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EXPLORING THE IMPACT OF SOCIAL MEDIA USE ON DIGITAL ENTREPRENEURSHIP

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EXPLORING THE IMPACT OF SOCIAL MEDIA USE ON DIGITAL ENTREPRENEURSHIP

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A thesis submitted in partial fulfill of the requirements for the degree of Bachelor of Technopreneurship with Hours

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DECLARATION

I declare that this thesis entitled "Exploring The Impact Of Social Media Use On Digital Entrepreneurship" is the result of my own 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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DATE   : 25/01/2024

DEDICATION

I want to thank God for granting me life, intelligence, comprehension, and creativity. I would like to thank my family for their education and encourage me to continue my studies until I obtain a bachelor's degree. In addition, I would like to thank my supervisor for my final year project, Datin Dr. Suraya Binti Ahmad, as well as my seniors and classmates. Without their assistance, this investigation cannot be completed in a brief period of time.

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ABSTRACT

This study aims to investigate the impact of social media use on digital entrepreneurship. Due to the proliferation of social media and online platforms, digital entrepreneurship has become increasingly prevalent. In this study, researchers must determine the relationship between independent variables (reputation and brand, business performance, market reach, and customer engagement) and dependent variables (social media use on digital entrepreneurship). In the investigation, descriptive quantitative survey methodologies were utilized. This study's demographic comprises the digital enterprise sector in Malacca. Therefore, 147 respondents were purposefully selected for research. This research a variety of analytical techniques, such as Cronbach's analysis, descriptive analysis, Pearson correlation analysis, and multiple regression analysis. When a mobile phone performs a self-reliance game, the social science statistics software programme (SPSS) analyses the respondents' data. The results of this study are anticipated to contribute to the existing literature on digital entrepreneurship and disclose how the use of social media impacts various important performance indicators. The findings of this study can assist digital entrepreneurs, policymakers, and researchers in comprehending the advantages and disadvantages of social media usage in the context of digital entrepreneurship. The research outcomes can also provide recommendations for optimizing social networking strategies to increase the success and longevity of digital enterprises. This study seeks to broaden our comprehension of the impact of social media use on digital entrepreneurship and provide academicians and practitioners with valuable insights.

Keywords: Impact social media use, digital entrepreneurship, entreprise, reputation and brand, business performance, market reach and customer engagement

MENEROKA KESAN PENGGUNAAN MEDIA SOSIAL TERHADAP KEUSAHAWANAN DIGITAL

ABSTRAK

Kajian ini bertujuan untuk menyiasat kesan penggunaan media sosial terhadap keusahawanan digital. Disebabkan oleh percambahan media sosial dan platform dalam talian, keusahawanan digital telah menjadi semakin berleluasa. Dalam kajian ini, penyelidik mesti menentukan hubungan antara pembolehubah bebas (reputasi dan jenama, prestasi perniagaan, capaian pasaran, dan penglibatan pelanggan) dan pembolehubah bersandar (penggunaan rangkaian sosial pada keusahawanan digital). Dalam penyiasatan, metodologi tinjauan kuantitatif deskriptif telah digunakan. Demografi kajian ini terdiri daripada sektor perusahaan digital di Melaka. Oleh itu, 147 responden telah dipilih secara sengaja untuk penyelidikan. Penyelidikan ini menggunakan pelbagai teknik analisis, seperti analisis Cronbach, analisis deskriptif, analisis korelasi Pearson, dan analisis regresi berganda. Apabila telefon bimbit melakukan permainan berdikari, program perisian statistik sains sosial (SPSS) menganalisis data responden. Hasil kajian ini dijangka menyumbang kepada literatur sedia ada mengenai keusahawanan digital dan mendedahkan bagaimana penggunaan rangkaian sosial memberi kesan kepada pelbagai petunjuk prestasi penting. Dapatan kajian ini dapat membantu usahawan digital, penggubal dasar dan penyelidik dalam memahami kelebihan dan kekurangan penggunaan media sosial dalam konteks keusahawanan digital. Hasil penyelidikan juga boleh memberikan cadangan untuk mengoptimumkan strategi rangkaian sosial untuk meningkatkan kejayaan dan jangka hayat perusahaan digital. Kajian ini bertujuan untuk meluaskan pemahaman kami tentang kesan penggunaan media sosial terhadap keusahawanan digital dan memberikan ahli akademik dan pengamal pandangan yang berharga.

Kata kunci: Kesan penggunaan media sosial, keusahawanan digital, keusahawanan, reputasi dan jenama, prestasi perniagaan, capaian pasaran dan penglibatan pelanggan

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LIST OF ABBREVIATIONS

ABBREVIATION   **MEANING**

SNS   Social networking services

ROI   Return on investment

CHAPTER 1

INTRODUCTION

1.1   Background of study

Since the mid-1990s, the consistent advancement of digital technology has not only created a so-called digital enterprise, but also increased its size. Its business model is founded on the creation of value through the use of electronic data and data networks (Kollmann, 2006). These business activities are known as e-commerce, which constitutes a new industrial activity and is referred to as e-entrepreneurship. During this period, the entrepreneurial momentum unfolds in ways that few could have predicted. People agree that aspiring entrepreneurs lack working capital, but these technologies are now affordable, effective, and dependable. Individuals can establish their own online businesses and compete with larger firms despite a lack of capital (Islam & Alghobiri, 2019).

In the age of the internet, social networking has taken on a worldwide phenomenon that has radically changed how people engage with one another. It has an impact on almost all facets of our lives, including politics, health care, social interactions, communication, education, and individual productivity. A social networking service (SNS) is a platform used online to create and maintain social connections between people. For social or romantic reasons, it enables users to communicate online with others who have similar interests. Users may exchange emails, instant messaging, blog entries, wikis, digital photos and videos, and online comments. According to Sadiku, Omotoso, and Musa (2019), the top social networking sites right now are Facebook, Twitter, YouTube, LinkedIn, Google+, and MySpace.

Upon the outbreak of the COVID-19 pandemic, the Malaysian government issued the Malaysian Action Order to prevent the spread of the disease in 2020. During this time, the entire nation entered a state of Work from Home or semi-

closure, and some people were even laid off due to the company's economic difficulties. Social media and online purchasing have become popular pastimes during this time period. During this time period, some business-minded individuals began broadcasting live on various social media platforms, including Facebook, Tik Tok, and Instagram. It has caused a surge in digital entrepreneurship.

Today, digital entrepreneurship is an extremely common and straightforward practice. Online businesses can be inert sources of income or active e-commerce websites. This can offer entrepreneurs new opportunities to discover customers, reduce expenses, and collaborate with others. Through digitalization, digital entrepreneurs combine business, market knowledge, and network technology to reshape conventional business practices. Consequently, social media and digital businesses (discussed further below) have a significant relationship.

1.2   Problem Statement

The term "digitalization" is not unfamiliar to the global society. However, the digital era has not had the same impact on rural areas as it has in urban ones (Zainol et al., 2022). Rural locations have substantially less developed Internet infrastructure than metropolitan areas have, which presents problems with broadband coverage, network speed, and reliability (Ainsworth, 2022). Rural inhabitants' access to digital technologies and the digital economy is so restricted. Additionally, a large section of the older populace makes up the rural population, and digitization is not widely accepted. They can have little knowledge of how to utilize digital technology and the Internet and little understanding of the need for and worth of digital services. As a result, digital services and goods are less widely used in rural regions.

The largest challenge for digital entrepreneurs is the rapidly evolving technology and trend in the industry (Troise et al., 2021). Digital technology and trends are ever evolving, and new tools, platforms, and technologies are always being developed. Additionally, a variety of sectors are going through changes brought on by digital technology, such as blockchain, big data, artificial intelligence, etc. (Javaid et al., 2022). Uncertainties and hazards may, of course, accompany the adoption of new technology and creative solutions. The market's adoption of new solutions is unpredictable, and new technologies may face difficulties in terms of viability,

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stability, or security (Rodrguez-Espndola et al., 2022). Therefore, digital entrepreneurs need to constantly learn, adapt, and apply new technologies to take advantage of their advantages in the digital market.

One of the current issues that digital entrepreneurs confront is a lack of information regarding digital businesses (Soluk et al., 2021). Digital businesses must comprehend and use a range of technology and techniques, including artificial intelligence, big data analysis, and cloud computing. Many entrepreneurs may struggle to use and comprehend these technologies due to their complexity, which may be above their level of technical expertise. Data collection, analysis, and use are frequently essential to the success of digital businesses (Rachinger et al., 2018). To make decisions based on data, business owners must be familiar with the fundamental ideas, methods, and technology of data analysis. Entrepreneurs who lack expertise of data-driven decision-making may depend too heavily on their own judgment or personal experience rather than fully utilizing the data tools at their disposal. Therefore, the competitiveness and success chances of entrepreneurs in the digital environment may be limited by their lack of expertise about digital firms.

ICT expenditure reached RM 320 billion in 2020, up 10.4% from 2019 (7.3%), according to the Information and Communication Technology Satellite Account (ICTSA) in 2020. It provided 22.6% of Malaysia's GDP, including 8.2% of e-commerce in other sectors and 14.2% of the total added value of the ICT industry (Gvaict) (DOSM, 2021). The relevance of digital entrepreneurship to the economy of Malaysia is shown by the rise in ICT spending and its sizeable contribution to Malaysia's gross domestic product (GDP).

1.3   Research Question

The researcher determined three research questions in this study:

 i.   What is the impact of social media used on digital entrepreneurship?
 ii.   What is the importance of social media used of digital entrepreneurship?

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1.4   Research Objective

In this research, there are three research objectives to be figured out:

i.   To identify the impact of social media used on digital entrepreneurship.
ii.   To understand the importance of social media used of digital entrepreneurship.

1.5   Scope and limitations

This paper predominantly studies the impact of media use on digital entrepreneurship. This study will be conducted among 144 respondents from digital enterprises in Malacca, Malaysia. This study will select entrepreneurs and employees who will be in digital enterprises as our respondents. Researchers will distribute questionnaires to respondents through online platforms such as Google Forms.

This study may be a challenge to identify and confirm whether an enterprise belongs to a digital enterprise. In addition, the limitation of this study lies in the uncertainty of data collection of entrepreneurs and employees in digital enterprises, because we can't be short of whether the respondents agree and allow the investigation. Researchers encountered time constraints when conducting research. The study faces time constraints because it needs to be completed in a short time of 10 months.

1.6   Significance study

The objective of this investigation is to determine the impact of social media on digital entrepreneurship. Due to the development of social media, social media have become an unavoidable aspect of digital entrepreneurship. Therefore, it is essential to comprehend the impact of social media on digital entrepreneurship.

To gain a deeper understanding of digital entrepreneurship, this research will also determine the significance of social media in digital entrepreneurship.

In addition, the obstacles that digital entrepreneurship will confront are significant factors contributing to its continued growth. By recognizing the obstacles that digital entrepreneurs will encounter, provide them with solutions to help them expand their businesses.

1.7   Outline of Thesis

Overall, the chapter provided an overview of the study. The study explored the impact of social media use on digital entrepreneurship.

This thesis is organized as follows:

- ✓ Chapter 1 will conduct the problem statement, research questions, research objectives, scope and limitation and significance of study.
- ✓ Chapter 2 will conduct a literature review of digital business, digital entrepreneurs, digital entrepreneurship, etc. There are also will research on the related theoretical models.
- ✓ Chapter 3 will examine the methodologies used to acquire the data and information for this study.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter will discuss the literature review and the appropriate theoretical model. The literature review presents the definitions of digital business, digital entrepreneur, digital entrepreneurship, social media, the importance, and the impact of social media use on digital entrepreneurship and the challenges entrepreneurs will face by digital entrepreneur. In addition, the dependent and independent variables were devised after a review of the pertinent literature. The literature evaluation is also necessary for devising a qualitative or quantitative research methodology. The research framework for generating the hypothesis and describing the theory is the most thorough explanation in this section.

