, and perceived trust**.

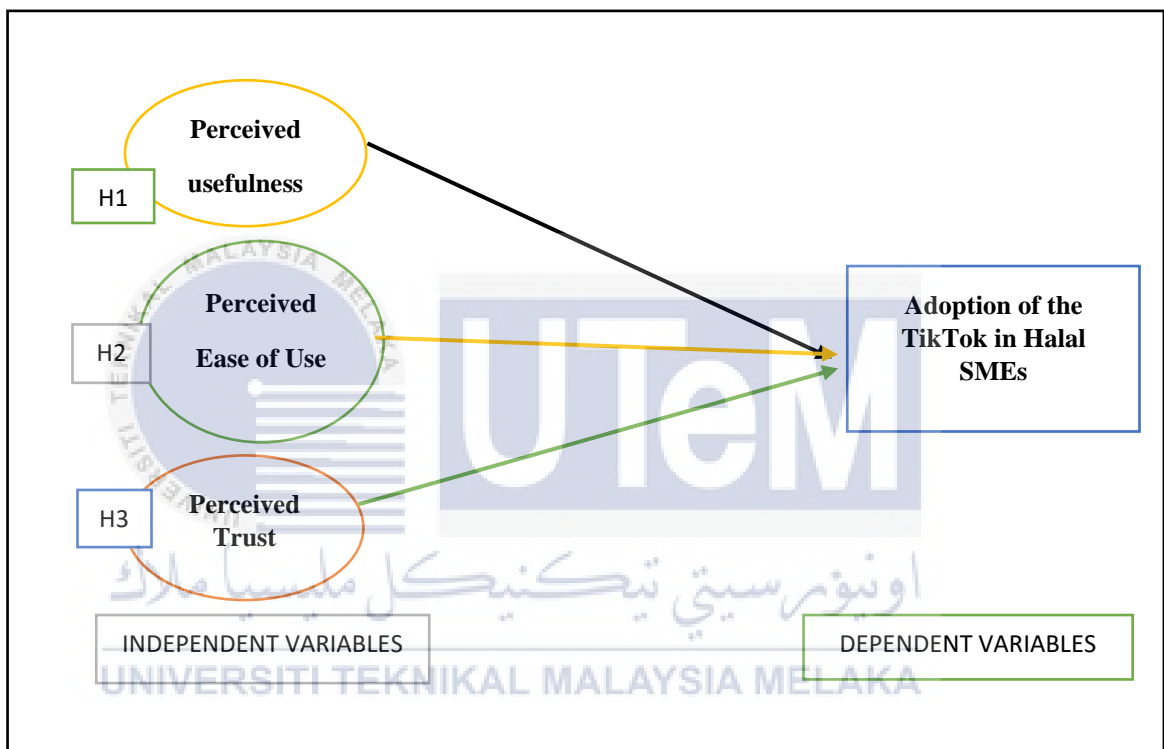


Figure 2.1: The Conceptual Frameworks

(Sources: Amiruddin Ahamat & Muhamad Sham Shahkat)

2.9 Hypotheses

This research will assess the hypothesis regarding the relationship between independent variables and dependent variables. This hypothesis would be evaluated to determine if it responds to the research question and the research objectives.

H1: There is the relationship between the perceived usefulness significance the adoption of TikTok in Halal SMEs.

HO: The no relationship between perceived usefulness significance the adoption of TikTok in Halal SMEs.

H1: There is relationship between perceived ease to use significance the adoption of TikTok in Halal SMEs.

HO: The no relationship between perceived ease of use significance the adoption of TikTok in Halal SMEs.

H1: There is relationship between perceived trust significance the adoption of TikTok in Halal SMESs.

HO: The no relationship between perceived trust significance the adoption of TikTok in Halal SMESs

2.10 SUMMARY

In conclusion, Customers will use TikTok media marketing if they think it will help them. This means they have to believe TikTok media marketing can help them achieve their marketing objectives, such as raising brand awareness, generating leads, or driving sales. For TikTok media marketing to catch on, customers must also think it's easy to use. This means that they have to think they have the skills and knowledge to use TikTok media marketing well. The social norms around TikTok media marketing also affect customers. If their friends, family, and coworkers are using TikTok media marketing, they are more likely to use it themselves. Customers who are interested in halal products and services might be more likely to use TikTok media marketing if they think the platform is a good fit for their needs. For example, they may be more likely to follow brands that are known for their halal products or services, or they may be more likely to interact with content that is about the halal lifestyle. The customer's age, gender, and personality can also affect whether or not they use TikTok media marketing. For instance, younger customers may be more likely than older customers to use TikTok media marketing, and female customers may be more likely than male customers to use TikTok media marketing.

CHAPTER 3

RESEARCH METHOD

3.1 Introduction

According to the research method definitions, research is a planned effort to discover the truth or learn something new by collecting, processing, and analysing data using various data analysis methods, depending on the type of research. Research (research) can be defined as an effort a systematic way to find the truth that is not yet known using the scientific method. (Intan, April 2018). The researcher discusses in depth the research design, methodological choices, primary and secondary data sources, research location, research strategy, time horizon, and data analysis technique. This chapter ensured that proper research methods were used. As a result, the research findings were evaluated and comprehended more accurately. This study's target population is customers who use TikTok for media marketing in Halal Entrepreneurship.

3.2 Research Design

The purpose of the research design is to create an appropriate framework for a study. Research approval is an important decision in the research design process because it governs how relevant information for a study is gathered. The process of

designing a study entails making numerous interdependent decisions. Kassu (2020). Quantitative research prioritises breadth, statistical descriptions, and generalizability. Quantitative research aims for objectivity, control, and precise measurement. Methodologically, these approaches rely on deductive designs to disprove or build evidence in support of specific theories and hypotheses (Serrat, 2023). The research design aims to provide a systematic explanation of how research questions are answered in a quantitative study (Darvin Thomas, 2023).

The method for analyzing data uses the software Statistical Package for the Social Sciences (SPSS). It is a well-known statistical program that gives results and can be used to predict how variables relate to each other. SPSS helps gather data for statistical, correlation, and other types of graphs.



3.3 Methodology Choice

The initial methodological decision revolves around whether the researcher opts for a quantitative, qualitative, or mixed methods research design. Quantitative research typically aligns with a deductive approach, involving the collection and analysis of data to test a pre-existing theory. On the other hand, qualitative research delves into participants' meanings and relationships, utilizing diverse data collection techniques and analytical procedures to construct a conceptual framework and contribute to theory (Denzin and Lincoln, 2018). Mixed methods research integrates both quantitative and qualitative data collection techniques and analytical procedures within the same research project, guided by philosophical assumptions that inform data collection, analysis, and the amalgamation of quantitative and qualitative approaches (George, 2021).

In this particular study, the researcher employed quantitative methods to discern external factors influencing the adoption of social media marketing in entrepreneurship. A quantitative research design may involve a singular data collection technique, such as a questionnaire, coupled with an appropriate quantitative

analytical procedure. As outlined in the book "Research Methods for Business Students" by Philips, quantitative research involves the quantitative assessment of relationships between variables through various statistical and graphical methods. Researchers are thereby equipped to evaluate the proposed research framework and identify the external factors with the most significant impact on entrepreneurship in the context of social media marketing.

3.3.1 Quantitative

Quantitative methods center on the objective measurement and statistical, mathematical, or numerical analysis of data obtained through polls, questionnaires, surveys, or the manipulation of existing statistical data using computational techniques. This research approach emphasizes the collection of numerical data, utilizing it to make generalizations about groups of individuals or to elucidate specific phenomena. It relies on numerical and static data, employing detailed and convergent reasoning rather than divergent reasoning. The primary objective of quantitative research is to ascertain the relationships between variables within a population ("Fathiyah's E-Portfolio," 2024).

Various techniques can be employed to collect quantitative data, including surveys, experiments, observations, and statistical records. This process typically involves statistical analysis to identify patterns, relationships, and trends in the data. Graphs, charts, tables, or mathematical equations are commonly utilized to present this type of data. Quantitative methods represent an approach to research involving the collection and analysis of numerical data. It adheres to a deductive research model, where the researcher begins with a hypothesis and subsequently gathers data to test it. Quantitative methods find frequent application in the natural and social sciences, encompassing fields such as biology, chemistry, psychology, economics, sociology, and marketing. The goal of this contribution is to show how the intersectionality approach can be used in quantitative research, with a special focus on multilevel

approaches. We start by explaining the paradigm in terms of its main pillars (multidimensionality, intersectionality, contextuality) and main types of complexity (anti-, intra-, and inter-categorical). To explain the goals, opportunities, and limitations of quantitative research designs to model intersectionality. (Lea Goldan, June 2023).

Quantitative education research employs numbers to prove or disprove a theory, and administrators can easily share the findings with other academics and school districts. Despite the study's small sample size, teachers and researchers can extrapolate the results from quantitative data to predict what will happen to larger student populations and groups. Quantitative research lets researchers find out more about the demographics of a population, measure and look at attitudes and behaviors, and find out more about the size of a population. document trends and explain what is known from anecdotal evidence. (Dr. Supaprawat Siripipatthanakul, May 2023).

Understanding quantitative research instrumentation is critical for furthering educational research, both in theory and in practice. It improves the accuracy and reliability of research findings. Using the wrong or poorly made instruments can lead to inaccurate or unreliable data, which lowers the quality of the research findings and makes the research less useful. The researcher was carried out using the cross-sectional approach, employing a quantitative questionnaire with closed-ended questions. The capacity of quantitative research to produce numerical data is one main benefits. (Pentang, 2016).

