

ANALYSIS OF SOCIAL MEDIA MARKETING  
STRATEGIES TOWARDS CUSTOMER  
ENGAGEMENT IN SMALL AND MEDIUM  
ENTERPRISES (SMEs) IN SERVICE INDUSTRY IN  
JOHOR, MALAYSIA



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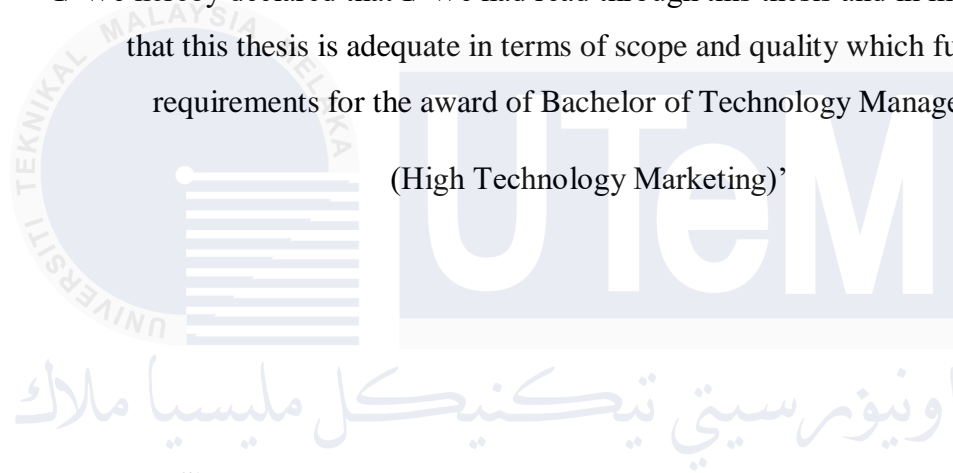
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## VERIFICATION

'I/ We hereby declared that I/ We had read through this thesis and in my/ our opinion that this thesis is adequate in terms of scope and quality which fulfill the requirements for the award of Bachelor of Technology Management (High Technology Marketing)'



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The thesis is submitted in partial fulfillment of the requirements for the awards of  
Bachelor of Technology Management (High Technology Marketing) with Honours

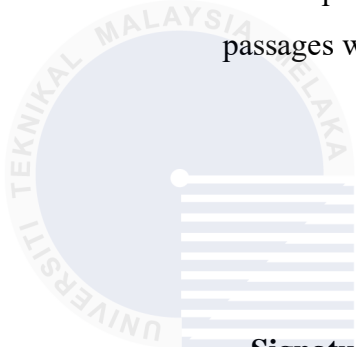
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FEBRUARY 2025

## DECLARATION

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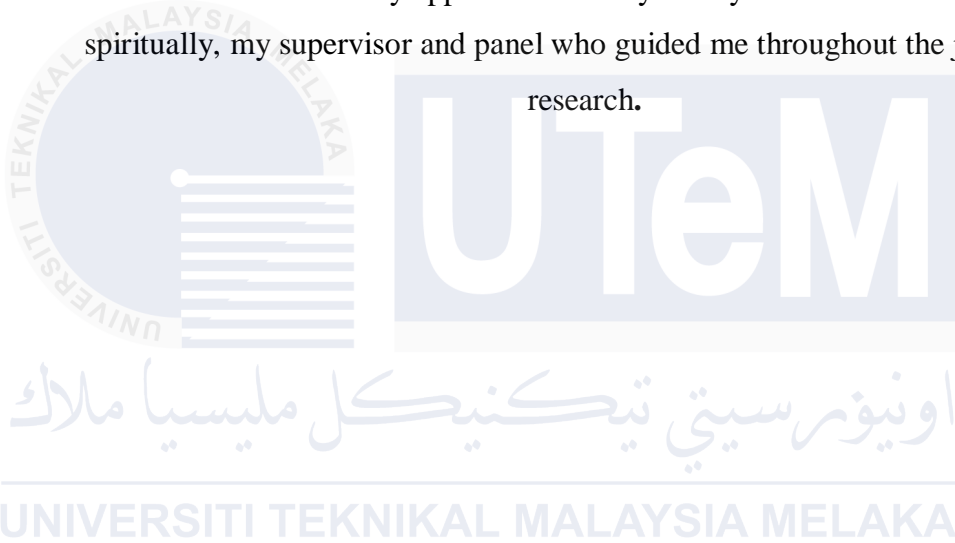
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## DEDICATION

I would like to dedicate my appreciation to my family members who supported me spiritually, my supervisor and panel who guided me throughout the journey of research.