2.2   Digital Business

Digital business is one of the Internet's most prevalent issues. Digital business refers to the use of technology to create new value in the business model, customer experience, and the organization's internal capacity to support its fundamental operations (Liferay, 2019). According to Gatner, blending the digital and corporeal worlds creates a new business model. It has created new value chains and business opportunities that are unavailable to traditional enterprises.

The primary objective of digitalization is to increase revenue and create new opportunities with added value (Simplilearn, 2021). Currently, numerous businesses are undergoing digitalization. This technology has been adopted by leading businesses, which have achieved great economic, financial, and consumer satisfaction success as a result. The following figure show the superior and more straightforward illustration of a digital business.

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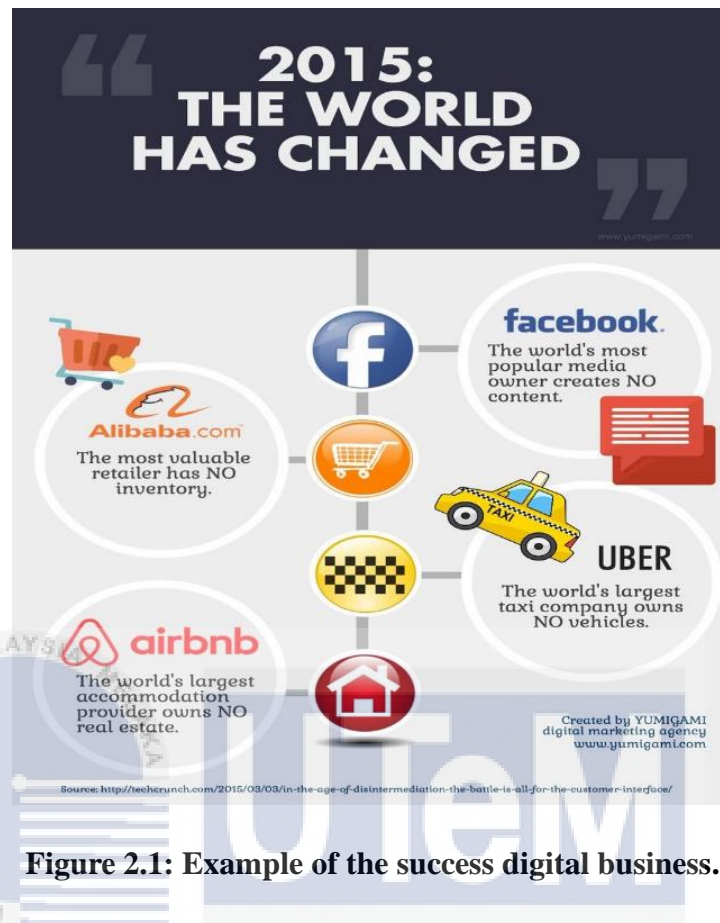
Figure 2.1: Example of the success digital business.

(Source: Belahmer, 2017)

Although the text in this image may not be entirely accurate, it is unquestionable that these companies have succeeded and have indeed subverted the economy and business practices. According to the research (Belahmer, 2017), we can determine that Facebook, the largest and most prominent social media platform in the world, has more monthly users than the largest country on earth (China). Alibaba.com is the largest online B2B marketplace for minor enterprises in the globe. UBER operates in 633 cities worldwide, allowing users to locate 5-star vehicles at any time and in any location. Airbnb is an online marketplace for short-term customer to customer (C2C) home sharing with over 3 million accommodation listings in 191 countries. Their success is attributable to the technology they employ to generate new economic value: applications, websites, and platforms (Belahmer, 2017). This is therefore the digital business.

2.3 Digital Entrepreneur

Entrepreneurs who specialize in conducting business on digital platforms are digital entrepreneurs. Compared to traditional entrepreneurs, digital entrepreneurs offer distinct products and services and employ distinct funding and marketing strategies. E-commerce, content creation, and blogs are examples of online business, but there are many other opportunities (What Is a Digital Entrepreneur? ,2022). Compared to offline markets, the primary benefit of this business model is that entrepreneurs can begin without a large initial investment (Hotmart, 2022).

According to Chafin, the only distinction between a traditional entrepreneur and a digital entrepreneur is the location of their operations. Some businesses operate exclusively in person, such as your local farmer's market. Most businesses employ a hybrid approach, such as a restaurant that offers online takeout menus. Nevertheless, digital entrepreneurs rely solely on online commerce (Chafin, 2022). Due to the fluctuating nature of COVID-19's working environment, both new and established entrepreneurs are grasping the opportunity to launch businesses (Boitnott, 2022) and become digital entrepreneurs during the pandemic.

Certainly, in the years preceding Covid's founding, a number of successful technology companies had already emerged. Patrick Grove (co-founder and chairman of IFLIX), Anthony Tan (founder and chief executive officer of Grab), Jeffri Cheong and Choong Fui-yu (founders of Kaodim), Vivy Yusof (co-founder and chief operating officer of Fashion Valet), etc (CompareHero, 2016). Utilizing the country's expanding digital community to its fullest extent, they have amassed millions of ringgits from their technology business.

2.4 Digital Entrepreneurship

Digital entrepreneurship is defined as follows: "Electronic entrepreneurship refers to the establishment of a new company with innovative business ideas in the media economy that provides products and/or services based on pure electronic value creation by utilizing the electronic platform in the data network" (Kollmann, 2006). In addition, digital entrepreneurship is commonly defined as the creation of new businesses and the transformation of existing businesses through the development of

new digital technologies and/or new applications of these technologies (Zhao & Collier, 2016).

(Autio et al., 2018) assert that digital entrepreneurship broadens the traditional definition of entrepreneurship because it includes a group of continuously evolving and extremely diverse participants. Digital entrepreneurship entails the creation of businesses and the sale of services or goods over the Internet without the investment of physical space (Hotmart, 2022).

2.5 Social Network

Social networks are made up of websites and programmes that link people and organisations, allow for communication, information sharing, and the development of connections. People may converse with others, including relatives, friends, and acquaintances as well as others who have similar interests to them (Yasar, 2022). Social networking is now one of the most important uses of the Internet.

Social networks may be used by people for personal or professional purposes. Users of social networking sites for personal use engage and discuss their lives and interests using a variety of media. There are social networks made explicitly for corporate social networks, even if these and other social networks may be utilised for business objectives, notably marketing (Goulart, 2013). Smart phones and bandwidth have both accelerated the growth of the digital entrepreneur community. By using the impact and power of the Internet, digital entrepreneurs provide goods and services for a profit.

2.5.1 Type of Social Network

In recent years, numerous individuals have utilised various social networking sites to manage and advertise their businesses' products and services.

2.5.2 Facebook

Facebook is a social networking website established in 2004 by Mark Zuckerberg. It facilitates online communication and sharing with family and

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acquaintances. Facebook has expanded its community-based functions over time (Kerner, 2021). Every day, billions of people around the world use Facebook to build communities, personal relationships, and income (Dollarhide, 2023). Individuals, community organisations, and enterprises can benefit from numerous Facebook applications:

a. **Communicate with customers.**

   Facebook can facilitate brand development and consumer participation for businesses. Having Facebook allows businesses to share product and service information with existing and potential customers (Dollarhide, 2023).

b. **Looking for work.**

   Facebook is typically used to examine the personal and professional lives of individuals and organisations to determine cultural compatibility. On their applications, businesses frequently list available positions (Conlin, 2022).

c. **Offering products and services for sale.**

   Businesses can sell their products and services directly on the market. In addition, they can promote their products to consumers (Dollarhide, 2023).

2.5.3 TikTok

A popular social networking platform called TikTok allows users to record, watch, and share 15-second mobile or webcam movies (D'souza, 2023). TikTok operates in China as a standalone application known as Douyin, which is one of the most popular applications in the country (Iqbal, 2023). Many brands, from B2B companies to minor enterprises, have been using TikTok to stand out (Geyser, 2022). It offers a novel and creative method for your audience to participate on their preferred platform.

2.5.4 Instagram

Facebook acquired Instagram, a free online photo-sharing tool and social networking site, in 2012 (Holak, 2017). With more than 1 billion registered accounts, which includes significant cottage industries, as well as small and major organisations, news organisations, cultural institutions, public figures, photographers, and singers (Anton Ellie, 2020). Instagram is a tool that may be used by both people and corporations (Freedman, 2022). Applications for sharing photos provide businesses the chance to create free business profiles to advertise their names and goods (Antonelli, 2020). Businesses may obtain engagement and impression metrics for free with a corporate account. On Instagram, more than a million marketers share their tales and highlight the success of their businesses, according to the company's website.

2.5.5 LinkedIn

Reid Hoffman helped co-found LinkedIn, a social network that was created specifically with the business community in mind. The purpose of this website is to make it possible for registered users to create and save a network of experts they are familiar with and confident in (Hanna, 2022). The marketing options offered by LinkedIn are useful to businesses as well as job seekers and recruiters. This is so that business owners can reach out to potential clients through connections, media, business partnerships, and high-level interactions even when they are not in person (Andy, 2022). Because firms can display themselves and their organisations in professional domains, regardless of the information they give and who their target market is, LinkedIn is also the most popular Mclean among B2B businesses (2021).

2.6   Importance of social media use on digital entrepreneurship.

The pervasive use of technology has made tremendous progress over the past few decades, resulting in technology becoming the primary business of corporations. Many large businesses rely solely on technology and social media for marketing today. As a result of these advancements, social media can make or break the success of businesses and entrepreneurs.

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2.6.1 Influence and the target audience

Digital entrepreneurs have access to a vast array of distinct audiences through social media. These platforms have billions of active users, enabling enterprises to connect with potential consumers worldwide. Through targeted advertising and content promotion, entrepreneurs can contact specific demographic data and niche markets, thereby increasing their visibility and expanding their customer base.

Of all the social media, Facebook has the greatest viewership and offers the most comprehensive selection of commercial tools for digital enterprises. The establishment of an online brand, the development of deep connections with customers and future workers, and an increase in general productivity are all possible with the help of Facebook's business tools (Conlin, 2022). No other social media can provide your company the same exposure potential as Facebook, which, according to figures gathered by Dixon, has more than 2.9 billion monthly members. Compared to other platforms, Facebook provides the most integrated features, such as attention symbols, account registration, and picture sharing, since it was the first and biggest social media media to achieve popular acceptance.

2.6.2 Brand recognition and popularity

Brand awareness is crucial because it is the first phase of marketing channels and an essential foundation for acquiring consumers in the long run (Walgrove, 2019). However, social media are a potent tool for increasing brand awareness. By consistently sharing valuable content, interacting with followers, and showcasing their products and services, business owners can establish a powerful brand influence. Social media expands brand awareness (Hussen, 2022), which makes it simpler for entrepreneurs to reach their target audience and resonate with them, and ultimately increases brand awareness and recall (Decker, 2022).

2.6.3 Effective advertising

Compared to traditional approaches, social media provide more cost-effective marketing channels (Chandrashekar, 2021). Rodriguez claims that social media marketing is also more successful than conventional marketing in focusing on particular people or geographical areas. Compared to social media marketing,

traditional marketing is substantially more costly (Rodriguez, 2016). Additionally, a lot of social media sites let users create accounts for free, and they let company owners run targeted advertising campaigns on whatever budget they want. At a fraction of the expense of traditional advertising tactics, business owners can produce fascinating content, share it with their audiences, and leverage user-generated content to promote their companies. According to Lua (2023), there are over 7 million marketers that regularly promote their brands on Facebook. Facebook products are used by more than 200 million companies, most of which are small ones.

2.7   Impact of social media used on digital entrepreneurship.

2.7.1   Reputation and brand

In business, social media and brands are interdependent (Mueller, 2021). Entrepreneurs can establish and expand their brand identities using social media. Brand is the company's commitment to customers, and reputation is determined by customers' experience of the company and its products or services (McKenzie, 2023). Through social media, digital entrepreneurs can cultivate brand loyalty and recognition by sharing their own stories, values, and distinct sales ideas. Even with the finest customer service, the enterprise's reputation will be damaged. Consequently, digital entrepreneurs can actively manage their online reputation by responding to customer comments and feedback, reducing negative emotions, and demonstrating positive customer experiences (Animalz, 2020).