3.4 Primary Data and Secondary Data Sources

The initial collector of primary data is the researcher, and this inquiry incorporates both primary and secondary data sources. Primary data constitutes information directly gathered by the researcher for the first time, while secondary data encompasses information already collected or created by others. Primary data involves facts specifically collected for the research problem at hand, utilizing methods tailored to fit the research problem most effectively (Victor, Sept 2017). Examples of primary

data collection methods include surveys, observations, questionnaires, focus groups, case studies, and interviews (Hennie Boeije, 2005). Respondents typically receive questionnaires containing a list of questions, marking their responses accordingly.

Secondary data, conversely, has been collected by individuals external to the present research study, for different purposes and at different times in the past. If utilized by the current researcher, this data becomes secondary for them. Common sources of secondary data include government publications, websites, books, journal articles, and internal records. Most secondary data sets consist of quantitative data, where information pertains to studied objects whose characteristics are encoded in variables with a range of possible values (Victor, Sept 2017). Data, in general, refers to a set of values for qualitative or quantitative variables, serving as facts or numbers from which conclusions can be drawn.

Gathering primary data involves intricate processes while acquiring secondary data is swift and straightforward. Primary data sources encompass surveys, observations, experiments, questionnaires, and personal interviews, among others. On the contrary, sources for secondary data collection include government websites, books, journal articles, internal records, and more. Primary data is collected to address the specific problem at hand, whereas secondary data is gathered for purposes other than the immediate research problem (Victor, 2023).

3.5 Location of the Research

The researcher doing the research at Ayer Keroh, Melaka. The researcher is student a consider the location of the researcher's studies is at UTeM in location Ayer Keroh, Melaka.

Facts about Kampung Ayer Keroh

Find out more information about Kampung Ayer Keroh such as population, time zone, population, currency and **dialing code** for **Malaysia**.

Population 37,716	Country Dialing Code +60	Top Level Domain .my
Time Zone Asia/Kuala Lumpur	State/Region Melaka	Country Malaysia
Elevation 0 Meters or 0 Feet	Currency Code / Name MYR / Ringgit	Geographic Coordinates Latitude: 2.2654 Longitude:102.2801
Alternate Names of Kampung Ayer Keroh Air Keruh, Ayer Keroh, Kampung Ayer Keroh		

Figure 3.1: Population of Kampung Ayer Keroh

(Source by General Blue).

3.6 Sampling Data

3.6.1 Sampling Technique

Probability sampling means that each unit in the population has a known, nonzero chance of being included in the sample. Randomization is not required when selecting a sample from the population of interest using nonprobability sampling. Instead, subjective methods are used to decide what to include in the sample. So, nonprobability sampling is a sampling method in which the samples are collected in a manner that does not give every participant or unit in the population the same chance of being included. Nonprobability sampling is probably used most often because it is

cheaper than probability sampling and can often be done faster. The researcher to get to, the researcher is doing a convenience sampling. However, in purposive sampling, a researcher has a goal in mind, and only people who fit that goal are chosen to take part in the study.

Required Sample Size†

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
300,000,000	384	784	1537	9603	663	1354	2654	16586

† Copyright. The Research Advisors (2006). All rights reserved.

Figure 3.2: Krejci and Morgan Table Population

(Sources by Krejci Morgan 1970)

The study sample of 381 people was chosen using simple random sampling, according to Krejci and Morgan's (1970) guide for determining sample size. This guide is widely used when the population exceeds 50,000. It assists researchers in determining the appropriate sample size to ensure representativeness and statistical validity in their study.

3.6.2 Probability Sampling

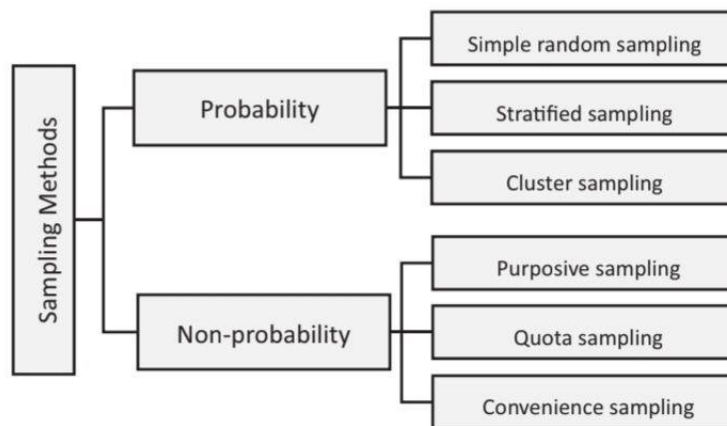


Figure 3.3: Sampling Method

(Sources by Adrian Thornhill, 2019)

Probability Sampling is a methodology designed to ensure that every member of the target population has an equal opportunity to be selected for the study. This approach enables the drawing of statistical inferences and the applicability of results to other scenarios. When aiming to obtain a representative sample of customers in halal entrepreneurship utilizing social media marketing, probability sampling techniques such as simple random sampling, stratified sampling, or cluster sampling may be employed.

Probability sampling, often referred to as "representative sampling," is commonly employed in survey research, particularly when statistical inferences about a population need to be drawn to address research questions and achieve study objectives. The sampling method can be categorized into two types: probability and non-probability. Among the non-probability sampling methods are purposive sampling, quota sampling, and convenience sampling. In the realm of probability sampling, three approaches are recognized: simple random sampling, stratified sampling, and cluster sampling. Consequently, the researcher opts for simple random sampling as their chosen sampling method'

3.6.3 Simple Random Sampling

Simple random sampling, often referred to as random sampling, involves the researcher randomly selecting samples from the accessible pool. In cases where the same random number is produced more than once, it is necessary to discard duplicates, ensuring diverse cases in the sample. This method, known as "sampling without replacement," implies that once a case is chosen from the sampling frame, it is not reintroduced for subsequent selections. Utilizing random numbers helps the researcher avoid bias and contribute to the representativeness of the chosen sample in relation to the target population, although it remains an imperfect miniature version due to inherent sampling errors.

In instances where the sample size exceeds a few hundred cases, the selections made by simple random sampling tend to be more evenly distributed across the target population. The initial selections often exhibit clusters of closely numbered cases, followed by gaps and additional clusters. However, as the sample size increases, such patterns occur less frequently. The randomness of the technique introduces the possibility of chance patterns leading to over- or under-representation of certain population segments.

Simple random sampling is most effective when researchers possess an accurate and easily accessible list of the target population, preferably in digital form. Obtaining such lists is often feasible for organizational employees or members of clubs and societies, but may be more challenging for broader populations. In situations where the population is geographically dispersed, random selection can result in widely scattered cases. However, this method is not suitable for collecting data over expansive geographical areas involving face-to-face contact due to high travel costs. Nevertheless, simple random sampling could be employed in geographically dispersed areas by utilizing alternative data collection methods such as Internet mail questionnaires or phone interviews (Lewis, 2019)

3.6.4 Sample size

The sample size denotes the number of participants or units from this demographic that will be included in the study. The selection of an appropriate sample size is critical to ensuring the research findings' reliability and generalizability. This sample size was chosen to investigate and get insights into the study-specific research objectives and goals. The population of customers using social media marketing is 37,716 in Ayer Keroh, Melaka. The researcher wanted to obtain a sufficiently big and representative sample that could give meaningful and reliable data for analysis and interpretation by enrolling 381 respondents. The sample size was determined by factors such as the necessary level of precision, the level of confidence, and the population size of customers using social media marketing populations, which was reported to be 37,716. To guarantee a suitable sample size for the study, the researcher used a specific sampling strategy, most likely based on known criteria such as Krejci and Morgan (1970).

3.7 Research Strategy

In the course of conducting a research study, a researcher devises an overarching plan known as a research strategy. This strategy serves as a comprehensive framework, assisting in the planning, execution, and oversight of the study. While the research strategy operates on a macro level, it must be complemented by research methods that offer more intricate guidance for the detailed aspects of the research work. Research methods play a crucial role in instructing the researcher on the collection and analysis of data, utilizing approaches such as interviews, questionnaires, or statistical methods. Therefore, the research strategy provides broad direction, while research methods function as specific techniques or tools for accomplishing particular tasks. (Kassu Jilcha, 2019). Springer International Publishing Switzerland 2014 P. Johannesson, E. Perjons, An Introduction to Design

Science). The researcher selected the survey strategy as a research strategy. Survey-based data collection is simple to compare, as it uses a questionnaire to collect standardised data from a large population. The survey strategy can collect quantitative data by analysing descriptive and inferential statistics and finding potential correlations between variables. (Adil, et al., 2016) made the questionnaire and gave it to smartphone users with biometric technology.

3.7.1 Survey

Survey design is the process of planning, making, and using a survey to collect data from a specific population or sample. There are a lot of things to think about and decisions to make to make sure the survey is effective and gets the right information quickly and accurately. Survey goals clearly state the purpose of the survey and the specific information for the researcher. For the survey, the researcher must determine the audience for the specific group of people or entities you want to survey. This could be the entire population, a certain demographic, customers, employees, or any other clearly defined group. The researcher must the best way of the survey. People often use online surveys, phone interviews, face-to-face interviews, mail-in questionnaires, or a combination of these. Design surveys to extract maximum information is a fundamental aspect of survey design within the realm of survey research. This involves utilizing online survey tools to either create surveys from scratch or employ pre-existing survey templates (Question Pro 2023). Surveys, as systematic approaches, are employed to collect information systematically from a sample of entities, enabling the construction of quantitative descriptors for the attributes of the broader population to which these entities belong. The purpose of surveys is to acquire insights into the attitudes, behaviors, opinions, and beliefs of the population, aspects that cannot be directly observed (Avedian & Law School, 2014). In the context of this study, the primary objective was to examine how customers employed social media to promote awareness of halal entrepreneurship, utilizing a standardized questionnaire.