## ACKNOWLEDGEMENT

First and foremost, I would like to express the deepest appreciation to those who have guided and assisted me throughout the journey of completing this final year project.

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## ABSTRACT

This research aims to analyze social media marketing strategies toward customer engagement in Small and Medium Enterprises (SMEs) in the service industry in Johor, Malaysia. Despite the widespread use of social media platforms, many Malaysian SMEs struggle to leverage these tools effectively for customer interaction. Therefore, this research aims to identify key elements of social media marketing strategies that effectively boost customer engagement and the relationship between these strategies and customer engagement. There are three independent variables that had been determined in this research study which are content types, social media advertising features and types of social media platforms. This research will be targeted at individuals with ages ranging from 18 to 55. This research used a quantitative approach with a collected sample of 384 respondents in Johor, Malaysia, through a questionnaire method. The data was analyzed by using descriptive analysis, Pearson correlation analysis, and multiple regression analysis. From the data analysis result, these research findings showed that all of the three determinants have positive relationship to affect customer engagement in SMEs in service industry in Johor. Lastly, several recommendations were suggested such as expanding the geographical scope, broaden the target's group, collaboration and training for SMEs, and industry associations or government agencies should support SMEs by organizing workshops and campaigns on effective social media usage.

## **ABSTARK**

*Kajian ini bertujuan untuk menganalisis strategi pemasaran media sosial terhadap penglibatan pelanggan dalam Perusahaan Kecil dan Sederhana (PKS) dalam industri perkhidmatan di Johor, Malaysia. Walaupun penggunaan platform media sosial secara meluas, banyak PKS Malaysia menghadapi kesukaran untuk memanfaatkan alat ini secara berkesan untuk interaksi dengan pelanggan. Oleh itu, kajian ini bertujuan untuk mengenal pasti elemen utama dalam strategi pemasaran media sosial yang berkesan meningkatkan penglibatan pelanggan serta hubungan antara strategi-strategi ini dengan penglibatan pelanggan. Terdapat tiga pembolehubah bebas yang telah dikenal pasti dalam kajian ini iaitu jenis kandungan, ciri pengiklanan media sosial dan jenis platform media sosial. Kajian ini akan mensasarkan individu yang berumur antara 18 hingga 55 tahun. Kajian ini menggunakan pendekatan kuantitatif dengan mengumpul sampel sebanyak 384 responden di Johor, Malaysia melalui kaedah soal selidik. Data dianalisis dengan menggunakan analisis deskriptif, analisis korelasi Pearson dan analisis regresi berganda dalam kajian ini. Dari hasil analisis data, hasil kajian ini menunjukkan bahawa kesemua tiga faktor mempunyai hubungan positif dengan mempengaruhi penglibatan pelanggan dalam PKS dalam industri perkhidmatan di Johor. Akhir sekali, beberapa cadangan telah dicadangkan seperti meluaskan skop geografi, meluaskan kumpulan sasaran, kerjasama dan latihan untuk PKS, dan persatuan industri atau agensi kerajaan harus menyokong PKS dengan menganjurkan bengkel dan kempen penggunaan media sosial yang berkesan.*



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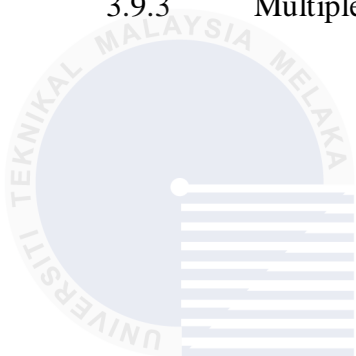
## LIST OF ABBREVIATIONS AND SYMBOLS