2.7.2   Business performance

According to Bowden (2022), revenue growth by enhancing brand awareness, boosting website traffic, and encouraging customer acquisition. Effective social media marketing strategies can increase both conversion rate and sales (Sprout Social, 2019). By interacting with potential customers via social media, digital start-ups can generate potential customers, convert them into paying customers, and ultimately increase their revenue. Although social media marketing can benefit most enterprises, it may not be suitable for every industry or target audience. (YounkerIT, 2023). In comparison to conventional advertising methods, social media offer inexpensive marketing channels (Chandrashekar, 2021). Social media platforms allow startups to

reach a larger audience without a significant financial investment. By optimizing social media marketing and targeting the appropriate audience (Murugesan, 2023), startups can increase their profitability by decreasing customer acquisition costs and maximizing return on investment (ROI).

2.7.3   Market reach and customer engagement

Social media enable digital entrepreneurs to reach an international audience. The degree or scope of the target audience or market that an enterprise can effectively contact and influence (Thurairatnam, 2021). Social media help to locate prospective consumers and connects everyone in the globe. Digital enterprises can advertise their products or services to consumers in various geographic locations, thereby breaking down conventional barriers and expanding the market's reach. Additionally, social media enable entrepreneurs to interact directly with customers, encourage participation, and fortify relationships. Entrepreneurs can improve customer contentment and loyalty by responding to customer inquiries, collecting feedback, and providing personalized support (Cotrins, 2020).

2.8   Proposed Research Framework

The proposed framework for research incorporates both dependent and independent variables. Reputation and brand, business performance, market coverage, and customer participation are dependent variables. All of these are the result of independent variables, namely the impact of social media use of digital entrepreneurship. The figure 2.2 below depicts the proposed research structure that addresses the research concerns and objectives.

Independent Variable   Dependent Variable
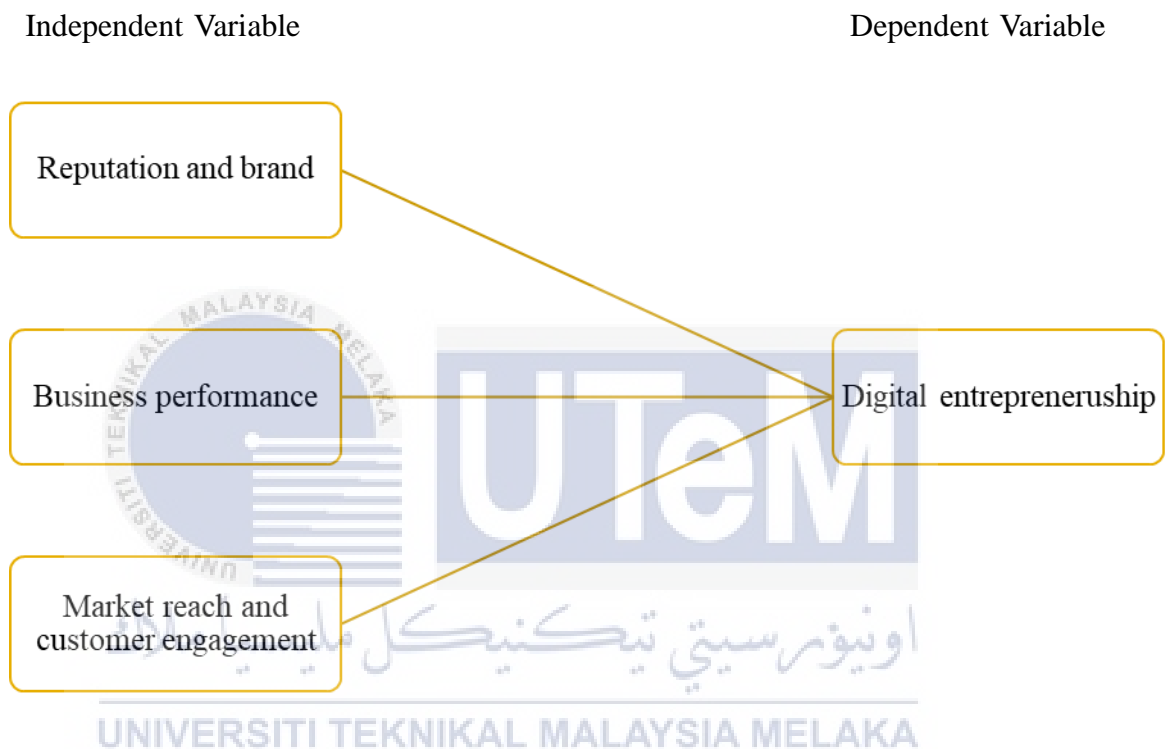
Figure 2.2: Proposed Research Framework of the impact of social media use on digital entrepreneurship

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2.9   Hypothesis

In this study, the proposed link between independent and dependent variables will be evaluated. This hypothesis would be examined to see whether it addresses the research questions and accomplishes the study's goals. The research led to the following three possibilities.

i.   Reputation and brand

H1: There is no significant relationship between reputation and brand and impact of social media use on digital entrepreneurship.

H0: There is significant relationship between reputation and brand and impact of social media use on digital entrepreneurship.

ii.   Business performance

H2: There is no significant relationship between business performance and impact of social media use on digital entrepreneurship.

H0: There is significant relationship between business performance and impact of social media use on digital entrepreneurship.

iii.   Market reach and customer engagement

H3: There is no significant relationship between market reach and customer engagement and impact on social media use of digital entrepreneurship.

H0: There is significant relationship between market reach and customer engagement and impact on social media use of digital entrepreneurship.

2.10 Summary

The researcher has discussed the impact of social media use on digital entrepreneurship in this chapter. The researcher has described the independent variable (social media use) and dependent variables (reputation and brand, business performance and market reach and customer engagement) as well as the proposed research framework. The relationship between independent and dependent variables has been determined through verifying the hypothesis. In the next chapter, the research methodology will be discussed.

CHAPTER 3

RESEARCH METHODOLOGY

3.1   Introduction

This chapter describes the information that researchers will use to describe the data collection methods. The research methodologies will analyse and detail the research design, method selection, primary and secondary data sources, research location, research strategy, time range, scientific criteria, and data analysis techniques. With these research techniques and procedures, the outcomes of this study can be evaluated and mastered more precisely.

3.2   Research Design

The use of empirical data to respond to research questions is known as research design (McCombes, 2021). A well-planned research design makes sure that the researchers employ the right kind of data analysis and that their procedures match their study aims (McCombes, 2021).

Quantitative research design and qualitative research design are the two distinct aspects of research design. (Leverage Edu, 2021) Quantitative and qualitative research designs can also be subdivided into descriptive research designs, correlational research designs, experimental research designs, diagnostic research designs, and explanatory research designs (Leverage Edu, 2021). In descriptive research design, researchers provide in-depth explanations or descriptions of situations or cases in their research materials. Experimental research is a research design that employs scientific methods and two distinct collections of variables. Correlation research designs examine the correlation between variables, without allowing researchers to control or manipulate any of them. A diagnostic research design investigates the underlying causes of a situation or a phenomenon. The

explanatory research design is a method for investigating phenomena that have not been previously studied or completely explained.

In this study, descriptive research will be chosen because it is consistent with the theme. The interpretive strategy emphasized the relationship between variables. This study shows by assessing the impact of social media on digital entrepreneurship.

3.3 Methodological Choices

Research and design methods may be quantitative, qualitative, or a combination of the two. Quantitative research employs numbers and statistical data, whereas qualitative research concentrates on words, descriptions, concepts, and ideas (Jansen, 2021). Using qualitative and quantitative data, hybrid research endeavours to combine these two categories of research (Jansen, 2021). According to the purpose, objective, and nature of the research query, the researchers analyse the relationship between variables using quantitative methods. To measure and analyse independent and dependent variables, researchers will use statistical and graphical tools. Using quantitative research methods, researchers can also propose a research framework to evaluate the relationship between reputation and brand, business performance, market reach and customer engagement and social media use on digital entrepreneurship.

3.4 Primary and Secondary Data Sources

This investigation utilizes both primary and secondary data sources. The collection of primary data includes direct investigation, interview, observation, and focus groups. The collection of information from primary sources (Simelane, 202). The questionnaire will be distributed to digital entrepreneurs in Malacca by the researchers.

Second-hand data are collected by individuals other than the primary consumers and can be utilized by other researchers (Simelane, 2022). Journal articles, books, and the websites of government publications are examples of secondary data sources. They are typically inexpensive and efficient. Researchers acquire a large

amount of information and secondary data from websites and school libraries for use in their research.

3.5   Research Location

Malacca, situated in southern Malaysia, is the primary location of this investigation. The targeted interviewees are entrepreneurs and personnel in Malacca's digital enterprise industry who use social media. The researchers selected Malacca as research location to comprehend the impact and importance of use of social media on digital entrepreneurship, as well as the challenges digital entrepreneurs will face. Therefore, researchers focus exclusively on Malacca to acquire data more quickly and efficiently.

3.6   Research Strategy

According to Walia& Chetty (2020), a research strategy is a step-by-step action plan that guides the researchers' thought processes. Research strategies allow for the systematic execution of planned research (Walia & Chetty, 2020). In this article, researchers will discuss a crucial step in the research process: a comprehensive overview of research methods. Methods include experimentation, investigation, archives and literature research, case study, ethnography, action research, grounded theory, and narrative investigation. The investigators chose the method of investigation for this study. By evaluating descriptive and inferential statistics, an investigation strategy can collect quantitative data and propose a possible correlation between variables. A questionnaire will be created and distributed to digital enterprise entrepreneurs and employees.

3.6.1   Questionnaire Design

A questionnaire is a list of queries or items used to collect information about the attitudes, experiences, and opinions of respondents (Bhandari, 2021). Before conducting quantitative analysis, this method is used to collect responses from large samples. Researchers conducted an online survey questionnaire. Researchers sent a Google form to a subset of respondents and distributed it to individuals for responses.

The Google form is composed of three sections. The first section of the questionnaire investigates the respondents' personal information, including gender, age, level of education, employment, and position, as well as the influence of social media on digital entrepreneurs. The second and third sections of the query focus on the significance of social media for digital entrepreneurs and the difficulties they will confront.

The survey was scored using the Likert scale. The five-point Likert scale ranges from 1 (strongly disagree) ,2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The five-point Likert scale was shown in Table 3.1 below.

Table 3.1: Five points Likert Scale

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

3.6.2 Questionnaire Development and Sources

The following are the items in questionnaire survey and their sources:

No	Items	Sources
	Reputation and brand	
1	Social media use influences the reputation and brand of digital entrepreneurship.	Horn et al., 2015
2	The use of social media has improved the brand image of your digital startup.	Jaiswal, 2022
3	Reputation management through social media is very important for the success of your digital entrepreneurship efforts.	Baldwin, 2023
4	Cooperation or partnership with influential people or other enterprises on social media will enhance your brand reputation.	Oladipo, 2023

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	Business performance	
1	The use of social media has improved the overall business performance of your digital startup.	Tajpour & Hosseini, 2021
2	The use of social media brings business opportunities and customers to your enterprise.	Bhattacharya, 2023
3	The use of social media affects the customer participation and loyalty of your digital startup.	Cotriss, 2023
4	Your social media efforts have brought sales and revenue growth to your business.	Gomez, 2023
	Market reach and customer engagement	
1	The use of social media has expanded your market influence and popularity in the field of digital entrepreneurship	Gomez, 2023
2	By using social media, you can effectively reach and connect with your target audience.	Abimbola, 2023
3	Social media improve feedback collection and communication with customers.	Edwards, 2020

3.6.3 Pilot Test

Prior to doing in-depth research, researchers might evaluate their research methodologies using a small sample size using a process called "pilot testing" (So, 2021). A software test known as a "pilot test" also validates the system's parts or the system as a whole under actual operational circumstances. The goal of the pilot test is to assess the feasibility, timing, cost, risk, and performance of the research project (Hamilton, 2023). For the pilot test, the researchers will choose 30 volunteers. The relevant questionnaires for the inquiry will be evaluated by the researcher. The test will take the researchers around a week to complete. The survey's final questionnaire will be updated when this input has been evaluated. The effort will gather data from a preliminary study before distributing questionnaires to responders.