3.7.2 Questionnaire Design

Formulating a questionnaire is a complex, multistep process demanding simultaneous attention to various details. The intricacy arises from the diverse levels of detail at which surveys can address topics, the varied ways questions can be formulated, and the potential influence of early questions on subsequent responses. Researchers, frequently interested in longitudinal changes, must be mindful of how opinions or behaviors were gauged in previous surveys (Dimock, 2021). The phrasing of questions, whether open-ended, allowing respondents to answer in their own words, or closed-ended, prompting selection from a list of answers, significantly impacts responses (Dimock, 2021).

A questionnaire functions as a set of questions or items aimed at extracting information from respondents regarding their attitudes, experiences, or opinions, offering both quantitative and qualitative insights (Bhandari, 2021). Frequently employed in market research, as well as the social and health sciences, a questionnaire is a specific tool for data collection. The design process involves formulating valid and reliable questions aligned with research objectives, arranging them coherently, and selecting an appropriate administration method (Bhandari, 2021).

In the present study, primary data were obtained through the administration of a questionnaire to customers utilizing social media for marketing. The initial section of the questionnaire focused on demographic aspects, including age, education level, and years of experience. Subsequent sections delved into perceived usefulness, perceived ease, and perceived trust. An online survey conducted using Google Forms facilitated efficient and cost-effective data collection, with participants receiving survey questions via email and various social media channels. This digital approach ensured broad access and increased participation rates, overcoming geographical limitations. The questionnaire design was meticulous, aligning with research objectives and incorporating pertinent and focused questions.

The Table 3.4 below:

Section	Content
A	<p>Respondent background</p> <ul style="list-style-type: none"> • Demographic characteristics
B	<p>Perceived Usefulness</p> <p>Perceived Ease of Use</p> <p>Perceived Trust</p> <p>http://eprints.utar.edu.my/4853/1/17. Ng_Qing_Xuan_1805570.pdf</p>
C	<p>Adoption of social media marketing in Halal Entrepreneurship</p> <p>http://journalfeb.unla.ac.id/index.php/almana/article/view/1897</p> <p>Pengaruh Content dan Review Marketing Tiktok Terha.pdf</p> <p>Online Purchase Intention on Halal Cosmetic Produc.pdf</p>

Table 3.4 Questionnaire Design

This research's primary data were collected through the distribution of a question section. The first section of the questionnaire looks at the respondents' demographic information, such as their age, level of education, and years of experience. The second section of the questionnaire focuses on the independent variables. The third section of the questionnaire looks into the dependent variable, which is how people use social media marketing. The second and third parts of the survey were judged using the Likert scale. The Likert scale will be a five-point scale, with 1 standing for "strongly disagree," 2 for "disagree," 3 for "neutral," 4 for "agree," and 5 for "strongly agree." The questionnaires were sent out online using a Google form to selected respondents, who were then able to answer.

The Likert scale is shown in Table 3.5 below.

	Likert-type Scale
1	Strongly Disagree
2	Disagree
3	Neither Disagree nor Agree
4	Agree
5	Strongly Agree

Table 3.5: Likert Scale

3.8 Data Analysis Tools

3.8.1 Pilot Test

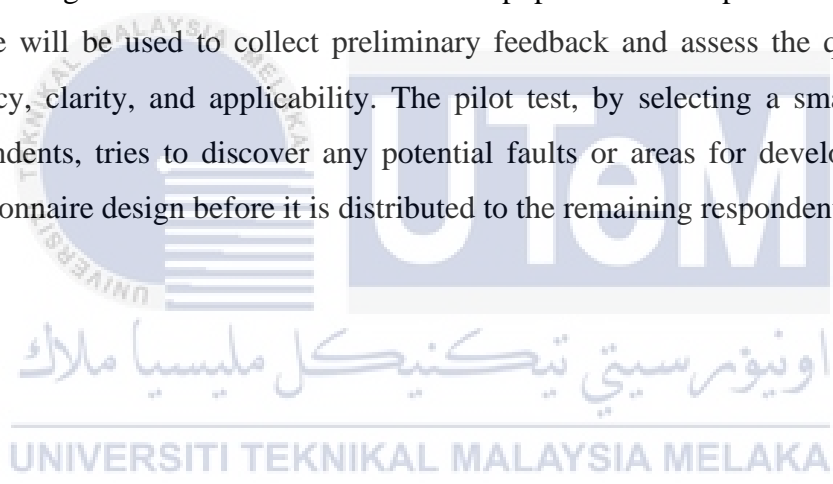
A pilot test of a research method is a small-scale study done to see if it is possible, appropriate, and effective before it is used in a larger study. Pilot tests can be done for any kind of research method, like surveys, interviews, focus groups, and experiments. A pilot study can also be the pre-testing or "trying out" of a specific research tool. One of the benefits of doing a pilot study is that it may show where the main research project could fail, where research protocols might not be followed, or whether proposed methods or instruments are wrong or too difficult to use. (Teijlingen & Hundley, 2022).

Pilot studies can employ either quantitative or qualitative methods, and before initiating a major survey, researchers might conduct a few pilot studies. In some cases, researchers may commence with qualitative data collection and analysis on a relatively unexplored subject, leveraging the findings to design a subsequent quantitative phase (Tashakkori and Teddlie, 1998). Initially, the pilot phase may involve in-depth interviews or focus groups to identify the issues that will be addressed in a comprehensive questionnaire survey. Following this, a pilot test for the questionnaire could be conducted, involving the examination of wording and question order, as well as the assessment of the response options for multiple-choice questions. A final pilot

phase might focus on testing the overall research process, including different approaches to distributing and collecting the questionnaires.

The results of a pilot test can be used to improve the design of a bigger study. For example, if a pilot test shows that the questions on a survey aren't clear, the questions may be rewritten for the larger study. If a pilot test shows that the interview questions are not getting the information needed, the questions could be changed for the larger study. If a pilot test shows that the focus group questions aren't getting the answers researchers want, the questions may be changed for the larger study. If a pilot test shows that the experimental design is not working as planned, the design may be changed for the larger study.

In this study, the pilot test will be given to a sample of 30 respondents, representing a smaller fraction of the overall population. This pilot sample size of 30 people will be used to collect preliminary feedback and assess the questionnaire's efficacy, clarity, and applicability. The pilot test, by selecting a small number of respondents, tries to discover any potential faults or areas for development in the questionnaire design before it is distributed to the remaining respondents.



3.9 Validity and Reliability

Reliability pertains to the consistency of a method in measuring a particular phenomenon. If, under the same conditions, the same methods consistently yield identical results, the measurement is deemed reliable. The evaluation of data reliability often involves the application of the Cronbach alpha method. In this context, Cronbach's alpha coefficient is deemed satisfactory if it surpasses the threshold of 0.6, indicating questionnaire reliability. To preserve the integrity of variables in the content, modifications to the questionnaire are implemented based on comments and feedback from respondents. The reliability of the questionnaire is then assessed by examining the range of Cronbach's alpha, as depicted in Table 2. (Khairul Zahreen, 2018).

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Figure 3.6: The Cronbach Alpha Coefficient

(Sources: Abd Latif Saleh, 2018)

Table 3 shows the results of the pilot study. If the overall value of Cronbach's alpha is higher than 0.6, it means that the data set from the questionnaire is very consistent. Based on this, if Cronbach's alpha is greater than 0.9, the reliability is excellent. As a result, the data from the pilot study show that testing is safe, and the set question should be retained for the remainder of the study. (Syuhaida Ismail, 2018). Validity It means how well a measurement tool captures and represents the theoretical construct or concept that is being studied. Researchers need to make sure that the operational definitions and measurements they use match the underlying concept they are trying to measure.

Internal validity is shown when there is evidence that two variables are related in some way. As the main research tool for this study on how customer influence affects social media marketing in Halal entrepreneurship in Ayer Keroh, Melaka, questionnaires were chosen Internal validity can be shown by showing that there are statistical links between a set of questions and an analytical factor or result.

3.10 Pearson Correlation Coefficient

A correlation analysis employing Pearson's correlation coefficient elucidates the quality, direction, and magnitude of the bivariate associations among factors measured at a provisional or proportion level. Hair et al. (2007) provided general guidelines regarding the extent of the coefficient and the strength of the associations. Also known as Pearson's, Pearson correlation analysis is a statistical technique used to assess the linear relationship's strength and direction between two continuous variables. It gauges how closely data points in two variables cluster around a straight line. Represented by the symbol "r," the Pearson correlation coefficient ranges from -1 to +1, indicating the understanding of the coefficient's interpretation.

Scale of correlation coefficient	Value
$0 < r \leq 0.19$	Very Low Correlation
$0.2 \leq r \leq 0.39$	Low Correlation
$0.4 \leq r \leq 0.59$	Moderate Correlation
$0.6 \leq r \leq 0.79$	High Correlation
$0.8 \leq r \leq 1.0$	Very High Correlation

Figure 3.7: The scale of Pearson's Correlation Coefficient

(Sources: Hair et al. (2007))

Pearson correlation analysis finds common application in various fields like social sciences, economics, psychology, and epidemiology, serving to examine the strength and direction of the relationship between two variables and discern the extent and direction of their linkage. It's crucial to recognize that Pearson's correlation coefficient specifically assesses linear relationships, potentially overlooking non-linear or intricate associations between variables.

The Pearson correlation coefficient (PCC) serves as a statistical metric evaluating the strength and direction of a linear relationship between two random variables. Its utility extends to various statistical indices, including data analysis, classification, clustering, decision-making, financial analysis, and biological research, etc. Also, tell the readers to look at for a complex random filter system. (Zhou Haomiao, Deng, Xia, & Fu, 2016).