IV 1	=	Content Types
IV 2	=	Social Media Advertising Features
IV 3	=	Types of Social Media Platforms
B1	=	Verbal Content
B2	=	Non-Verbal Content
B3	=	Entertainment
B4	=	Promotional Rewards
B5	=	Informativeness
B6	=	TikTok
B7	=	Facebook
B8	=	Instagram
H <sub>0</sub>	=	Null Hypothesis
H <sub>1</sub>	=	Alternative Hypothesis
$\beta$	=	Beta

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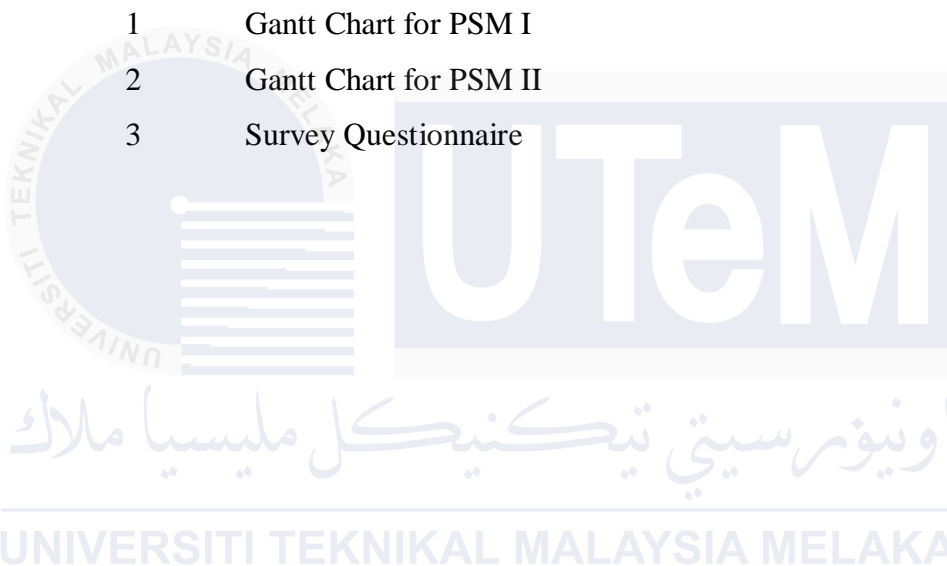
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## CHAPTER 1

### INTRODUCTION



#### 1.1 BACKGROUND

Social media refers to online platforms that enabled users to create, share, and exchange information and ideas in virtual communities and networks (Khan et al., 2020). Various social media platforms included Facebook, Instagram, YouTube, Twitter, and others. In the present digital era, social media has become a significant platform for Small and Medium Enterprises (SMEs) to engage with customers and enhance their marketing strategies. Although social media marketing has several advantages, the adoption rate among Malaysian SMEs was only around 19.7% (Ali Abbasi et al., 2022). This data highlighted the need for SMEs in Malaysia to leverage social media more effectively to improve their performance and competitiveness.

Companies have widely adopted social media marketing strategies to promote their products and reach a larger audience, increasing sales (Putri and Dewi Kurniasih, 2020). Moreover, the adoption of social media marketing directly impacted business performance, with structural equation modelling showing a positive relationship between social media marketing adoption and business performance in Malaysia (Samat et al., 2020). This reflected the importance of SMEs embracing social media as part of their marketing strategies to stay competitive in a highly dynamic business environment. In simple terms, social media plays a vital role in the marketing strategies

of SMEs in Malaysia. Furthermore, social media marketing strategies have become essential for businesses to effectively engage with their target audience and achieve their marketing objectives. These strategies encompassed various measures and actions that involve using social media tools to meet the target market's needs and accomplish marketing goals (Popescu and Tulbure, 2022).

Customer engagement through social media is crucial for SMEs, as it could lead to increased brand loyalty and positive business outcomes. Social media platforms provide SMEs with the opportunity to engage with their customers. By conducting interactive posts, responding to comments and messages, and conducting polls or surveys, businesses gathered valuable feedback and gained insights into customers' preferences to improve their social media marketing strategies (OmniXpert, 2023). Customer engagement theory focused on customer activism in value formation within the marketing and management literature. It emphasized the active participation of customers in brand interactions, leading to cognitive, emotional, and behavioral engagement with a brand or organization. Therefore, many companies applied the customer engagement theory in their marketing strategies. It aimed to enhance the understanding of how customers interacted with brands beyond mere transactions, focusing on building relationships and creating value through various forms of engagement (Katarzyna Żymkowska, 2019). However, some Small and Medium Enterprises (SMEs) were not concerned about customer engagement in their marketing strategies, which hindered their sales performance.