3.6.4 Sampling Design

A sampling plan is a detailed strategy for obtaining samples from a specified population. It refers to the techniques or procedures that will be utilised by researchers when selecting items for samples (Ar Rashid, 2020). In this investigation, non-probabilistic sampling is used as the sampling strategy. There are five common non-probabilistic sampling techniques, including convenience sampling, quota sampling, self-selection (volunteer) sampling, and snowball sampling and purposive (judgmental) sampling (Nikolopoulou, 2022). Purposive sampling is chosen by the researcher. The objective of purposive sampling is to select participants based on specific criteria and quality associated with research objectives (Nikolopoulou, 2022). Because the primary focus of this study is the use of social media by digital entrepreneurs, the researcher selects digital entrepreneurs and their employees from Malacca.

Figure 3.1: The population of Malacca in 2020

(Source, Department of Statistics Malaysia,2023)

According to the Department of Statistics Malaysia, Malacca will have a population of 998,428 in 2020. Melaka Tengah has the greatest number of inhabitants, 597135. In addition, men represent 47.4% of the population, or 524,942, whereas women represent 52.6% of the population, or 473,448. According statistic from Ministry Of Communications And Digital (2023), there are about 905 active entrepreneurs in Malacca.

The researchers will calculate the sample size using G*Power. This is because G* power is recommended for sample size and power calculations for a variety of statistical methods (f, t, 2, z, and exact tests), as it is user-friendly and free. (Kang, 2021). According to Cohen's recommendation, G * Power offered the effect quantity conventions "small", "medium", and "large". These offer distinct conventional effect values for various experiments (Kang, 2021). The incidence of sampling error can be reduced by increasing the sample size. With an increase in sample size, the sample becomes more representative of the actual population, reducing the likelihood of deviation from the actual population (Hayes, 2022). Therefore, the number of questionnaires issued will double to approximately 144 respondents.
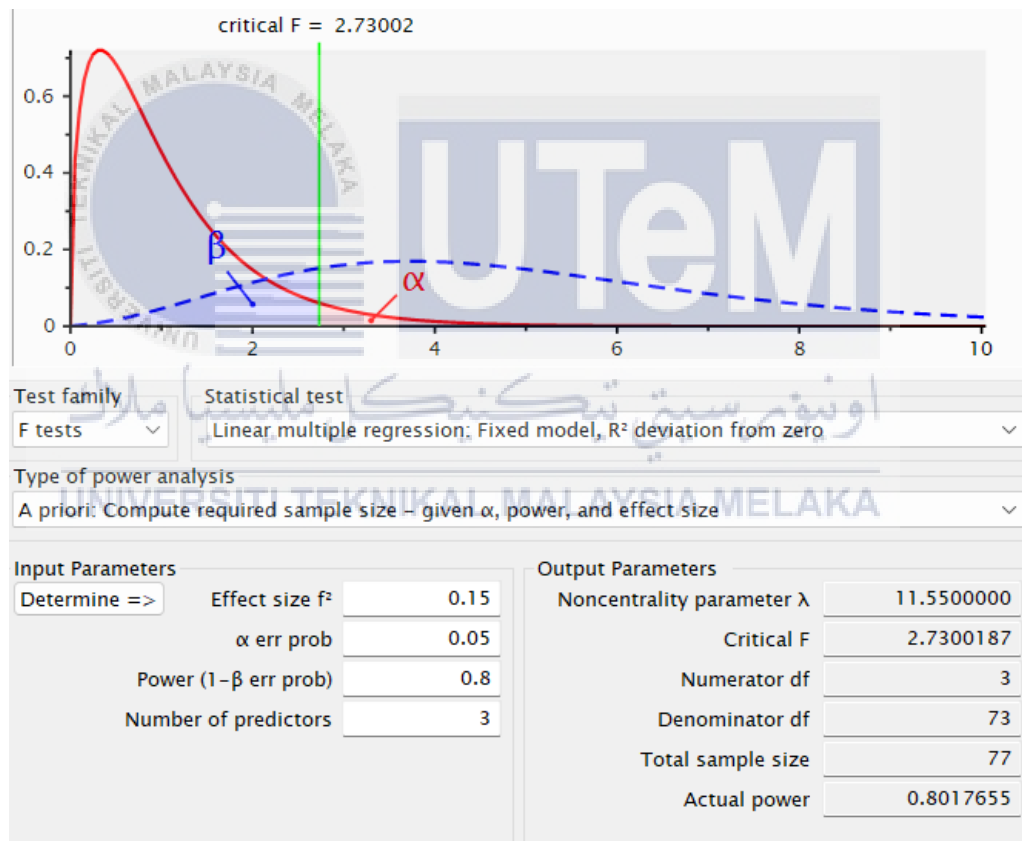
Figure 3.2 Data sample size from G*Power

3.7   Time Horizon

The time range in future research typically alludes to the period to be examined or the time level with varying widths (Melnikovas, 2018). The time period can be divided into two categories: longitudinal and horizontal research. Longitudinal investigations involve the acquisition of long-term data. Even though the cross-sectional study only needs to be conducted once and data acquired, its completion could take months, weeks, or even days. Due to time constraints, cross-sectional studies were utilised in research. The researcher must conclude the first five chapters within ten months. There are only two months remaining to acquire and analyse data.

3.8   Reliability and Validity

Reliability and validity are the two most crucial and fundamental characteristics for evaluating any effective research measurement instrument (Mohajan, 2017). Middleton (2019) defines reliability as a method for measuring the consistency of something. In other words, it assesses the degree to which the same method produces consistent results in the same situation. It is difficult to draw a reliable conclusion if the measurement is unreliable, as this will result in inconsistent and erratic dismissal. In contrast, effectiveness is the precision with which a method measures what it intends to measure (Middleton, 2019). It assesses whether the measurement research encompasses intriguing structures and concepts and whether the conclusions or findings derived from the measurement are valid. High reliability is an indicator of measurement effectiveness. If the measurement is invalid, the result may not precisely represent the investigated phenomenon.

The researchers utilised Cronbach's alpha coefficient to measure the reliability of quantitative research. It demonstrates the degree of correlation between initiatives. In general, alpha coefficients above 0.7 are deemed acceptable. When the Cronbach's alpha value is greater than 0.7, it is deemed acceptable; when it is greater than 0.9, it is deemed excellent; and when it is equal to or greater than 0.9, it is deemed exceptional. Less than 0.6 is considered inadequate, whereas less than 0.5 is abhorrent. The table below displays the Cronbach alpha value table.

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

Table 3.2: Cronbach's Alpha Coefficient Range and Strength of Association

3.9 Data Analysis Method

Data analysis is the process of accumulating, modelling, and analysing data using statistical and logical techniques and methodologies (Calzon, 2023). After collecting data through the questionnaire, the social science statistics software programme (SPSS) analyses the respondents' data. In this investigation, descriptive analysis, correlation analysis using the Pearson method, and multiple regression analysis were employed.

3.9.1 Descriptive Analysis

Descriptive analysis is a statistical technique used to summarise and describe the primary characteristics, patterns, and trends of a data set (Rawat, 2021). It is typically the first stage of data analysis, providing a foundation for further statistical analysis or testing of hypotheses. In addition, it emphasises providing an overview and comprehension of the data rather than drawing conclusions or testing hypotheses. These statistics reveal the average or median values of the data set (Frost, 2019). The three primary concentration trend measures are the mean, median, and mode. Included in the calculation of dispersion are variance, standard deviation, and percentage. This study employs descriptive analysis to examine the gender, age, employment field, and educational level of the respondents. When the original data is transformed into a more straightforward and intelligible format, it can more precisely describe the demographic information of those who responded.

3.9.2 Pearson's Correlation Analysis

Pearson's coefficient is a correlation coefficient that illustrates the relationship between two variables measured within the same interval or ratio range (Kenton, 2021). The most prevalent method for measuring linear correlation is the Pearson correlation coefficient (R). It is a number between -1 and 1 that indicates the amplitude and direction of the relationship between two variables (Turney, 2022). Positive correlation, according to Kenton (2021), indicates that two variables move in the same direction. In contrast, a value of -1 denotes a perfect negative correlation. Negative correlation indicates that as one variable increases, another variable decreases; the variables are negatively correlated. Zero indicates that no correlation exists. The following Figure3.3 shows the Pearson's Correlation Coefficients.
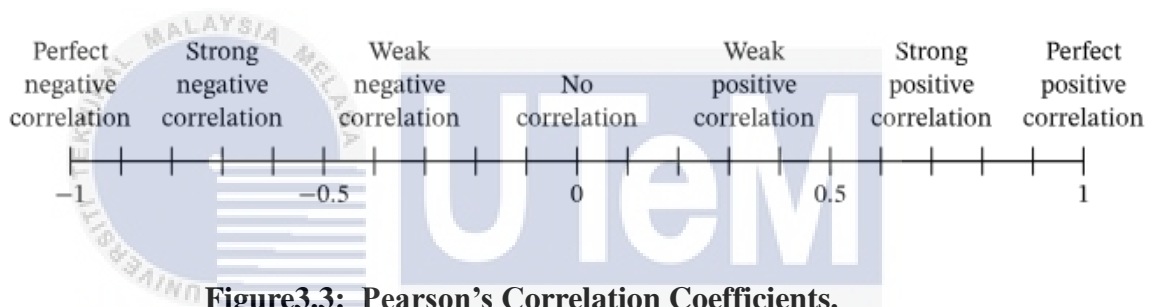
Figure3.3: Pearson's Correlation Coefficients.

(Source: Nagwa,2022)

3.9.3 Multiple Regression Analysis

Multiple linear regression, also known as multiple regression, is a statistical technique that predicts response variables using multiple explanatory variables. (Hayes and 2022a) It enables researchers to assess the causal strength between three independent variables and dependent variables. In this study, researchers must determine the relationship between independent variables (reputation and brand, business performance, market reach, and customer engagement) and dependent variables (social media use on digital entrepreneurship). Researchers can use multiple regression analysis to identify the independent variables that have the greatest impact on the dependent variables. The equation for multiple regression is analysed as follows:

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Equation of MRA: Y = a + bX1 + cX2 + dX3

Where:

Y = Dependent Variable (Effectiveness of biometric technology in smartphone)

a = Constant value or Intercept

b = Influence of X1 (Perceived usefulness)

c = Influence of X2 (Perceived ease of use)

d = Influence of X3 (Safety)

X1, X2, X3 = Independent variables

3.10   Summary

In conclusion, the researcher describes the collected data for this chapter. In this investigation, researchers will employ a descriptive design and quantitative methods. The questionnaire will be distributed to entrepreneurs and employees in the digital enterprise field using Google Form as the primary data source and academic papers, the Internet, and books as secondary data sources. This research employed a technique known as cross-sectional time study, in which data were collected only once. A pilot test will be conducted prior to sending the questionnaire to respondents. In addition to primary sources, researchers also consult secondary sources, such as online journals, articles, reports, and novels. The alpha value of Cronbach is applied to learning. After gathering the necessary data, researchers must perform descriptive analysis, Pearson's correlation analysis, and multiple regression analysis on it.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

In this chapter, researcher will explain and the data analysis result collected from the respondents using google form. Researcher is using Statistical Package for Social Science (SPSS) software version 29.0 to analyse the data that are collected. In this chapter, there will be descriptive analysis, Person's Correlation analysis, Multiple Regression Analysis and ANOVA analysis, used to identify the relationship between dependent variable and independent variable. The questionnaire is distributed to digital entrepreneurs in Melaka through online by using Google form. Questionnaire contains 3 part (refer to Appendix 1),

- ➢ Section A is the demographic information of respondents.
- ➢ Section B is about the impact of social media use on digital entrepreneurship.
- ➢ Section C is about digital entrepreneurship.

4.2 Pilot Test

Before the data collection process and the distribution of questionnaires to the target respondents, the researchers conducted a pre-test. A pilot test is a small-scale preliminary study conducted before the main study to check the feasibility or improve the research design (Simkus, 2022). Around 30 respondents are chosen to conduct the pilot test. The researcher takes six week to complete the pilot test.