3.11 Multiple Regression Analysis Multiple

Multiple Regression Analysis (MRA) stands as a statistical methodology enabling researchers to explore and evaluate the dynamics of the relationship between independent and dependent variables (Frost, 2021). In its application, regression analysis necessitates two variables: an independent variable (X) and a dependent variable (Y). Through MRA, researchers can discern which independent variables wield the most significant influence on the dependent variable. The MRA in this investigation is exemplified by the subsequent equation. Additionally, regression analysis serves the purpose of predicting dependent variable values based on one or more independent variables, achieved by formulating a regression equation.

$$\text{Equation: } Y = a + bX_1 + cX_2 + dX_3$$

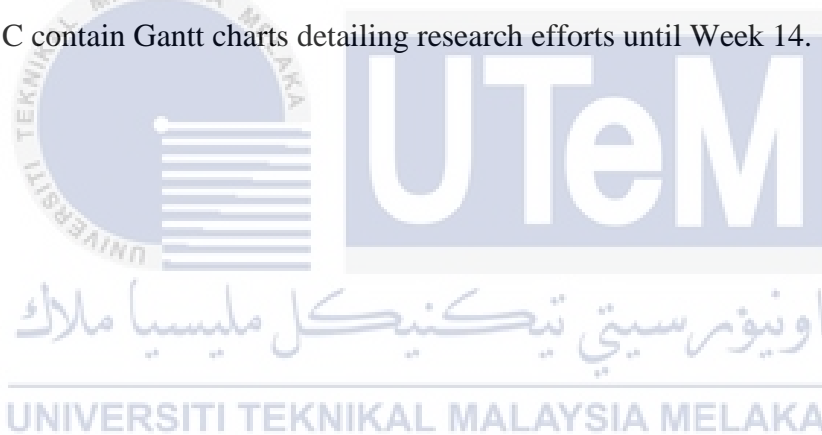
A	Constant/ Other Influence
B	Influence of X_1 (Perceived Usefulness)
C	Influence of X_2 (Perceived Ease of Use)
D	Influence of X_3 (Perceived Trust)
Y	Dependent Variable (Adoption of social TikTok in Halal SME)
X_1, X_2, X_3	Independent Variable

Table 3.8: Equation of Multiple Regression Analysis

(Source: Saunders, Lewis, and Thornhill, 2016)

3.12 Time Horizon

These studies collect data at a single point in time or over a short period. They show a snapshot of the research phenomenon at that moment. For example, a cross-sectional study might poll different groups of people to find out how they feel about a certain topic. It doesn't include long-term follow-up or tracking changes over time. The concept of time horizon refers to the duration required to conduct a research study. For this thesis, a cross-sectional study was employed by the researcher due to the limited timeframe available to collect and analyze the data, and subsequently conclude within the designated research period. Due to the limited time available to complete data analysis and conclude this study, the researcher intends to use a cross-sectional design. The time horizon helps researchers anticipate how long it take to conduct their research, yet research time is limited and must be completed. Appendix B and C contain Gantt charts detailing research efforts until Week 14.



3.13 Summary

This study employed a quantitative research approach, relying on objective measurements and the statistical analysis of data. The objective of quantitative research is to acquire numerical data for making general statements about groups of individuals or explaining a specific phenomenon. Deductive designs were utilized to test theories and hypotheses. The research design served as the study's framework, specifically focused on providing a systematic explanation of how research questions were addressed in the quantitative study. For data analysis, the study utilized the Statistical Package for the Social Sciences (SPSS) software. The research location was Ayer Keroh, Melaka. Probability sampling was the chosen method, where participants were selected based on their ease of availability. The selection of 381 individuals at random was guided by Krejci and Morgan's guide for determining sample size.

In this study, the selected research method was a survey, employing a questionnaire to gather standardized data from a sizable population. The survey strategy facilitated the collection of quantitative data using descriptive and inferential statistics, exploring potential correlations between variables.

CHAPTER 4

DATA ANALYSIS AND RESEARCH FINDINGS

4.0 Introduction

The software referred to as SPSS stands for Statistical Package for Social Science, with version 29 being utilized for the comprehensive analysis of the survey questionnaires in this chapter. Respondents, solicited by the researcher, contributed the data under consideration. In this study, data collection involved gathering responses from 300 individuals through an online Google Form, with the survey link disseminated across various online and social media platforms, including WhatsApp, Instagram, Facebook, and TikTok. The data analysis process encompassed a pilot test, followed by reliability analysis, descriptive analysis, correlation analysis, and regression analysis to scrutinize the dataset. The SPSS output derived from this analysis will be presented in this chapter. The subsequent sections will delve into an explanation of the Pearson Correlation Coefficient and Multiple Regression Analysis.

4.1 Analysis of Pilot Test

Pilot testing is used to refine the questionnaire so that respondents can easily answer the questions and record the data.

4.1.1 Validity Analysis of Pilot Test

The validity test assists the researcher in evaluating the accuracy of questions in the questionnaire that was distributed to the 31 respondents. The researcher distributed the questionnaire through Google Forms among TikTok Media Marketing in Halal Entrepreneurship in Melaka. For 31 respondent critical value (N-2), so $CR_{29} = 0.367$.

Table 4.1 Validity test of pilot test perceived usefulness (IV 1)

Variable	Item	Value	Critical Value	Validity
Perceived Usefulness	TikTok Media Marketing provides valuable information related to Halal products or services.	0.775	0.367	Valid
	TikTok media marketing offers help me discover new Halal brands or businesses.	0.852	0.367	Valid
	TikTok media marketing offers promotions, discounts, or special offers for Halal products or services.	0.886	0.367	Valid
	TikTok media marketing helps me make informed decisions about purchasing Halal products or services.	0.686	0.367	Valid
	TikTok media marketing helps more customer satisfaction.	0.771	0.367	Valid

Source: Data developed by the researcher

Table 4.2 Validity test of pilot test perceived ease of use (IV 2)

Variable	Item	Value	Critical Value	Validity
Perceived Ease of Use	TikTok interface is users friendly and easy to navigate	0.624	0.367	Valid
	It is easy for me to interact with Halal businesses or brands on TikTok	0.767	0.367	Valid
	Finding Halal content on TikTok is effortless	0.805	0.367	Valid
	I feel comfortable using TikTok for engaging with Halal media marketing campaigns	0.820	0.367	Valid
	It is easy to identify customer demand using the TikTok Platform	0.812	0.367	Valid

Source: Data developed by the researcher

Table 4.3 Validity test of pilot test perceived Trust (IV 3)

Variable	Item	Value	Critical Value	Validity
Perceived Trust	I trust the information provided by Halal businesses or brands on TikTok	0.926	0.367	Valid
	TikTok media marketing by Halal businesses or brands is credible	0.907	0.367	Valid
	I feel confident in the authenticity of Halal content on TikTok	0.921	0.367	Valid
	I believe my personal information is handled securely by Halal businesses or brands on TikTok	0.918	0.367	Valid
	As a customer, I trust TikTok as a reliable platform for businesses	0.742	0.367	Valid

Source: Data developed by the researcher

Table 4.4 Validity Pilot Test of Adoption of Social TikTok in Halal SME

Variable	Item	Value	Critical Value	Validity
Dependent Variable	I have noticed an increase in Halal SMEs using TikTok for marketing and promotion.	0.892	0.367	Valid
	I actively follow and engage with Halal SMEs on TikTok for information about their product and services.	0.841	0.367	Valid
	I am more likely to explore and consider products or services from Halal SMEs on TikTok.	0.909	0.367	Valid
	I believe that TikTok is a platform that Halal SMEs should utilize for marketing and promotion.	0.792	0.367	Valid
	I find the content produced by Halal SMEs on TikTok to be informative and engaging.	0.773	0.367	Valid

Source: Data developed by the researcher

According to Tables 4.1, 4.2, 4.3, and 4.4, all the questions in this study are valid. This condition occurs. This condition occurs when all values are greater than the assigned critical value. The critical values were determined based on the number of participants in the pilot test. Respondents are represented as N as information, and $N= (31-2=29)$ is 0.367 which value from the table of Critical Value= R table.

4.1.2 Reliability of Pilot Test

After collecting 31 responses from the pilot test, the questionnaire's reliability was evaluated using SPSS software. Cronbach's Alpha was calculated using the reliability analysis to assess the consistency of responses across questions, yielding a value of 0.60 or higher.

Table 4.5 Reliability of Pilot Test

Variable	Cronbach's Alpha	N of Item	Reliability
Perceived Usefulness	0.853	5	Reliable
Perceived Ease of Use	0.822	5	Reliable
Perceived Trust	0.931	5	Reliable
Adoption	0.893	5	Reliable

Source: Data developed by the researcher

Table 4.5 displays the SPSS result, the reliability was performed on 20 items from the survey questionnaires. The reliability revealed that the questionnaire items were reliable because the Cronbach Alpha value was above 0.70, which me the acceptable value of 0.60. As a result, the outcome was acceptable and reliable, and the data collection process can be continued.



4.2 Result Dissemination Questionnaire

اونيورسيتي تيكنيكل ماليزيا ملاك **Table 4.6**

Evidence	Total
Distributed questionnaire	381
Receive questionnaire return	308
Response rate	80%
No returned questionnaire	73
Incomplete questionnaire	8
Total analyzed qualified questionnaire	300

Source: Data developed by the researcher

In the online survey for my thesis, 381 participants were initially involved. However, 73 respondents were excluded from the analysis due to issues such as non-return of questionnaires, missing data, and incomplete responses to demographic questions. Among these exclusions, 8 participants were specifically removed because their questionnaire submissions were incomplete, attributing this to a lack of presence on TikTok. The main reason for these eliminations stemmed from participants receiving the survey forms online but failing to complete them adequately.