Social media marketing is essential for Small and Medium Enterprises (SMEs) in various industries, including the service industry, to improve sales performance and steer marketing campaigns effectively (Mulunda et al., 2021). The service industry is an industry that encompasses various sectors such as food and beverage services, healthcare, tourism, hospitality, education and more. According to the research, Johor's economy significantly contributed to Malaysia's GDP with a focus on services sectors (Bakhtiar and Samsudin, 2023). Therefore, this study was conducted in the context of Small and Medium Enterprises (SMEs), which is under in the services sector in Johor, Malaysia, to investigate how the use of social media could improve customer engagement, leading to enhanced business performance (Raja, 2023).

## 1.2 PROBLEM STATEMENT

In Malaysia, Small and Medium-sized Enterprises (SMEs) faced significant challenges in effectively engaging with customers, which was crucial for their business performance and growth. Despite the widespread use of social media marketing strategies, many SMEs in Malaysia struggled to utilize these platforms effectively to build meaningful interactions and relationships with their customers.

The concept of customer engagement, which stemmed from marketing, psychology, and sociology, emphasized the active participation of customers in brand interactions, leading to cognitive, emotional, and behavioral engagement (Żyminkowska, 2019). However, many Malaysian SMEs (33.60%) failed to measure and evaluate customer engagement activities, hindering their ability to optimize social media marketing efforts (Jani et al., 2020). Moreover, according to the statement from the CEO of Incite Innovations Group, customer engagement remained one of the top challenges faced by Malaysian Small and Medium Sized Enterprises (SMEs) (Harinderan, 2024). A “COVID-19: Business Impact Survey” conducted by EY Malaysia indicated that about 84% of Malaysian SMEs struggled with online connectivity and effective communication with customers and suppliers (Malaysiakini, 2021).

Based on the issues mentioned above, it was evident that there was a lack of analysis on social media marketing strategies specifically aimed at enhancing customer engagement in SMEs in Malaysia, so this study seeks to analyze how social media marketing strategies can effectively increase customer engagement among Malaysian SMEs. This is because effective customer engagement is crucial for SMEs in Malaysia, as research showed that it significantly impacted business performance (De Oliveira Santini et al., 2020). In addition, in the current economic environment, SMEs, as the backbone of the country, must adjust their management methods and minimize the risk of business failure (Yusop, 2023). Therefore, this study offered valuable knowledge and practical suggestions to support the growth and success of Malaysian SMEs which under in the service sector in the digital age.

### **1.3 RESEARCH QUESTIONS**

This study attempted to address the following research questions:

1. What elements of the social media marketing strategies utilized by SMEs which under in service sector in Johor, Malaysia, will effectively enhance customer engagement?
2. What is the relationship between social media marketing strategies and customer engagement in SMEs which under in service sector in Johor, Malaysia?
3. How do social media marketing strategies influence customer engagement in SMEs which under in service sector in Johor, Malaysia?

### **1.4 RESEARCH OBJECTIVES**

The proposed research objectives for this study are:

1. To identify the element of each social media marketing strategy that SMEs which under in service sector in Johor, Malaysia utilize and that will effectively enhance customer engagement.
2. To determine the relationship between social media marketing strategies and customer engagement in SMEs which under in service sector in Johor, Malaysia.
3. To analyze the social media marketing strategies influencing customer engagement in SMEs which under in service sector in Johor, Malaysia.

### **1.5 SCOPE OF STUDY**

The research examined the social media marketing strategies used by Small and Medium Enterprises (SMEs) in the service sector in Johor, Malaysia, to improve their customer engagement. This study covered several key aspects including content types, social media advertising features and social media platforms to provide a comprehensive understanding of the social media marketing landscape and offer

actionable insights to enhance their marketing strategies and business performance. Firstly, the effectiveness of different content types, including verbal and non-verbal information was observed to assess their impact on enhancing customer engagement. Secondly, the study investigated the use of social media advertising by Small and Medium Enterprises (SMEs) in Johor, Malaysia, particularly focusing on advertising features such as entertainment, promotional rewards, and informativeness. Finally, the types of social media platforms were analysed to understand how the use of social media platforms, specifically Facebook, TikTok and Instagram that can be influenced customer engagement effectively.