4.2.1 Validity Test

In this study, the researcher tested the validity of the 16 items included in the questionnaire. Therefore, internal validity can be observed in the preliminary test to determine the relationship between dependent variables and independent variables.

4.2.2   Reliability Test

Cronbach's alpha is used to test the reliability between variables in the study. Cronbach method points out that if the value shows 0.7 or more in the range between 0 and 1, the result is considered acceptable, and if it is good to equal 0.9, it is considered as an excellent result.

Table 4.1: Cronbach's Alpha for Pilot Test

(Source: SPSS Output)

Reliability Statistics			
	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Reputation and Brand	.894	.894	4
Business Performance	.760	.771	4
Market reach and customer engagement	.864	.864	4
Digital Entrepreneurship	.876	.878	4

Table 4.2: Cronbach's Alpha for Pilot Test
(Source: SPSS Output)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.955	16

Table 4.1 indicates the value of Cronbach's Alpha that represents all dependent and independent variables. The Cronbach's Alpha for Reputation and Brand, Business Performance, Market reach and customer engagement and Digital Entrepreneurship has been considered acceptable strengths of association as the Cronbach's Alpha value are between $\alpha \geqslant 0.7$.

Table 4.2 included 16 items inside the questionnaire and 30 respondents whom are digital enterprise entrepreneurs and employees in Melaka are involved in this pilot test. Table 4.2 shows that three variables are considered good because the alpha value is above 0.80. It means that it has a strong reliability and the questionnaire was reliable.
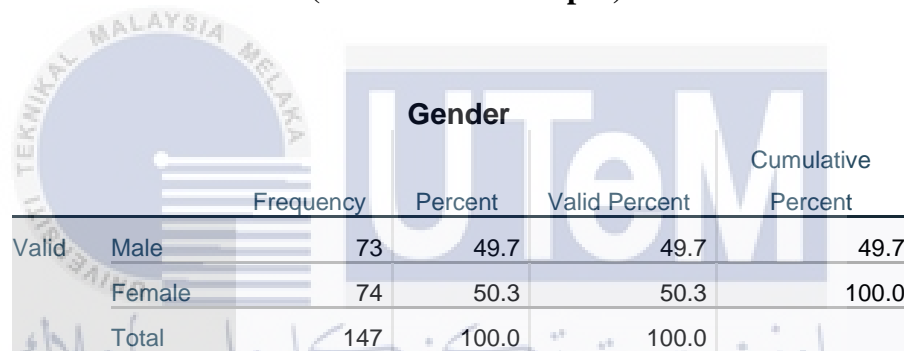
4.3   Descriptive Statistics on Demographic Background

In this study, the researcher used descriptive analysis to analyze the demographic background of the respondents. Research issues include gender, age, education level, job reliability statistics, Cronbach's Alpha, and the current work areas of digital entrepreneurs. The questionnaire was distributed to the target respondents through online Google, with a total of 177 respondents. Percentage and frequency are used to describe the demographic background of the respondents.

4.3.1   Gender

Table 4.3: Gender of Respondent

(Source: SPSS Output)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	49.7	49.7	49.7
	Female	74	50.3	50.3	100.0
	Total	147	100.0	100.0	

GENDER
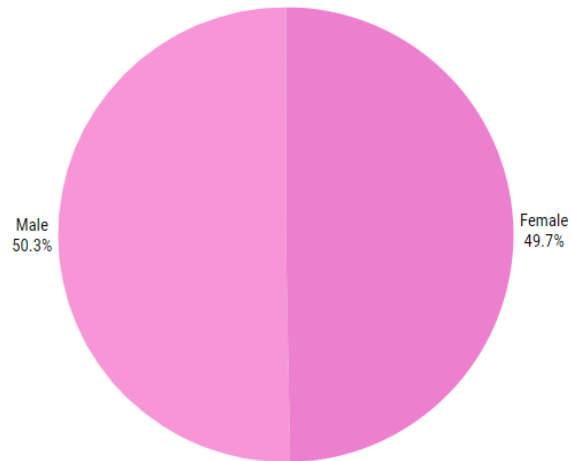
Figure 4.1: Gender of Respondent

Table 4.3 shows the gender of 177 respondent in this research. From the table above, there are 73 female respondents which are 50.3% and 74 male respondents which are 49.7%. Thus, the majority of respondents are female.

4.3.2 Age

Table 4.4: Age of Respondent

(Source: SPSS Output)

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 29 years old	114	77.6	77.6	77.6
	30 - 39 years old	27	18.4	18.4	95.9
	40 - 49 years old	4	2.7	2.7	98.6
	Above 50 years old	2	1.4	1.4	100.0
	Total	147	100.0	100.0	
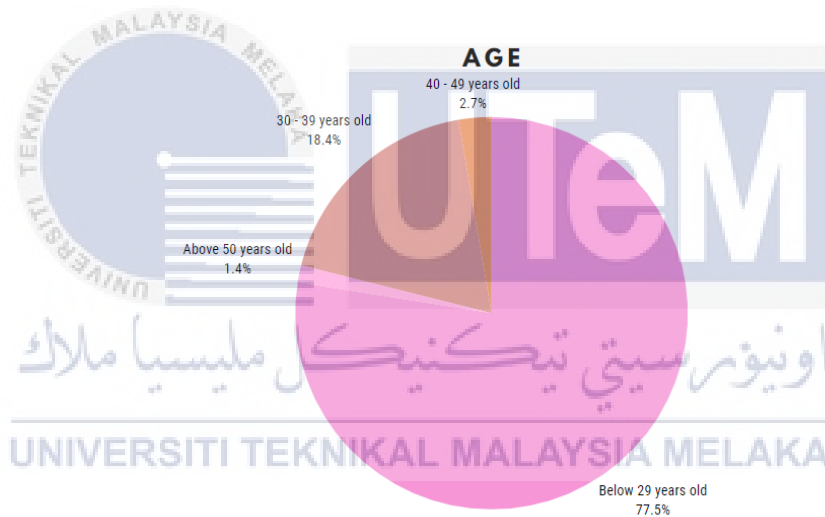
Figure 4.2: Age of Respondent

Table 4.4 shows the range of 147 respondents were from below 29 years old to 50 years old and above. The majority of respondents were in the age rage below 29 years old, which contains 114 respondents (77.6%) Besides, respondents who aged between 30-39 years old comprise 27 respondents (18.4%). The next followed by 4 respondents of 40-49 years old (2.7%) and only 2 respondents aged 50 years old above, which is 1.4%

4.3.4 Education Level

Table 4.5: Education Level of Respondent

(Source: SPSS Output)

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	30	20.4	20.4	20.4
	STPM/A-Level/Matrikulasi	26	17.7	17.7	38.1
	Diploma	17	11.6	11.6	49.7
	Degree	66	44.9	44.9	94.6
	Master	8	5.4	5.4	100.0
	Total	147	100.0	100.0	
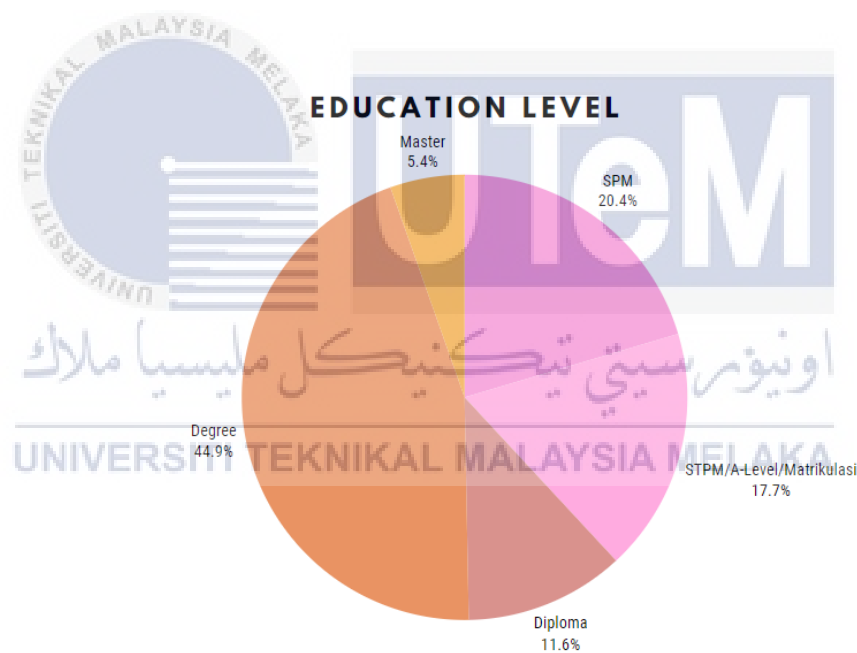
Figure 4.3: Education Level of Respondent

Table 4.5 shows the education level of 147 respondents. The education level starts form SPM level to Master level. The majority of respondents have bachelor's degree level which is 66 respondents (44.9%). Then, followed by 30 respondents with 20.4% were SPM level while 26 respondents with 17.7% were STPM/A-level and Matrikulasi education level. Next, there are 17 respondents from Diploma level (11.6%) and only 8 respondents are Master level (4.5%).

4.3.4 Position

Table 4.6: of Respondents

(Source: SPSS Output)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Technician	14	9.5	9.5	9.5
	Supervisor	20	13.6	13.6	23.1
	Marketers	21	14.3	14.3	37.4
	Managers	18	12.2	12.2	49.7
	Executive	21	14.3	14.3	63.9
	Director	3	2.0	2.0	66.0
	Student	47	32.0	32.0	98.0
	Other	3	2.0	2.0	100.0
	Total	147	100.0	100.0	
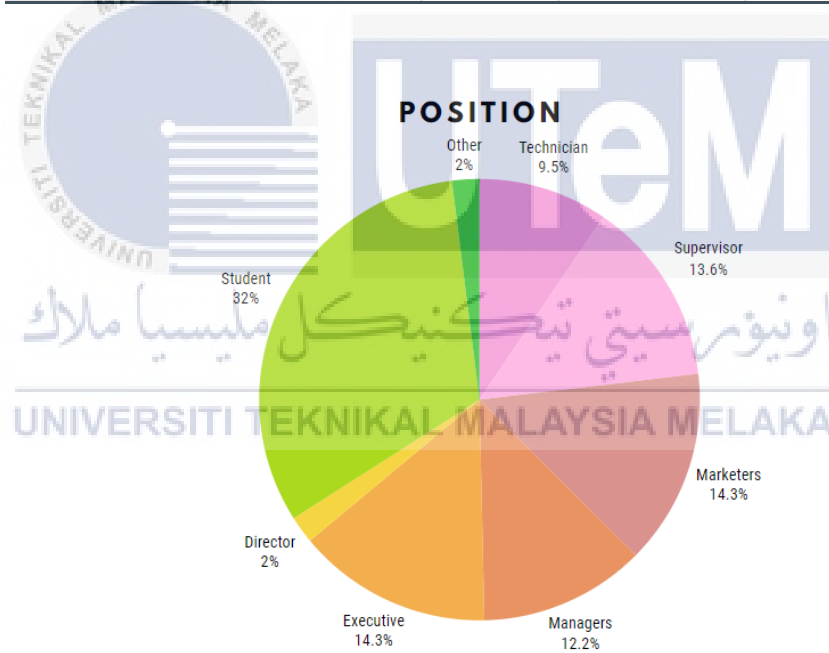
Figure 4.4: Position of Respondent

Table 4.6 shows the position of 147 respondents in this research. The majority of respondents are students which is 47 respondents (32%). The next followed by Marketers which is 21 respondents (14.3%), 21 respondents from Executive (14.3%), 20 respondents from supervisor (13.6%), 18 respondents from Managers (12.2%), 14 respondents from Technician (9.5%), 3 respondents from Director (2.0%) and 3 respondents from others (2.0 %).