Consequently, only 300 responses were considered usable, reflecting a robust 80 percent response rate.

4.3 Result and Analysis

The exacting technique used to ensure the correctness and dependability of the data acquired during the research process is essential to the validity of the study's findings. The chosen statistical methods and analytical instruments are in perfect alignment with the research goals, as demonstrated by a rigorous analysis of the analysis validity, which raises the study's overall credibility because it reduces potential biases and confounding factors, the robustness of the experimental design greatly enhances result validity and increases trust in the study's findings.

The screenshot displays the iCalcu.com Critical Pearson Correlation Calculator. The interface includes the following elements:

- Level of significance (alpha): 0.05
- Number of pairs: 300
- Sides: Two-sided
- Calculate button
- Critical Pearson Correlation: 0.11326701424694072
- Footer: ©2024 iCalcu.com | About | Q&A

Figure 4.7 Critical Pearson Correlation Calculator

4.3.1 Validity Analysis

The validity analysis with which a method measures what it is supposed to measure is referred to as its validity. High reliability is one indicator of a valid measurement. If a method is unreliable, it is almost certainly invalid. Middleton, 2019. Validity analysis allows the researcher to assess the accuracy of the questions in the questionnaire distributed to 300 participants. The researcher distributed the questionnaire through Google Forms among TikTok Media Marketing in Halal Entrepreneurship in Melaka. For 300 respondent critical value (N-2), so CR 298 = 0.113.

Table 4.8 Validity Analysis of Perceived Usefulness (IV 1)

Variable	Item	Value	Critical Value	Validity
Perceived Usefulness	TikTok Media Marketing provides valuable information related to Halal products or services.	0.810	0.113	Valid
	TikTok media marketing offers help me discover new Halal brands or businesses.	0.812	0.113	Valid
	TikTok media marketing offers promotions, discounts, or special offers for Halal products or services.	0.799	0.113	Valid
	TikTok media marketing helps me make informed decisions about purchasing Halal products or services.	0.778	0.113	Valid
	TikTok media marketing helps more customer satisfaction.	0.678	0.113	Valid

Source: Data developed by the researcher

Table 4.9 Validity Analysis of Perceived Ease to Use (IV 2)

Variable	Item	Value	Critical Value	Validity
Perceived Ease of Use	TikTok interface is users friendly and easy to navigate	0.716	0.113	Valid
	It is easy for me to interact with Halal businesses or brands on TikTok	0.756	0.113	Valid
	Finding Halal content on TikTok is effortless	0.665	0.113	Valid
	I feel comfortable using TikTok for engaging with Halal media marketing campaigns	0.779	0.113	Valid
	It is easy to identify customer demand using the TikTok Platform	0.682	0.113	Valid

Source: Data developed by the researcher

Table 4.10 Validity Analysis of Perceived Trust (IV 3)

Variable	Item	Value	Critical Value	Validity
Perceived Trust	I trust the information provided by Halal businesses or brands on TikTok	0.784	0.113	Valid
	TikTok media marketing by Halal businesses or brands is credible	0.764	0.113	Valid
	I feel confident in the authenticity of Halal content on TikTok	0.769	0.113	Valid
	I believe my personal information is handled securely by Halal businesses or brands on TikTok	0.771	0.113	Valid
	As a customer, I trust TikTok as a reliable platform for businesses	0.667	0.113	Valid

Source: Data developed by the researcher

Table 4.11 Validity Analysis for Adoption of Social TikTok in Halal SME (DV4)

Variable	Item	Value	Critical Value	Validity
Dependent Variable	I have noticed an increase in Halal SMEs using TikTok for marketing and promotion.	0.707	0.113	Valid
	I actively follow and engage with Halal SMEs on TikTok for information about their product and services.	0.756	0.113	Valid
	I am more likely to explore and consider products or services from Halal SMEs on TikTok.	0.803	0.113	Valid
	I believe that TikTok is a platform that Halal SMEs should utilize for marketing and promotion.	0.721	0.113	Valid
	I find the content produced by Halal SMEs on TikTok to be informative and engaging.	0.779	0.113	Valid

Source: Data developed by the researcher

According to Tables 4.8 to 4.11, all the questions in this study are valid. This condition occurs. This condition occurs when all values are greater than the assigned critical value. The critical values were determined based on the number of respondents in the pilot test. Respondents are represented as N as information, and $N = (300 - 2 = 298)$ is 0.113 which value from the table of Critical Value= R table.

4.3.2 Reliability Analysis

Reliability analysis enables the exploration of measurement scale properties and the components of those scales. This procedure calculates various widely used measures of scale reliability, offering insights into the connections among individual items within the scale. Inter-rater reliability estimates can be derived using intraclass correlation coefficients.

Table 4.12 Reliability Analysis

Variable	Cronbach's Alpha	N of Item	Reliability
Perceived Usefulness	0.834	5	Reliable
Perceived Ease of Use	0.767	5	Reliable
Perceived Trust	0.807	5	Reliable
Adoption	0.809	5	Reliable

Source: Data developed by the researcher

Table 4.11 displays the SPSS results the reliability was performed on 20 items from the survey questionnaires. The reliability revealed that the questionnaire items were reliable because The Cronbach Alpha value was greater than 0.70, which exceeded the acceptable limit of 0.60. As a result, the outcome was acceptable and reliable, and the data collection process can be continued.



4.4 Demographic Analysis- (Section A)

4.4.1 TikTok

Table 4.13 Did You Have TikTok?

Item	Frequency	Percent
Yes	300	97.4%
No	8	2.6%
Total	300	100%

Source: Data developed by the researcher

Table 4.12 displays that there are 300 respondents (97.4%) that have TikTok and 8 respondents (2.6%) respondent that did not have TikTok in the survey.

4.4.2 Gender

Table 4.14 Respondents Gender

Gender	Frequency	Percent
Male	177	58.8%
Female	123	41.2%
Total	300	100%

Source: Data developed by the researcher

Table 4.13 displays that are 181 male respondents (58.8%) and 127 female respondents (41.2%) in this survey. In this study, there were significantly more male participants than female ones.

4.4.3 Age

Table 4.15 Respondents Age

Age	Frequency	Percent
18 to 24 years old	65	23.1%
25 to 34 years old	80	26.6%
35 to 44 years old	61	19.8%
45 to 54 years old	56	18.2%
Above 55 years old	38	12.3%
Total	300	100%

Source: Data developed by the researcher

According to the data presented in Table 4.14, there are five age categories. There were between 18 to 24 years old (23.1%), 25 to 34 years old (26.6%), 35 to 44 years old (19.8%), 45 to 54 years old (18.2%) and above 55 years old (12.3%) who responded to the survey. In this analysis, the largest proportion of respondents were between the ages of 25 to 34 years old.

4.4.4 Education

Table 4.16 Respondents Education

Education	Frequency	Percent
SPM	66	22.1%
Diploma	78	26.9%
Degree	83	27.3%
Master	57	18.5%
PHD	16	5.2%
Total	300	100%

Source: Data developed by the researcher

According to Table 4.15, the educational qualifications of the respondents were broken down into 5 categories SPM (22.1%) respondents, Diploma (26.9%), Degree (27.3%), Master (18.5%) and the lowest Ph.D. (5.2%). In general, a bachelor's degree is the majority educational qualification in this study.

4.4.5 Employment

Table 4.17 Respondents Employment Status

Employment	Frequency	Percent
Employed full-time	171	57.1%
Employed part-time	41	13.3%
Unemployed	1	1%
Student	64	21.1%
Retired	21	6.8%
Other: Housewife	2	0.6%
Total	300	100%

Source: Data developed by the researcher

According to Table 4.16, there are six categories of employment. There was employment full-time (57.1%), employment part-time (13.3%), unemployed (3%), student (21.1%), retired (6.8%), and housewife (0.6%). The highest of the respondents is employed full-time.

4.5 Descriptive Analysis

Descriptive analysis can be used as a research product when it identifies previously unknown socially significant phenomena. In many cases, the description can also refer to causal understanding and the mechanisms that support causal relationships. (Loeb et al. 2017).

Independent Variable (Section B)

4.5.1 IV- 1 PERCEIVED USEFULNESS

Descriptive Statistics
Table 4.18

	N	Minimum	Maximum	Mean	Std. Deviation
PU 1.1	300	1.00	5.00	4.2033	.86283
PU 1.2	300	1.00	5.00	4.1467	.81693
PU 1.3	300	2.00	5.00	4.1733	.79502
PU 1.4	300	2.00	5.00	4.1467	.80039
PU 1.5	300	2.00	5.00	4.2300	.82828
Valid N (listwise)	300				

The highest mean for Perceived Usefulness is for item 1.5 which is 4.2300. Item 1.1 is ranked second with a mean value of 4.2033, followed by item 1.3 = 4.1733 and the lowest mean score (4.1467), which is for item 1.2 and item 1.4. For standard deviation, the highest one is item 1.1 = 0.86283, followed by item 1.5 = 0.82828, item 1.2 = 0.81693, item 1.4 = 0.80039, and the lowest one is item 1.3 = 0.79502. This means that the majority of respondents mostly agree with item 1.5 (highest mean), "TikTok media marketing helps more customer satisfaction." This indicates that users' satisfaction as a customer is improved with the help of the utilization of TikTok media marketing.