## **1.6 LIMITATIONS**

The study examined social media marketing strategies in Small and Medium Enterprises (SMEs) in Johor, Malaysia, and had certain limitations that may have impacted the overall applicability and depth of the findings:

- **Age Group Restriction:** The study focused only on individuals aged 18 to 55, excluding opinions from people outside this age group who might also interact with SMEs on social media.
- **Geographic Limitation:** The study focused only on SMEs in Johor, Malaysia, meaning that the results might not apply to SMEs in other regions or countries.
- **Time Constraints:** The amount of information gathered from surveys may be limited due to the limited time for data collection and analysis.

## **1.7 SIGNIFICANCE OF STUDY**

The research delved into social media marketing strategies within the context of Small and Medium Enterprises (SMEs) in the service sector in Johor, Malaysia, with a focus on enhancing customer engagement.

This study held significant for both academic and practical purposes. Academically, it contributed by providing empirical evidence on how social media marketing strategies impact customer engagement in the context of SMEs in the service sector in Johor, Malaysia. By addressing research questions and objectives, this study offered valuable theoretical frameworks and practical implications for scholars, researchers, and practitioners interested in marketing, digital commerce, and SME management. Moreover, the findings were useful for businesses, especially SMEs, helping them understand how to integrate strategic social media marketing into their operations to engage with customers and grow their businesses actively. Lastly, the study's results provided valuable guidance for marketers and business owners of SMEs, offering them with a comprehensive method of the most effective strategies of social media marketing to slightly increase customer engagement.

## **1.8 SUMMARY**

This chapter introduced the research and was divided into seven sections. The first section provided the background of the study, emphasizing the significance of social media marketing for SMEs in improving their performance and competitiveness. The second section defined the problem statement, highlighting the need for assistance among many Malaysian SMEs in fostering effective customer engagement through social media despite its widespread adoption. Subsequently, the research questions and research objectives were established to analyze social media marketing strategies for enhancing customer engagement in SMEs which under in the service sector in Johor, Malaysia, followed by outlining the scope and limitations of the study. Finally, the chapter emphasized the significance of the study in contributing to the existing knowledge of social media marketing strategies and customer engagement within Malaysian SMEs. The research addressed a critical gap by providing valuable guidance to SMEs on integrating strategic social media marketing to engage customers and drive business growth effectively.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

This chapter detailed the definition of social media marketing, social media marketing strategies, Small and Medium Enterprises (SMEs), and customer engagement to ensure a comprehensive understanding. Furthermore, this research also concentrated on factors such as content types, social media advertising features, and types of social media platforms that impact customer engagement. Drawing from previous studies, the theoretical framework and hypothesis were developed at the end of this chapter.

#### 2.2 SOCIAL MEDIA MARKETING

Social media marketing encompassed any direct or indirect marketing efforts aimed at creating awareness, recognition, and action for a brand, business, product, or individual using various social web tools such as blogging, microblogging, social networking, social bookmarking, and content sharing (Ramli et al., 2021). A global overview report revealed that people use social media to connect with friends, share opinions, and stay informed about current events (Kemp, 2023).



Businesses increasingly leveraged social media to promote their products and services due to its effectiveness as an advertising and marketing tool (Popescu and Tulbure, 2022). Moreover, businesses extensively utilized social media to communicate effectively with customers and engage in branding activities through information sharing (AL-Mashrafi and Khan, 2022).

On the other hand, social media marketing offered numerous benefits to businesses and marketers, including enhanced brand loyalty, reduced advertising expenses, increased profitability, access to a vast consumer audience, and the ability to influence brand attitudes and purchasing behaviour (Sağtaş, 2022). Additionally, it has facilitated easier and more cost-effective brand awareness generation compared to traditional marketing tactics (Mohd Yusoff and Mohd Azreen Azmel, 2022).

In conclusion, social media marketing provided significant advantages to businesses as a powerful tool for connecting with audiences, building brand loyalty, and achieving marketing objectives in today's digital landscape.