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4.3.5 Type of Industry

Table 4.7: Type of Industry of Respondents

(Source: SPSS Output)

Type of Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agriculture	13	8.8	8.8	8.8
	Manufacturing	27	18.4	18.4	27.2
	Healthcare	47	32.0	32.0	59.2
	Education	29	19.7	19.7	78.9
	Retail	13	8.8	8.8	87.8
	Hospitality and Tourism	10	6.8	6.8	94.6
	Other	8	5.4	5.4	100.0
	Total	147	100.0	100.0	
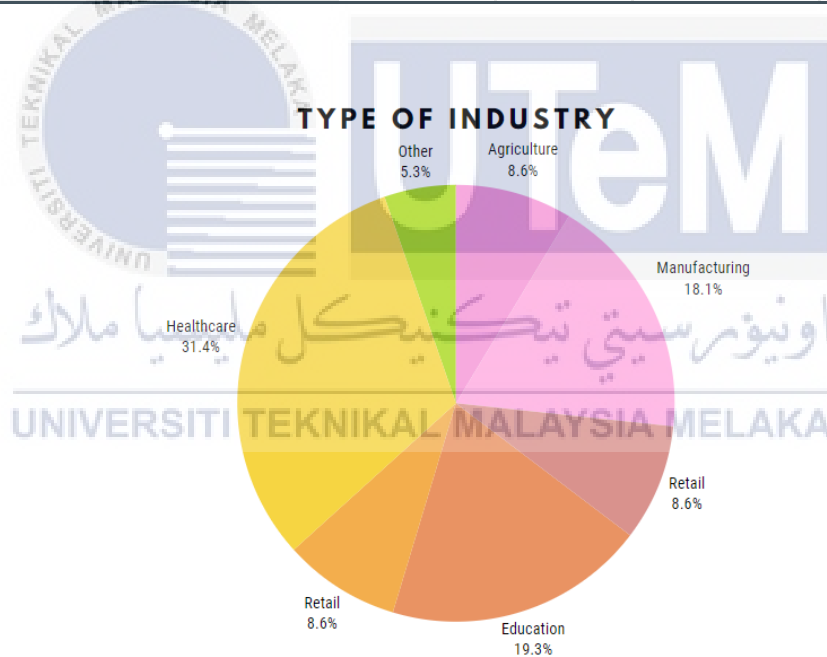
Figure 4.5: Type of Industry of Respondent

From the table 4.7 shows the types of digital entrepreneur's industry. The majority of respondents were work in healthcare industry which is 47 respondents (32.0%). The next followed by Education which is 29 respondents (19.7%), 27 respondents from Manufacturing (18.4%), 13 respondents from Retail (8.8%), 13 respondent also from Agriculture (8.8%) , 10 respondents from Hospitality and Tourism (6.8%) and 8 respondents from others (5.4%).

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4.3.6 Type Social Media Platform Used

Table 4.8: Type Social Media Platform Used

(Source: SPSS Output)

Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	120	81.6	81.6	81.6
	Not Selected	27	18.4	18.4	100.0
	Total	147	100.0	100.0	

Table 4.8.1: Facebook

Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	106	72.1	72.1	72.1
	Not Selected	41	27.9	27.9	100.0
	Total	147	100.0	100.0	

Table 4.8.2: Instagram

TikTok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	28	19.0	19.0	19.0
	Not Selected	119	81.0	81.0	100.0
	Total	147	100.0	100.0	

Table 4.8.3: TikTok

LinkedIn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	20	13.6	13.6	13.6
	Not Selected	127	86.4	86.4	100.0
	Total	147	100.0	100.0	

Table 4.8.4: LinkedIn

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Selected	3	2.0	2.0	2.0
	Not Selected	144	98.0	98.0	100.0
	Total	147	100.0	100.0	

Table 4.8.5: Other
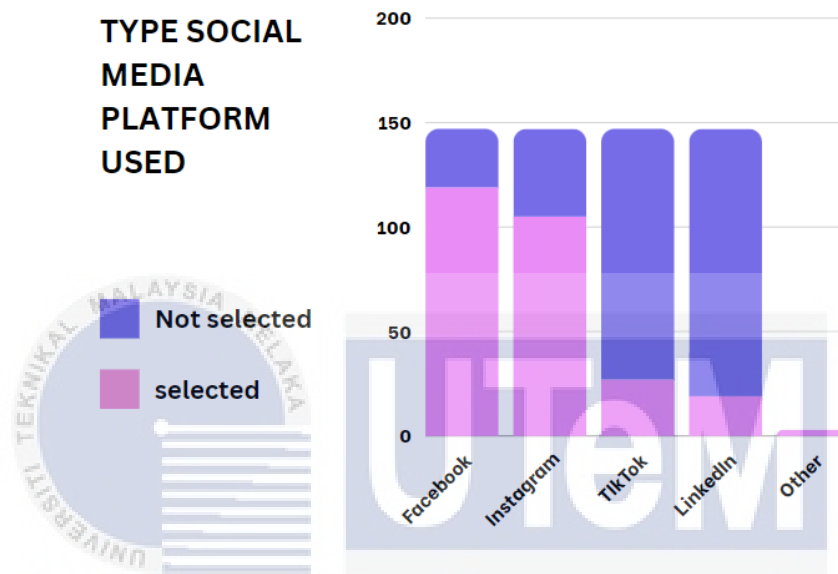
Figure 4.5: Type Social Media Platform Used by Respondent

From the table 4.8 shows the types of social media platforms used by respondents. The majority of respondents selected Facebook which were 140 respondents. The next followed by Instagram which were 132 respondents, 42 respondents from TikTok, 24 respondents from LinkedIn and 3 respondents from other.

4.4 DESCRIPTIVE STATISTICS ON INDEPENDENT VARIABLES

In this research, Descriptive method analysis is used to analyse the independent variables: reputation and brand, business performance and market reach and customer engagement. A centralized trend measure was performed to identify the mean, median and plural of the variables.

4.4.1 Independent Variable: Reputation and Brand

Table 4.9: Reputation and Brand preferred by Respondents

(Source: SPSS Output)

		Social media use influences the reputation and brand of digital entrepreneurship.	The use of social media has improved the brand image of your digital startup.	Reputation management through social media is very important for the success of your digital entrepreneurship efforts.	Cooperation or partnership with influential people or other enterprises on social media will enhance your brand reputation.
N	Valid	147	147	147	147
	Missing	0	0	0	0
Mean		4.45	4.21	4.17	4.20
Median		5.00	5.00	5.00	5.00
Mode		5	5	5	5
Std. Deviation		1.087	1.178	1.137	1.089

**Mode: 1 = Strongly Disagree; 2 = Disagree, 3 = Neutral; 4 = Agree; 5 = Strongly Agree

From Table 4.9, the mode showed that the respondents strongly agree that social media are necessary for establishing and sustaining your company's online presence, utilizing social media increases the visibility and reach of your online business, social media assist you in establishing and strengthening relationships with clients and customers and social media are effective marketing channels for your digital products and services.

4.4.2 Independent Variable: Business Performance

Table 4.10: Business Performance preferred by Respondents

(Source: SPSS Output)

		The use of social media has improved the overall business performance of your digital startup.	The use of social media brings business opportunities and customers to your enterprise.	The use of social media affects the customer participation and loyalty of your digital startup.	Your social media efforts have brought sales and revenue growth to your business.
N	Valid	147	147	147	147
	Missing	0	0	0	0
Mean		4.35	4.12	4.18	4.16
Median		5.00	5.00	5.00	5.00
Mode		5	5	5	5
Std. Deviation		1.109	1.170	1.151	1.141

**Mode: 1 = Strongly Disagree; 2 = Disagree, 3 = Neutral; 4 = Agree; 5 = Strongly Agree

From Table 4.10, the mode showed that the respondents strongly agree that the use of social media has improved the overall business performance of your digital startup, the use of social media brings business opportunities and customers to your enterprise, the use of social media affects the customer participation and loyalty of your digital startup and your social media efforts have brought sales and revenue growth to your business.

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4.4.3 Independent Variable: Market Reach and Customer Engagement

Table 4.11: Market Reach and Customer Engagement preferred by Respondents (Source: SPSS Output)

		The use of social media has expanded your market influence and popularity in the field of digital entrepreneurship.	By using social media, you can effectively reach and connect with your target audience.	Social media improve feedback collection and communication with customers.	Due to the participation of social media, customers' participation in discussions, comments or user-generated content has increased.
N	Valid	147	147	147	147
	Missing	0	0	0	0
Mean		4.21	4.07	4.12	4.13
Median		5.00	5.00	5.00	5.00
Mode		5	5	5	5
Std. Deviation		1.189	1.259	1.227	1.331

**Mode: 1 = Strongly Disagree; 2 = Disagree, 3 = Neutral; 4 = Agree; 5 = Strongly Agree

From Table 4.11, the mode showed that the respondents strongly agree that the use of social media has expanded your market influence and popularity in the field of digital entrepreneurship, by using social media, you can effectively reach and connect with your target audience, social media improve feedback collection and communication with customers and due to the participation of social media, customers' participation in discussions, comments or user-generated content has increased.

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4.5   Pearson's Correlation Coefficients Analysis

In Chapter 3, the researcher stated that Pearson's Correlation is used for data analysis. Pearson's Correlation Coefficient (r) is a statistical tool to measure the strength of the linear relationship between dependent variable and independent variables. It is used to assess the strength of relationship between the data variables (Saunders et al., 2023). Table 4.12 showed the guidelines of Pearson's Correlation Coefficients.

Table 4.12: Pearson's Correlation Coefficients
(Source: Saunders, Lewis and Thornhill, 2016)

Pearson's Correlation Coefficient (R values)	Interpretation
±0.70 to ±1.0	Very strong relationship
±0.40 to ±0.69	Strong relationship
±0.30 to ±0.39	Moderate relationship
±0.20 to ±0.29	Weak relationship
±0.01 to ±0.19	No relationship

Table 4.13: Correlation Analysis for all variables
(Sources: SPSS Output)

Correlations

		RB	BP	MRCE	DE
RB	Pearson Correlation	1	.878**	.738**	.651**
	Sig. (2-tailed)		.000	.000	.000
	N	147	147	147	147
BP	Pearson Correlation	.878**	1	.841**	.701**
	Sig. (2-tailed)	.000		.000	.000
	N	147	147	147	147
MRCE	Pearson Correlation	.738**	.841**	1	.841**
	Sig. (2-tailed)	.000	.000		.000
	N	147	147	147	147
DE	Pearson Correlation	.651**	.701**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	147	147	147	147

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

Table above illustrated the correlations between the independent variables and dependent variable. The independent variables in this research reputation and brand, business performance and market reach and customer engagement while the dependent variable and digital entrepreneurship. The correlation value for the reputation and brand was 0.651 with significant level 0.000 (p<0.01). This showed that there was a strong relationship between reputation and brand and digital entrepreneurship. Next, the correlation between business performance was 0.701 with significant level 0.000 (p<0.01), this showed that there was a very strong relationship between business performance and digital entrepreneurship. Lastly, the correlation between market reach and customer engagement was 0.841 with significant level 0.000 (p<0.01), this showed that there a very strong relationship between market reach and customer engagement and digital entrepreneurship.

4.5.1 Reputation and Brand

Table 4.14: Correlation between Reputation and Brand and Digital Entrepreneurship

(Source: SPSS Output)

		Reputation and Brand	Digital Entrepreneurship
Reputation and Brand	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
	N	147	147
Digital Entrepreneurship	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
	N	147	147
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.14 showed the correlation between reputation and brand and digital entrepreneurship. The Pearson Correlation Coefficient value is 0.651 which is a strong relationship between reputation and brand and digital entrepreneurship. The correlation is significant at the 0.01 level (2-tailed) and it proved all two perception have efficiency of p<.001. Hence, reputation and brand was significantly correlated

to digital entrepreneurship in positive correlation and these two variables have a strong relationship.

4.5.2 Business Performance

Table 4.15: Correlation between Business Performance and Digital Entrepreneurship

(Source: SPSS Output)

		Business Performance	Digital entrepreneurship
Business Performance	Pearson Correlation	1	.701**
	Sig. (2-tailed)		.000
	N	147	147
Digital entrepreneurship	Pearson Correlation	.701**	1
	Sig. (2-tailed)	.000	
	N	147	147
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.15 shows the correlation between business performances and digital entrepreneurship. The Pearson Correlation Coefficient value is 0.701 which is very strong relationship between business performances and digital entrepreneurship. The correlation is significant at the 0.01 level (2-tailed) and it proved all two perception have efficiency of $p<.001$. Hence, business performances was significantly correlated to digital entrepreneurship in positive correlation and these two variables have a strong relationship.