Table 4.19

No	Item	1		2		3		4		5	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	TikTok Media Marketing provides valuable information related to Halal products or services.	1	0.3	4	1.3	69	23	85	28.3	141	47
2	TikTok media marketing offers help me discover new Halal brands or businesses.	1	0.3	4	1.3	63	21	114	38	118	39.3
3	TikTok media marketing offers promotions, discounts, or special offers for Halal products or services.	-	-	1	0.3	70	23.3	105	35	124	41.3
4	TikTok media marketing helps me make informed decisions about purchasing Halal products or services.	-	-	5	1.7	62	20.7	117	39	116	38.7
5	TikTok media marketing helps more customer satisfaction.	-	-	5	1.7	61	20.3	94	31.3	140	46.7

Source: Data developed by the researcher

According to Table 4.17, the findings revealed that the highest frequency value of the Perceived Usefulness factor was (F= 141) with the item TikTok Media Marketing provides valuable information related to Halal products or services. Then three frequencies were the lowest value (f=0) which is question 1.3-1.5.

4.5.2 IV 2 -PERCEIVED EASE TO USE

Descriptive Statistics

Table 4.20

	N	Minimum	Maximum	Mean	Std. Deviation
PEU 2.1	300	2.00	5.00	4.1400	.80989
PEU 2.2	300	2.00	5.00	4.1067	.76850
PEU 2.3	300	2.00	5.00	4.1300	.80119
PEU 2.4	300	2.00	5.00	4.2000	.80134
PEU 2.5	300	2.00	5.00	4.1933	.80713
Valid N (listwise)	300				

The highest mean for Perceived Ease of Use is for item 2.4 which is 4.2000. Item 2.5 is ranked second with a mean value of 4.1933, followed by item 2.1 = 4.1400, item 2.3 = 4.1300

and the lowest one is item 2.2 = 4.1067. For standard deviation, the highest one is item 2.1 = 0.80989, followed by item 2.5 = 0.80713, item 2.4 = 0.80134, item 2.3 = 0.80119, and the lowest one is item 2.2 = 0.76850. This means that the majority of respondents mostly agree with item 2.4 (highest mean), “I feel comfortable using TikTok for engaging with Halal media marketing campaigns.” This indicates that users’ satisfaction as a customer is improved with the help of the utilization of Halal media campaigns.

Table 4.21

No	Item	1		2		3		4		5	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	TikTok interface is users friendly and easy to navigate	-	-	3	1	71	23.7	107	35.7	119	39.7
2	It is easy for me to interact with Halal businesses or brands on TikTok	-	-	5	1.7	59	19.7	135	45	101	33.7
3	Finding Halal content on TikTok is effortless	-	-	2	0.7	73	24.3	109	36.3	116	38.7
4	I feel comfortable using TikTok for engaging with Halal media marketing campaigns.	-	-	2	0.7	73	24.3	109	36.3	116	38.7
5	It is easy to identify customer demand using the TikTok Platform	-	-	1	0.3	71	23.7	93	32.3	131	43.7

Source: Data developed by the researcher

From Table 4.18 above, the findings revealed that the highest frequency value of the Perceived Ease to Use factor was (F= 131) with the item 'It is easy to identify customer demand using the TikTok Platform'. That means the researcher knows that the customers that always using TikTok because the majority of people have smartphones. Mostly many customers have apps TikTok. Then five frequencies were the lowest value (f=0) which is question 2.1 until 2.5 Likert scale number 1.

4.5.3 IV-3 PERCEIVED TRUST

Descriptive Statistics
Table 4.22

	N	Minimum	Maximum	Mean	Std. Deviation
PT 3.1	300	2.00	5.00	4.1333	.83939
PT 3.2	300	2.00	5.00	4.1300	.77142
PT 3.3	300	2.00	5.00	4.0633	.85738
PT 3.4	300	1.00	5.00	4.1000	.82397
PT 3.5	300	2.00	5.00	4.2033	.80674
Valid N (listwise)	300				

The highest mean for Perceived Trust is for item 3.5 which is 4.2033. Item 3.1 is ranked second with a mean value of 4.1333, followed by item 3.2 = 4.1300, item 3.4 = 4.1000, and the lowest one item 3.3 = 4.0633. For standard deviation, the highest one is item 3.3 = 0.85738, followed by item 3.1 = 0.83939, item 3.4 = 0.82397, item 3.5 = 0.80674, and the lowest one is item 3.2 = 0.77142. This means that the majority of respondents mostly agree with item 3.5 (highest mean), “As a customer, I trust TikTok as a reliable platform for businesses”. This indicates that user satisfaction as customers is safe to do platform TikTok for the business.

Table 4.23

No	Item	1		2		3		4		5	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	I trust the information provided by Halal businesses or brands on TikTok	-	-	3	1	79	26.3	93	31	125	41.7
2	TikTok media marketing by Halal businesses or brands is credible	-	-	1	0.3	69	23	120	40	110	36.7
3	I feel confident in the authenticity of Halal content on TikTok	-	-	5	1.7	86	28.7	94	31.3	115	38.3
4	I believe my personal information is handled securely by Halal businesses or brands on TikTok	1	0.3	2	0.7	76	25.3	108	36	113	35.7
5	As a customer, I trust TikTok as a reliable platform for businesses	-	-	1	0.3	70	23.3	96	32	133	44.3

Source: Data developed by the researcher

Table 4.19 demonstrates that the findings revealed that the highest frequency value of the Perceived Trust factor was (F= 133) with the item 'As a customer, I trust TikTok as a reliable platform for businesses'.. That means the researcher finds that the customer can sell their product in virtual or online TikTok just using 'yellow beg' just click then the customer can buy the product. Right now the platform TikTok mostly that all respondents have three apps TikTok. Then four frequencies were the lowest value (f=0) which is questions 3.1, 3.2, 3.3, and 3.5 Likert scale number 1.

4.5.4 DV- ADOPTION OF SOCIAL TIKTOK IN HALAL SME

Descriptive Statistics
Table 4.24

	N	Minimum	Maximum	Mean	Std. Deviation
A 4.1	300	1.00	5.00	4.1767	.85707
A 4.2	300	1.00	5.00	4.0733	.80630
A 4.3	300	1.00	5.00	4.1100	.86819
A 4.4	300	2.00	5.00	4.1700	.79364
A 4.5	300	2.00	5.00	4.2100	.82553
Valid N (listwise)	300				

The highest mean for Adoption is for item 4.5 which is 4.2100. Item 4.1 is ranked second with a mean value of 4.1767, followed by item 4.4 = 4.1700, item 4.3 = 4.1100, and the lowest one item 4.2 = 4.0733. For standard deviation, the highest one is item 4.3 = 0.86819, followed by item 4.1 = 0.85707, item 4.5 = 0.82553, item 4.2 = 0.80630, and the lowest one is item 4.4 = 0.79364. This means that the majority of respondents mostly agree with item 4.5 (highest mean), “I find the content produced by Halal SMEs on TikTok to be informative and engaging.”. This indicates that user satisfaction as customers is improved to be informative and engaging.

Table 4.25

No	Item	1		2		3		4		5	
		Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
1	I have noticed an increase in Halal SMEs using TikTok for marketing and promotion.	1	0.3	2	0.7	76	25.3	85	28.3	136	45.3
2	I actively follow and engage with Halal SMEs on TikTok for information about their product and services.	2	0.7	4	1.3	63	21	132	44	99	33
3	I am more likely to explore and consider products or services from Halal SMEs on TikTok.	2	0.7	4	1.3	74	24.7	99	33	121	40.3
4	I believe that TikTok is a platform that Halal SMEs should utilize for marketing and promotion.	-	-	2	0.7	67	22.3	109	36.3	122	40.7
5	I find the content produced by Halal SMEs on TikTok to be informative and engaging.	-	-	3	1	68	22.7	92	30.7	137	45.7

Source: Data developed by the researcher

Table 4.20 shows, the findings revealed that the highest frequency value of the Adoption of Social TikTok in Halal SME factor was (F= 137) with the item ‘I find the content produced by Halal SMEs on TikTok to be informative and engaging’. Then two are four frequencies that had the lowest value (f=0) which are questions 4.4 and 4.5 Likert scale number 1.

4.6 Correlation Analysis of All Variables

4.6.1 Pearson Coefficient Correlation

A Pearson correlation coefficient indicates the quality, direction, and magnitude of the bivariate associations among factors measured at a provisional or proportion level.

Hair et al. (2007) provided overarching guidelines regarding the range of the coefficient and the strength of the associations.

Scale of correlation coefficient	Value
$0 < r \leq 0.19$	Very Low Correlation
$0.2 \leq r \leq 0.39$	Low Correlation
$0.4 \leq r \leq 0.59$	Moderate Correlation
$0.6 \leq r \leq 0.79$	High Correlation
$0.8 \leq r \leq 1.0$	Very High Correlation

The scale of Pearson's Correlation Coefficient

(Sources: Hair et al. (2007))

Table 4.26: Pearson's Coefficient Correlation

		PU	PEU	Trust	Adoption
PU	Pearson Correlation	1	.402**	.411**	.518**
	Sig. (2-tailed)		.000	.000	.000
	N	300	300	300	300
PEU	Pearson Correlation	.402**	1	.311**	.401**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
T	Pearson Correlation	.411**	.311**	1	.426**
	Sig. (2-tailed)	.000	.000		.000
	N	300	300	300	300
Adoption	Pearson Correlation	.518**	.401**	.426**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	300	300	300	300

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

Source: Data developed by the researcher

Employing Pearson Correlation, the researcher scrutinized all variables within this study. The findings reveal the correlation among perceived usefulness, perceived ease of use, perceived trust, and the adoption of social media marketing in Halal SMEs. The correlation coefficient values between perceived usefulness and the adoption of social media marketing were 0.518, followed by perceived ease of use and the adoption of social media marketing at 0.401, and perceived trust and the adoption of social media marketing at 0.426.

According to Table 4.21, all the IV and DV have moderate correlations. This is because the relationship between IV and DV is moderate.