4.5.3 Market Reach and Customer Engagement

Table 4.16: Correlation between Business Performance and Digital Entrepreneurship

(Source: SPSS Output)

		Market Reach and Customer Engagement	Digital entrepreneurship
Market Reach and Customer Engagement	Pearson Correlation	1	.841**
	Sig. (2-tailed)		.000
	N	147	147
Digital entrepreneurship	Pearson Correlation	.841**	1
	Sig. (2-tailed)	.000	
	N	147	147
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 4.16 shows the correlation between market reach and customer engagement and digital entrepreneurship. The Pearson Correlation Coefficient value is 0.841 which is very strong relationship between market reach and customer engagement and digital entrepreneurship. The correlation is significant at the 0.01 level (2-tailed) and it proved all two perception have efficiency of $p<.001$. Hence, market reach and customer engagement was significantly correlated to digital entrepreneurship in positive correlation and these two variables have a strong relationship.

4.6 Multiple Regression Analysis

Multiple regression analysis is used to measure the strength of relationship between independent variables and dependent variable (Saunders et al., 2023). Therefore, the purpose of using multiple regression analysis in this research was to understand the significant relationship between independent variable (reputation and brand, business performance and market reach and customer engagement) and dependent variable (digital entrepreneurship).

Table 4.17: Model Summary of Multiple Regression Analysis
(Source: SPSS Output)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844[a]	.712	.706	.56189
a. Predictors: (Constant), Market Reach and Customer Engagement, Reputation and Brand, Business Performance				
b. Dependent Variable: Digital Entrepreneurship				

Table 4.17 shows the model summary that illustrates the relationship between the independent and dependent variables. The correlation coefficient value (R) is 0.844. This showed that there was a moderate correlation between the variables. Next, the coefficient of the determinant R square showed a value of 0.712, which means that consumer behaviour was affected by independent variables by 71.2%. The other 28.8% were other factors not involved in this research. The adjusted R square showed 70.6%.

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.802	3	37.267	118.041	.000^b
	Residual	45.147	143	.316		
	Total	156.949	146			
a. Dependent Variable: Digital Entrepreneurship						
b. Predictors: (Constant), Market Reach and Customer Engagement, Reputation and Brand, Business Performance						

Table 4.18 shows the F-test value was 118.041 with a significant level 0.000. The significant level was lower than 0.05; thus, the researcher can conclude a significant relationship between independent variables (reputation and brand ,market reach and customer engagement and business performance) and dependent variables (digital entrepreneurship). The null hypothesis would be rejected as the significant level of the regression model is below 0.05.

Table 4.19 Coefficient of Multiple Regression Analysis

(Source: SPSS Output)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.774	.217		3.561	.001
	RB	.164	.100	.154	1.649	.101
	BP	-.172	.129	-.156	-1.335	.184
	MRCE	.832	.080	.858	10.347	.000
a. Dependent Variable: Digital Entrepreneurship						

Table 4.19 shows the beta value of independent variables: reputation and brand was 0.164, 0.172 for business performance and 0.832 for market reach and customer engagement. The linear equation of Multiple Regression Analysis (MRA)

was Y = a + bX1 + cX2, thus impact of social mediause on digital entrepreneurship = 0.774+ 0.164IV1 + 0.172IV2 + 0.832IV3.

4.7 Hypothesis Testing

If significant is higher than 0.05, H0 will be accepted and Reject H1, however, if significant value is less than 0.05 then the H1 will be accepted and H0 gets rejected.

Independent Value	T Value	Sig. Value	Result
Reputation and Brand	1.649	.101	**Accept H0**
Business performance	-1.335	.184	**Accept H0**
Market reach and customer engagement	10.347	.000	**Accept H3**

i. Reputation and brand

H1: There is significant relationship between reputation and brand and impact of social media use on digital entrepreneurship.

H0: There is no significant relationship between reputation and brand and impact of social media use on digital entrepreneurship.

Accept H0

Table above indicates that the result regression analysis of reputation and brand (independent variable) and digital entrepreneurship (dependent variable). The significant value of independent variables toward dependent variable is 0.101 which is higher than 0.05. Therefore, it proves that there is no significant relationship between reputation and brand and impact of social media use on digital entrepreneurship. Hence, the null hypothesis (H0) is accepted.

ii.   Business performance

H2: There is significant relationship between business performance and impact of social media use on digital entrepreneurship.

H0: There is no significant relationship between business performance and impact of social media use on digital entrepreneurship.

Accept H0

Table above indicates that the result regression analysis of business performance (independent variable) and digital entrepreneurship (dependent variable). The significant value of independent variables toward dependent variable is 0.184 which is higher than 0.05. Therefore, it proves that there is no significant relationship between business performance and impact of social media use on digital entrepreneurship. Hence, the null hypothesis (H0) is accepted.

iii.   Market reach and customer engagement

H3: There is significant relationship between market reach and customer engagement and impact on social media use of digital entrepreneurship.

H0: There is no significant relationship between market reach and customer engagement and impact on social media use of digital entrepreneurship.

Accept H3

Table above indicates that the result regression analysis of market reach and customer engagement (independent variable) and digital entrepreneurship (dependent variable). The significant value of independent variables toward dependent variable is 0.000 which is lower than 0.05. Therefore, it proves that there is significant relationship between market reach and customer engagement and impact of social media use on digital entrepreneurship. Hence, the alternative hypothesis (H1) is accepted and the null hypothesis (H0) are rejected.

4.8 Discussion of Findings

The data analysis results showed that there is negatively impact between the reputation and brand and business performance toward the social media used on digital entrepreneurship while there is a positively impact between the market reach and customer engagement toward the social media used on digital entrepreneurship.

RO1: To identify the impact of social media used on digital entrepreneurship.

From the Table 4.18, the F-test value was 118.041 with a significant level of 0.000, indicating that the significant level was less than 0.05. But from the Table 4.19, the significant level of independent variables (reputation and brand and brand performances) toward dependent variable is 0.101 which is higher than 0.05 while the significant value of independent variables toward dependent variable is 0.000. Therefore, it proves that there is no significant relationship between reputation and brand and brand performance and impact of social media use on digital entrepreneurship while there is significant relationship between market reach and customer engagement and impact of social media use on digital entrepreneurship.

H0. There is no significant relationship between reputation and brand and impact of social media use on digital entrepreneurship.

From the previous chapters, researchers found that social media and brands are interdependent (Mueller, 2021), and entrepreneurs can use social media to establish and expand their brand image. Digital entrepreneurs can actively manage their online reputation by responding to customer comments and feedback, reducing negative emotions and showing positive customer experiences (Animalz, 2020). However, through the previous chapter, the researchers believe that there is no significant relationship between reputation and brand, and between the impact of social media use on digital entrepreneurship. Brand is a company's commitment to customers, and reputation is determined by customers' experience of the company and its products or services (McKenzie, 2023). According to McKenzie, a brand may take years to establish, but it may be destroyed in an instant and its reputation will be more changeable.

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In addition, according to the Table 4.7, the researchers found that 31.4% of the respondent came from healthcare industry. Social news often reports that some people eat online health care products by mistake, which leads to complications and even life-threatening (Lai, 2023). Such reports are likely to lead consumers to worry and distrust about online shopping for health care products, because they are worried that the products they buy may be unsafe. This negative cognition may make digital entrepreneurs face the challenge of establishing trust relationship with potential customers, and then affect the promotion of brands and reputations. This insecurity may hinder consumers' purchasing decisions, which makes digital entrepreneurs need to take more active measures to deal with this negative perception (Animalz, 2020) to ensure that the safety and compliance of products are trusted by consumers.

H0: There is no significant relationship between business performance and impact of social media use on digital entrepreneurship.

From the previous chapters, researchers found that effective social media marketing strategies can improve both conversion rate and sales (Sprout Social, 2019). Social media platforms allow startups to reach a wider audience without a large financial investment. According to bowden, social media can promote revenue growth by enhancing brand awareness, boosting website traffic, and engaging customer acquisition. However, the use of social media does not have the same impact on all digital entrepreneurship. Although social media marketing can benefit most enterprises, it may not be suitable for every industry or target audience. (YounkerIT, 2023).

According to Figure 4.5, most of the choices are Facebook and Instagram. This will make it difficult for corporate information to stand out in this highly competitive social environment. Their target audience may not be mainly Facebook or Instagram, but may be Tiktok. From the previous chapters, researchers found that many brands, from B2B companies to small businesses, have been using Tik Tok to stand out (Geyser, 2022). Therefore, once the wrong social media is selected, digital enterprises may have no influence on brand performance.

H3: There is significant relationship between market reach and customer engagement and impact on social media use of digital entrepreneurship.

Through Chapter 2, researchers found that social media enable entrepreneurs to directly interact with customers, encourage participation and consolidate relationships. Entrepreneurs can improve customer satisfaction and loyalty by answering customer inquiries, collecting feedback and providing personalized support. From Table 4.11, The mode shows that respondents is strongly agree that the use of social media has expanded your market influence and popularity in the field of digital entrepreneurship. In addition, respondent is also a strong agree that due to the participation of social media, customers' participation in discussions, Comments or user-generated content has been increased. In this chapter, we also found that many respondent prefer Facebook as their social networking platform. In the previous chapter, it was also proposed that owning Facebook allows enterprises to share product and service information with existing and potential customers (Dollarhide, 2023). To sum up, this proves that social media can help expand market coverage, thus increasing customer participation.

RO2: What is the importance of social media used of digital entrepreneurship?

In the previous chapter, researchers pointed out that social media have expanded brand awareness (Hussen, 2022), which makes it easier for entrepreneurs to reach the target audience and resonate with them, and ultimately improve brand awareness and recall rate (Decker, 2022). Facebook, one of the social media, shows the business of digital entrepreneurs to the widest audience and provides the most extensive collection of business tools in all social media. Moreover, Facebook's business tools can also help build online brands, cultivate meaningful relationships with consumers and potential employees, and improve overall productivity (Kang Lin, 2022). The results of SPSS also show that most interviewees agree that social media are helpful to establish and strengthen relationships with customers and customers. Besides. 81.6% of the respondents chose Facebook to build a digital entrepreneurial brand.

Social media expand brand awareness (Hussen, 2022), which makes it easier for entrepreneurs to reach out to and resonate with the target audience, and ultimately improve brand awareness and recall rate (Decker, 2022). The mode also shows the interviewee strongly agree with that utilizing social media increases the visibility and

reach of your online business, which proves that the social media used of digital entrepreneurship is very important.

4.9   Summary

In this chapter, the researcher has analysed the data that was collected from the respondents through questionnaire. Data analysis was done by using SPSS software version 29.0. Analyse method include reliability analysis for pilot test, descriptive analysis, Pearson's Correlation Coefficient analysis, Multiple Regression analysis and ANOVA analysis. The result shows that only the independent variable (customer engagement and business performance) for this research are found have significant relationship with the dependent variables which is digital entrepreneurship. Lastly, the following chapter will be discussed about the explanation of the results outcome, limitations and recommendation of the overall research.
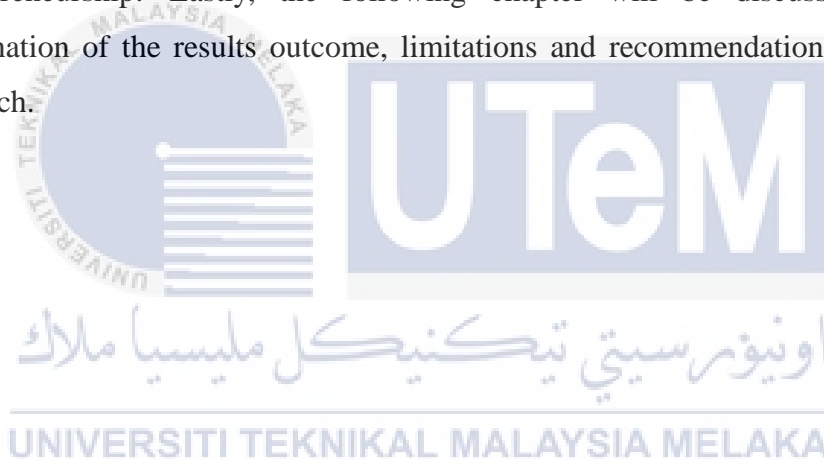
CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1   Introduction

In this chapter, researcher is going to discuss about the conclusion of the overall result and summary of the findings of this research. The summary of the findings is elaborated in the first section of this chapter follow by justification of research objectives explained in the second section. Besides, limitation of research also included in the third section of this chapter. Lastly, researcher will prepare the recommendations for the future research in the last section of this chapter.