4.7 Multiple Regression Analysis (MRA)

4.27 Table Model Summary Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.346	2.53145

Predictors: (Constant), Perceived Usefulness, Perceived Ease to Use, Perceived Trust

Source: Data developed by the researcher

According to the model summary in Table 4.19, the value indicates a significant relationship between the dependent variables. The R square value is 0.353, indicating that 35.3% of the variables can be explained by combining independent variables. This indicates that 35.3% of the variables influenced the dependent relationship. Using the table Pearson Correlation Coefficient, the questions that are given are moderate questions which means, the respondents understand the questions.

4.8 ANOVA

Table 4.28 Table ANOVA

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1033.914	3	344.638	53.781	.000 ^b
	Residual	1896.833	296	6.408		
	Total	2930.747	299			

a. Dependent Variable: Adoption of TikTok Media Marketing

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease to Use and Perceived Trust

Source: Data developed by the researcher

The Analysis of Variance (ANOVA) table depicts the performance of a regression model designed to predict TikTok Media Marketing adoption. The Significant F-statistics of 53.781 ($p < 0.05$) in the regression component, characterized by a sum of the square of 1033.914, underscores the collective impact of these predictors in meaningfully explaining the observed variability in the adoption of TikTok Media Marketing. The residual component, marked by the sum of the square of 1896.833, is the unexplained variability.

According to Table 4.23, the significance level for linear regression was less than $\alpha = 0.05$ ($p < 0.00$) indicating a level of confidence for the result of 5%. The purpose of significance testing is to examine the relationship between variables. The significance correlation coefficient between variables. In this study, the F value was calculated to be 53.781, and the mean square is 344.638. PU, PEU, and T are significant to the adoption of TikTok media marketing.

4.9 Regression Coefficient

4.29 Table Coefficient

Table 4.29 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.545	1.326		3.426	.001
	PU	.344	.053	.349	6.458	.000
	PEU	.209	.057	.192	3.695	.000
	T	.227	.053	.223	4.282	.000

a. Dependant Variable: Adoption of TikTok media marketing in Halal SME.

Source: Data developed by the researcher

Table 4.19 shows the coefficient table with the p-value and contents for the significance of the independent variable in predicting the dependent variable. According to the findings, perceived usefulness has a significant positive effect on the adoption of TikTok media marketing in Halal SMEs ($t=6.458$, $p = 0.000$, $B=0.344$).

In addition, Table 4.19 shows that perceived ease of use has a significant positive effect on the adoption of TikTok media marketing in Halal SMEs ($t= 3.695$, $p=0.000$, $B=0.209$). In addition, perceived trust also significantly influenced the adoption of TikTok media marketing in Halal SMEs ($t=4.282$, $p=0.000$, $B= 0.227$). Thus it can be concluded that all independent variables had a signification relationship with the Adoption of TikTok media marketing in Halal SMEs. The dependent variable is independent against PU, PEU, and T is positive. The highest impact influence on adoption is all strong.

4.10 Hypothesis Testing

The hypothesis test involved employing statistical methods to assess the likelihood that a particular hypothesis held true. The testing of hypotheses was conducted to examine the impact of the independent variable using data computed through relevant analyses. As indicated in Table 4.20, when the p-value was below 0.05 ($p < 0.05$), it signified a significant influence of the independent variable on the adoption of TikTok media marketing in halal entrepreneurship.

Sig., p-value < means significant indicating the rejection of H0

Sig., p- value > means significant indicating the rejection of H1

4.10.1 Hypotheses 1

HO: There is no positive relationship between Perceived Usefulness towards the Adoption of TikTok media marketing in Halal SMEs.

H1: There positive relationship between Perceived Usefulness towards the Adoption of TikTok media marketing in Halal SMEs.

According to the SPSS analysis results, the significant value for Perceived Usefulness is 0.000, which is less than the p-value of 0.05. As a result, H1 was accepted. It is clear that perceived usefulness has influenced the adoption of TikTok media marketing in Halal SMEs.

4.10.2 Hypothesis 2

HO: There is no positive relationship between Perceived Ease of Use towards Adoption of TikTok media marketing in Halal SMEs.

H1: There positive relationship between Perceived Ease to Use towards Adoption of TikTok media marketing in Halal SMEs.

According to the result of the SPSS analysis data, the significant value for Perceived Ease of Use is 0.000, which is less than the significant level of $p=0.05$. As a result, H1 is accepted. It can be stated quite clearly the Perceived Ease of Use has had an impact on the adoption of TikTok media marketing in Halal SMEs.

4.10.3 Hypothesis 3

HO: There is no positive relationship between perceived trust and the adoption of TikTok media marketing by Halal SMEs.

H1: There is a positive relationship between perceived trust and TikTok media marketing adoption in Halal SMEs.

According to the SPSS analysis data, the significant value for Perceived Trust is 0.000, which is less than the significance level of $p=0.05$. As a result, H1 is accepted. It can be stated quite clearly that Perceived Trust has had an impact on the adoption of TikTok media marketing in Halal SMEs.

Table 4.30 Summary of Hypothesis Testing

Hypothesis	Title	Result
1	There positive relationship between Perceived Usefulness towards the Adoption of TikTok media marketing in Halal SMEs.	Accepted p-value= .000 ($p<0.05$)
2	There positive relationship between Perceived Ease to Use towards Adoption of TikTok media marketing in Halal SMEs.	Accepted p-value= .000 ($p<0.05$)
3	There positive relationship between Perceived Trust towards the adoption of TikTok media marketing in Halal SMEs.	Accepted p-value= .000 ($p<0.05$)

4.11 Summary

In summary, in this chapter, the researcher discusses each finding and analyses the data collected to determine the research study objectives. Researchers conducted this study using a variety of data analysis techniques, including descriptive analysis, Pearson Correlation Coefficient, Multiple Regression analysis, and hypothesis testing. Chapter 5 has extensive information.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.0 INTRODUCTION

The researcher explained and briefly presented the research findings. As a result, this chapter addresses the discussion and hypothesis testing results, as well as the implications of this research, to represent the difficulties that the researcher encountered during the exploration. Following the data analysis, recommendations for additional research were made. In light of this, the study question and objectives were examined in this chapter.

This chapter summarizes the discoveries from Chapter Four and presents the conclusions and recommendations of the study in line with its objectives. The study aimed to explore the adoption of TikTok media marketing in halal entrepreneurship targeting customers in Ayer Keroh, Melaka.

5.1 Summary of Findings

This summary is usually included in the conclusion or discussion section of a research paper, thesis, or report. Its purpose is to highlight the main discoveries, trends, or patterns discovered during the research process, providing readers with a quick and clear understanding of the study's outcomes without delving into the detailed methodology or data analysis. It essentially distills the most important information from the findings to provide a snapshot of what the research has revealed.

In the present study, a total of 384 questionnaires were distributed among potential participants. However, the usable sample size for analysis comprised only 300 respondents. The reduction in the sample size can be attributed to various factors, including incomplete questionnaires and non-response from some participants.

Of the 384 distributed questionnaires, 76 were not included in the final analysis due to incomplete responses. It is worth noting that efforts were made to minimize this issue, such as providing clear instructions and reminders for participants to complete all sections of the questionnaire. Despite these measures, 8 respondents did not provide usable data as their questionnaires were left incomplete.

The final sample size of 300 respondents represents the dataset upon which the subsequent analyses and findings are based who represented consumers that have TikTok apps to Adapt TikTok media marketing in Halal SMEs. This study found that the majority of the respondents are gender where is 58.8% (181) male and 41.2% (127) female. The majority of the respondents were male. The findings show that more male participants than female participants in this study. There are 5 categories of age. The first categories are 18-24, second 25-34, third 35-44, fourth 45-54, and lastly 55 above age. The majority of the respondents were between the ages of 25 and 34 years, which is the highest vote in the online Google form for age. This shows that the respondents were mature, could answer the study appropriately and the majority of them have application of TikTok.

The research has studied education levels. There 5 types of education. Their list of education, SPM, Diploma, Degree, Master's, and Ph.D. The majority of the highest education is degree certification, this shows that the respondents were well educated,

and the majority of them even those old age their education degree certificate. Lastly, the demographic is employment status. There are 6 categories of employment. There is employment full-time, employed part-time, unemployed, student, retired, and housewife. The majority of the respondents had employment status and were employed full-time. This is because the majority of the respondents work and the respondent knows the right trend in TikTok.



5.2 Justification of Research Objective.

5.2.2 Fulfillment of Second RO 1

To evaluate the relationship between the perceived of TikTok as a marketing platform and customer adoption in Halal entrepreneurship.

The results disclose a noteworthy positive association between the perceived usefulness of TikTok and customer adoption in Halal entrepreneurship. This aligns with the hypothesis positing a favorable correlation between perceived ease of use and adoption. The attained low p-value ($p < 0.05$) further reinforces the statistical significance of this correlation. Normal, perceived usefulness exhibited the highest correlation with adoption, registering a value of 0.518. This correlation coefficient of 0.518, categorized as a moderate correlation based on Hair et al.'s criteria, signifies the strength and direction of the connection between the perceived ease of use of TikTok and subsequent adoption by customers in the Halal entrepreneurship sector.

The noted positive correlation underscores that enterprises in the Halal entrepreneurship sector perceived TikTok as a platform conducive to their marketing endeavors. The perceived utility and ease of use of TikTok stand out as pivotal and contributory factors to elevated levels of customer adoption. This observation aligns with the hypothesized significance of user-friendly interfaces in promoting the adoption of a marketing platform. Utomo, D., & Rahmatia, H. (2021), underscores the significance of perceived usefulness and cultural relevance for effective marketing within the Halal SME.

Businesses that perceive TikTok as usefulness are more likely to experience higher levels of customer adoption. This implies that, in the context of Halal entrepreneurship, the usability of TikTok as a marketing tool is a key determinant influencing businesses' decisions to adopt it and, subsequently, the customers' decisions to adopt the products or services promoted through this platform.