5.2   Summary of The Findings

In previous Chapter 4, researcher has completed the analysis of the data about the demographic variables, which were collected form 147 respondents and the demographic information collected from them were gender, age, educational level, position, type of industry and type of social media platform used.

From the descriptive analysis, majority of respondents were male which were 74 respondents represent 50.3% out of 147 respondents. Major age range fell into the age group of below 29 years old. For respondent's levels of education, majority from bachelor's degree level. The mostly respondent are student which were 47 respondents represent 32% out of 147 respondents. Lastly but certainly not least, most respondents are employees in SMEs from different type of industry. Among those industry, healthcare are the major industry.

In this research, Pearson's Correlation Coefficients analysis was used to test the relationship between three independent variables and one dependent variable. The independent variables were reputation and brand, market reach and customer engagement and business performance while dependent variables was digital

entrepreneurship. Business performance and market reach and customer engagement were very strong relationship towards digital entrepreneurship. However, there was only strong correlation between reputation and brand and digital entrepreneurship.

Through Multiple Regression analysis, researcher will be able to determine the relationship between the independent variables and the dependent variable. There were by 71.2% of the dependent variable can be explained by independent variable which are reputation and brand, business performance and market reach and customer engagement. The other 28.8% were other factors not involved in this research. The adjusted R square showed 70.6%. According to ANOVA analysis, due to the significant level of regression is lower than 0.05, it can be assume that there us a significant relationship between these variables.

In the hypothesis testing, since there are only a significant relationship between market reach and customer engagement with the digital entrepreneurship, the alternative hypothesis (H3) is accepted.

5.3   Fulfilment of Research Objectives

The result of the research will ne the result of the study in seeking the impact of the social media used on digital entrepreneurship. The research will provide result that have important research objectives related to the importance and impact of social media used on digital entrepreneurship.

5.3.1   To identify the impact of social media used on digital entrepreneurship.

The research has successfully found out the impact of social media used on digital entrepreneurship. According to the question in questionnaire, social media can really influence digital entrepreneurs. Researchers can draw the conclusion that there is a relationship between independent variable (reputation and brand, business performance and market reach and customer engagement) and dependent variable (digital entrepreneurship). Therefore, social media have an impact on the business of digital enterprises. Although the result of this study is inconsistent with the original hypothesis, it is also very important, which provides a new exploration direction for future research in this field.

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5.3.2 To understand the importance of social media used of digital entrepreneurship.

The researchers concluded that social media are very important for digital entrepreneurs. This is because social media can show the business of digital entrepreneurs to a wide audience. When digital entrepreneurs run a business, social media can make it easier for entrepreneurs to reach and resonate with the target audience, thus improving brand awareness and recall rate. Therefore, the use of social media is very important for developing the business of digital enterprises.

5.4   Limitation of Study

In this study, although it is a major restriction for researchers to interview local digital entrepreneurs and send emails, the respondents ignored the major restrictions. In addition, time constraints and the honesty of interviewees also limit the problems faced by researchers. Researchers have only limited time to distribute the questionnaire to the respondents and should complete the report in about 4 months. In addition, respondents will ignore the questionnaire because they don't want to waste time answering it, which makes the study unable to follow up at a specific time. In addition, randomness due to the particularity of data. In addition, other factors that have not been considered may have an impact on the correlation we observed. This will have a great impact on the final result. The second restriction relates to the defendant's honesty. Some people didn't answer the survey honestly. This will affect the accuracy of the data because they just check the answers and don't read the questions correctly.

5.5   Recommendation for future study

In this study, researchers have studied the influence of social media on digital entrepreneurs from various literature studies, but this is still an area that should be further explored because digital entrepreneurs are still a new field in Malaysia. Therefore, the researchers put forward some suggestions for future researchers engaged in similar research.

First, future learning can be distributed in other states. Respondents from different countries may have different views. Due to time constraints, future researchers can also choose a state with a large population to conduct research. Data collected from a large number of people can produce accurate and precise results. If possible, researchers encourage future transnational research or research among more advanced neighboring countries.

Second, future research encourages the use of quantitative and qualitative methods to carry out research. Using the mixed method, you can interview and get in-depth information, and the interviewees don't have to be limited to sharing their own ideas. This encourages respondents to participate, thus giving researchers more feedback. In addition, researchers could further explain the impact of social media on digital entrepreneurs in interviews, so respondents will have a better understanding of the purpose of this study. Finally, according to the research results, the researchers found that the respondents were still worried about the use of social media.

Therefore, researchers encourage future research needs the influence, importance and challenges of social media on digital entrepreneurs. In addition, future research is encouraged to add a section on the challenges of adopting blockchain technology in SME operating systems. This helps researchers to understand the main challenges faced by digital entrepreneurs at present, both in finance and knowledge.

5.6 Concluding Remark

In a word, the focus of this study is the views of digital entrepreneurs in Malacca on the impact of social media use. There are six universities in Malacca, all of which are college students from other states. Therefore, they chose to earn extra money in Malacca. For example, joining Amway and Atomy started their business and started their digital enterprise. The results show that the three hypotheses put forward in the second chapter, namely, reputation and brand, business performance while are only market reach and customer engagement acceptable. For Malaysian digital entrepreneurs, they have not fully grasped the help of the use of social media to their enterprises. To some extent, digital entrepreneurs only know that the use of social media can improve the market coverage and customer participation of their

enterprises, but this study confirms the indispensable role played by social media in the field of digital enterprises. Therefore, digital entrepreneurs need to master the use of social media from now on.

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Questionnaire Research Project Survey

Dear Sir/Madam,

My name is Lai Ka Ying, a final year student of Universiti Teknikal Malaysia (UTeM) in Bachelor of Technopreneurship with Honors. I am currently conducting my research study with the title of "Exploring The Impact of Social Media Use on Digital Entrepreneurship."

Main purpose of this survey is to study the impact of social media use on digital entrepreneurship in Melaka. This questionnaire is containing three parts which are section A,B and C. Therefore, I need your help and cooperation to complete this questionnaire which takes about 10 minutes. The information collected is used for the academic purpose only and the private information are highly confidential.

Your cooperation is highly appreciated. Thank You.

Sincerely,

Lai Ka Ying

Email address: baoen78@gmail.com

Contact number: 016-4099089

Supervised by,

Datin Dr. Suraya Binti Ahmad

Email address: surayaahmad@utem.edu.my

Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka (UTeM)

SECTION A: DEMOGRAPHIC PROFILE

BAHAGIAN A: LATAR BELAKANG DEMOGRAFI

This section is to collect the information of respondents about the personal background.

Please answer the question below by selecting the appropriate option.

Bahagian ini adalah untuk mengumpulkan maklumat responden tentang latar belakang peribadi. Sila jawab soalan di bawah dengan memilih pilihan yang sesuai

1. Gender
   ☐ Male
   ☐ Female

2. Age
   ☐ Below 29 years old
   ☐ 30 - 39 years old
   ☐ 40 - 49 years old
   ☐ Above 50 years old

3. Education level
   ☐ SPM
   ☐ STPM/A-Level/Matrikulasi
   ☐ Diploma
   ☐ Degree
   ☐ Master
   ☐ Other:

4. Position
   ☐ Technician
   ☐ Supervisor
   ☐ Marketers
   ☐ Managers

□ Executive

□ Director

□ Student

□ Other:

5. Type of industry

□ Agriculture

□ Manufacturing

□ Healthcare

□ Education

□ Retail

□ Hospitality and Tourism

□ Other:

6. Which social media platforms do you primarily use for building your digital entrepreneurship brand?

□ Facebook

□ Instagram

□ LinkedIn

□ TikTok

□ Other:

SECTION B: THE IMPACT OF SOCIAL MEDIA USE ON DIGITAL ENTREPRENEURSHIP

BAHAGIAN B: KESAN PENGGUNAAN RANGKAIAN SOSIAL PADA KEUSAHAWANAN DIGITAL

This section is to determine the impact of social media use on digital entrepreneurship. Please rate and select the satisfying level (1-5) that best reflects your opinions towards the questions.

Bahagian ini adalah untuk menentukan kesan penggunaan rangkaian sosial pada keusahawanan digital. Sila nilai dan pilih tahap memuaskan (1-5) yang paling menggambarkan pendapat anda terhadap soalan.

1	2	3	4	5
Strongly Disagree / Sangat Tidak Setuju	Disagree / Tidak setuju	Neutral / Sederhana	Agree / Setuju	Strongly Agree/ Sangat setuju

Part 1: Reputation and Brand

No	Statement	1	2	3	4	5
RB1	Social media use influences the reputation and brand of digital entrepreneurship.					
RB2	The use of social media has improved the brand image of your digital startup.					
RB3	Reputation management through social media is very important for the success of your digital entrepreneurship efforts.					
RB4	Cooperation or partnership with influential people or other enterprises on social media will enhance your brand reputation.					

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Part 2: Business Performance

No	Statement	1	2	3	4	5
BP1	The use of social media has improved the overall business performance of your digital startup.					
BP2	The use of social media brings business opportunities and customers to your enterprise.					
BP3	The use of social media affects the customer participation and loyalty of your digital startup.					
BP4	Your social media efforts have brought sales and revenue growth to your business.					

Part 3: Market reach and customer engagement

No	Statement	1	2	3	4	5
MRCE1	The use of social media has expanded your market influence and popularity in the field of digital entrepreneurship.					
MRCE2	By using social media , you can effectively reach and connect with your target audience.					
MRCE3	Social media improve feedback collection and communication with customers.					
MRCE4	Due to the participation of social media, customers' participation in discussions, comments or user-generated content has increased.					

SECTION C : DIGITAL ENTREPRENEURSHIP

BAHAGIAN C: KEUSAHAWANAN DIGITAL

This section is to determine the importance of social media use on digital entrepreneurship. Please rate and select the satisfying level (1-5) that best reflects your opinions towards the questions.

Bahagian ini adalah untuk menentukan kepentingan penggunaan rangkaian sosial pada keusahawanan digital. Sila nilai dan pilih tahap memuaskan (1-5) yang paling menggambarkan pendapat anda terhadap soalan.

1	2	3	4	5
Strongly Disagree / Sangat Tidak Setuju	Disagree / Tidak setuju	Neutral / Sederhana	Agree / Setuju	Strongly Agree/ Sangat setuju

No	Statement	1	2	3	4	5
RE1	Social media are necessary for establishing and sustaining your company's online presence.					
RE2	Utilizing social media increases the visibility and reach of your online business.					
RE3	Social media assist you in establishing and strengthening relationships with clients and customers.					
RE4	Social media are effective marketing channels for your digital products and services.					

THANK YOU FOR COMPLETE THIS QUESTIONNAIR

Gantt Chart of Final Year Project (FYP) 1

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

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Gantt Chart of Final Year Project (FYP) 2

WEEK/ ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Create Questionnaire	▓	▓							M							
Distribute Questionnaire			▓	▓	▓	▓			I							
Collect Questionnaire						▓	▓	▓	D							
Analysis Data									S	▓						
Submission Chapter 4									E		▓	▓				
Submission Chapter 5									M				▓	▓		
Proposal Correction									E						▓	
Slide Preparation									S							▓
Submission of FYP 2									T E R							▓
Presentation 2									B R E							▓
Revised of FYP 2									A K							▓

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