5.2.3 Fulfillment of Third RO 2

To investigate the most impactful perceived usefulness in adoption TikTok as a marketing channel towards customer adoption within the Halal Entrepreneurship sector.

The data analysis demonstrates a strong positive relationship between the perceived trust in TikTok as a marketing channel and customer adoption in the Halal entrepreneurship sector. The hypothesis proposing a positive relationship between perceived usefulness and adoption is supported by a low p-value ($p < 0.05$). Perceived usefulness has shown a moderate correlation between adoption where the value is 0.518. According to Hair et al., the correlation coefficient of 0.518, which indicates a moderate correlation, represents the strength and direction of the relationship between the perceived usefulness in TikTok and the subsequent adoption by customers in the Halal entrepreneurship sector.

Businesses that recognize the perceived usefulness of TikTok as a marketing channel are more likely to experience increased customer adoption. This implies that, beyond the platform's technical features, the perceived usefulness of TikTok plays a crucial role in influencing businesses' decisions to adopt it and customers' decisions to embrace the products or services promoted through this channel. Furthermore, the positive correlation between perceived usefulness and adoption suggests that building and maintaining the perceived usefulness of marketing channels, such as TikTok, should be a strategic consideration for businesses in the Halal entrepreneurship sector.

Businesses that recognize TikTok's utility are likely leveraging its features to communicate their offerings, values, and uniqueness to potential customers. As a result, customers are more likely to adopt products or services from businesses that effectively utilize TikTok as a marketing platform. This perception of usefulness contributes significantly to the adoption of TikTok for marketing purposes within the Halal entrepreneurship sector. According to a previous study by Lee, J., Jung, S., & Chung, S. (2020), this is because of the importance of perceived usefulness and brand communication in driving customer adoption and engagement within the Halal SME. From the table coefficient also we can look standardized coefficient of perceived usefulness, β value = 0.349 value was the highest compare with the other variable.

5.3. Implication of Research

Based on the researcher's research, the researcher understands that TikTok can generate income for users. The impact is on entrepreneurship. Entrepreneurship can be done in all social media applications available. 3 practical ways are community, business/start-up, and audience.

Communities can benefit a lot from TikTok. This is because users can get a lot of health information, which can help small traders in TikTok. For example, selling food, cosmetics, clothes, and other things. An example of a teacher who went viral selling horseshoe cakes to increase income. Anas Cosmetics sells affordable products for all views. this benefits the surrounding community addition, the community can also get fast and quick information about what is happening around their community area.

In terms of simplified marketing, technology traders/startups such as TikTok, FB, and others can help empower entrepreneurship. This is because nowadays everyone uses technology. With the power of technology in TikTok users can generate income through online technology. Traders must be proficient in using technology and have fast internet and the area that has internet.

The first user audience who buys a product on TikTok for the first time gets a discount price and free shipping for their purchase. Viewers can also purchase products during TikTok Live sessions to support entrepreneurship. The audience gets benefits and a considerable discount price when in live. Entrepreneurs can also grow their business in TikTok.

5.4 Limitation of Research

This research study from several methodological limitations. The scope of this study focuses only on TikTok as a marketing platform, ignoring other social media platforms that could influence customer adoption in halal entrepreneurship in the city of Ayer Keroh, Melaka, the latter served as respondents in the investigation. The research methods employed may have limitations of budget and time constraints. For example, if the sample size is insufficient, the findings may not be statistically significant or representative of the target population.

Social media has transformed marketing strategies, with platforms such as TikTok gaining prominence in engaging audiences. Understanding the factors influencing customer adoption of TikTok media marketing becomes critical in the context of halal entrepreneurship, where adherence to Islamic principles is critical. However, as with any research project, such a study has limitations that can impact the comprehensiveness and applicability of the findings.

Because only one year developed to finishing this research, not all relevant topics may be looked into during that time. The fact that all of the respondents provided their responses through a Google Form makes it highly likely that only a small percentage of them provided genuine responses to the questionnaire.

5.5 Recommendation for Future Research

The researcher at the time studied perceived usefulness, perceived trust, and perceived ease of use. In the future can add variables to respondents. In addition, the research for the future can also use qualitative methods to find information. The researcher can know quantitative and qualitative methods.

The researcher suggested finding different geographical with enough time. Nowadays, with the current times, researchers can only be around Ayer Keroh, Melaka. In the future, researchers can develop areas in the entire area of Melaka, the northern zone, the southern zone, the eastern zone, and the western zone. It is recommended that the sample size to be big as well as the amount of time required to carry out the investigation be increased as a bonus to achieve higher quality and more significant results from the research being done.



5.6 Conclusion

Following the completion of the data analysis outlined in Chapter 4, the findings discovered are discussed in this chapter. As a result, one can reach the following conclusion: the entire research was supported by the necessary data analysis and literature evaluation, allowing the researcher to produce a contribution to the body of knowledge as well as practical implications. It is not impossible that putting the recommendations for further research into action will be beneficial.

To summarise, the primary goal was achieved by conducting the necessary analysis. The dynamic landscape of digital marketing, particularly through platforms such as TikTok, has had a significant impact on Halal entrepreneurship. TikTok media marketing presents both challenges and opportunities for businesses operating in the Halal industry, according to a comprehensive analysis of the factors influencing customer adoption. The interaction of cultural, technological, and marketing factors emphasizes the importance of entrepreneurs carefully navigating this space to ensure effective engagement with their target audience.

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APPENDICES

Appendix A: Questionnaires



FAKULTI PENGURUSAN TEKNOLOGI DAN TEKNOUSAHAWAN (FPTT)

Factor Influencing Customer Adoption of TikTok Media Marketing in Halal Entrepreneurship Questionnaire 2023

Objectives:

The purpose of this survey is to look into the relationship between Influencing Customer Factors (perceived usefulness, perceived ease of use, and perceived trust) and the adoption of Social TikTok in Halal Entrepreneurship. The findings of this study will assist us in understanding the most significant external factors influencing the adoption of Social TikTok in Halal Entrepreneurship in Ayer Keroh, Melaka.

Note: This questionnaire is divided into three parts. The first part is regarding the demographic information of the respondent. The second parts is about independent variable that is perceived usefulness, perceived ease of use and perceived trust, the third part is regarding Adoption of the Social TikTok in Halal SMEs.

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Part I: Demographic

Please answer all questions in this part. Please tick (√) on the space provided.

1. Gender

Female

Male

2. Age

18-24

25-34

35-44

55 above

3. Education

SPM

Diploma

Degree

Master

PhD

Others:

4. Occupations

Student

Employed

Self-employed

Unemployed

Othe



Section 2

Please select the appropriate answer for every question based on the statement given and there is no right or wrong answer. The 5-Point Likert Scale is used in this section

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

Independent Variable

Perceived Usefulness

TikTok Media Marketing provides valuable information related to Halal products or services	1	2	3	4	5
TikTok media marketing offers helps me discover new Halal brand or businesses	1	2	3	4	5
TikTok media marketing offers promotions, discounts, or special offers for Halal products or services.	1	2	3	4	5
TikTok media marketing helps me make informed decisions about purchasing Halal products or services.	1	2	3	4	5
TikTok media marketing helps more customer satisfaction.	1	2	3	4	5

Perceived Ease of Use

TikTok interface is users friendly and easy to navigate	1	2	3	4	5
It is easy for me to interact with Halal businesses or brands on TikTok	1	2	3	4	5
Finding Halal content on TikTok is effortless	1	2	3	4	5
I feel comfortable using TikTok for engaging with Halal media marketing campaigns.	1	2	3	4	5
It is easy to identify customer demand using the TikTok Platform	1	2	3	4	5

Perceived Trust

I trust the information provided by Halal businesses or brands on TikTok	1	2	3	4	5
TikTok media marketing by Halal businesses or brands is credible	1	2	3	4	5
I feel confident in the authenticity of Halal content on TikTok	1	2	3	4	5
I believe my personal information is handled securely by Halal businesses or brands on TikTok	1	2	3	4	5
As a customer, I trust TikTok as a reliable platform for businesses	1	2	3	4	5

SECTION 3

Dependent Variable

Adoption of the Social TikTok in Halal SMEs

Please select the appropriate answer for every question based on the statement given and there is no right or wrong answer. The 5-Point Likert Scale is used in this section:

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

I have noticed an increase in Halal SMEs using TikTok for marketing and promotion.	1	2	3	4	5
I actively follow and engage with Halal SMEs on TikTok for information about their product and services.	1	2	3	4	5
I am more likely to explore and consider products or services from Halal SMEs on TikTok.	1	2	3	4	5
I believe that TikTok is a platform that Halal SMEs should utilize for marketing and promotion.	1	2	3	4	5
I find the content produced by Halal SMEs on TikTok to be informative and engaging.	1	2	3	4	5

Appendix B: Grant Chart PSM 1

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
FYP talk																	
Search for FYP topic									M I D								
Meeting with supervisor																	
Topic discussion																	
Title confirmation									S E M								
RO & RQ Construction																	
Submission Chapter 1																	
Submission Chapter 2									E R								
Submission Chapter 3																	
First draft of FYP 1																	
Submission of FYP 1									B R E A K								
Presentation 1																	
Revised of FYP 1																	

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Appendix C: Grant Chart PSM 2

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
FYP talk																	
Search for FYP topic									M I D S E M E S T E R B R E A K								
Meeting with supervisor																	
Topic discussion																	
Title confirmation																	
RO & RQ Construction																	
Submission Chapter 1																	
Submission Chapter 2																	
Submission Chapter 3																	
First draft of FYP 1																	
Submission of FYP 1																	
Presentation 1																	
Revised of FYP 1																	