### **2.3 SOCIAL MEDIA MARKETING STRATEGY**

A social media marketing strategy is a detailed plan that outlines how a brand uses social media to achieve its marketing and business goals. Businesses employed various approaches to promote their products and services on platforms like Facebook, Instagram, Twitter, and YouTube (Cheung et al., 2020). Social media marketing strategies could be categorized based on their strategic maturity level, including social commerce, content, monitoring, and customer relationship management (Li et al., 2020).

In contrast, social media marketing referred to creating, communicating, and delivering online marketing offerings through social media platforms to enhanced stakeholder relations, provided personalized recommendations, and increased stakeholder value through interaction and information sharing. It utilized social media channels like Twitter, Facebook, Instagram, and YouTube for advertising, promotions, customer interactions, sales, and relationship building (James et al., 2021).

By implementing effective social media marketing strategies, businesses gained several benefits. Firstly, it boosted brand awareness and visibility by effectively reaching target audiences. Secondly, it reduced overall marketing costs, providing a cost-effective advertising option (Korcsmáros and Csinger, 2022). Additionally, social media marketing helped build consumer relationships, enhanced customer engagement, expanded market share, and obtained valuable insights for product development. A successful social media marketing strategy motivated consumers to voluntarily share content related to the brand through various activities, such as interaction, information, and personalization (Koay et al., 2020). It helped businesses improve their performance and increase customer engagement.

In conclusion, a social media marketing strategy is important because it provided businesses a powerful tool to engage their target audience, increase brand awareness, drive customer interactions, and achieve cost-effective marketing outcomes. By aligning marketing efforts with user needs on social media platforms and effectively incorporating platforms like Facebook, businesses were able to enhance their marketing performance and competitiveness in the digital age.



## **2.4 SMALL AND MEDIUM ENTERPRISES (SMES)**

Small and Medium Enterprises (SMEs) are businesses with relatively small staffing levels and revenue compared to larger corporations. They were crucial components of economies worldwide, contributing significantly to business growth and economic development (Inuwa and Aisha Usman, 2022). Moreover, SMEs were the main drivers of employment and economic growth, playing a crucial role in creating job opportunities and contributing to national economies (Lu et al., 2022).

Since the early 1990s, SMEs has been central to Malaysia's economic transformation, critical in economic growth, social advancement, and political stability (Kalesamy, 2021). These enterprises were categorized into micro, small, and medium levels to reduce poverty and narrow the income gap between rural and urban populations (Nazry and Mapjabil, 2021). In Malaysia, many businesses were family-

owned SMEs, substantially contributing to the nation's GDP (Kean Yew and Xavier, 2021).

Despite their significance, SMEs faced several challenges in their development, including inadequate access to finance, lack of resources, and limited adoption of digital technology. These challenges restricted SMEs' growth and competitiveness, hindering their ability to contribute to economic development (Pellegrino and Abe, 2023). To enhance SMEs' performance, Malaysia had invested in initiatives like the Digital Free Trade Zone, which aimed to facilitate global trade for SMEs (Chin et al., 2023).

In conclusion, Malaysia's SMEs has a long history dating back to the early 1990s and significantly contributed to the nation's economic growth. Despite their importance, SMEs faced various challenges that affected their performance and growth.

## **2.5 INDEPENDENT VARIABLES**

The study identified content types, social media advertising features, and various social media platforms as the independent variables under consideration.

### **2.5.1 CONTENT TYPES**

Content Strategy is a deliberate plan that involved creating and distributing content in various formats to attract and retain customers (Li et al., 2020). It included content types that were essential for enhancing customer engagement, capturing attention, building relationships, and fostering brand loyalty. This provided the opportunities for business to reach and engage with their target consumers through social media content (Prasetyaningtyas et al., 2022). Therefore, the study focused on verbal and non-verbal content types.

### **A. Verbal Content**

Verbal content encompassed information conveyed through spoken or written words and was critical in influencing customer engagement. A recent study by Ali Sandi and Tema Atmaja (2024) found that the informational content has a significant influence on customer engagement. This was because the informative content triggered cognitive processing, leading to active customer engagement, such as asking questions or commenting on posts (Wang and McCarthy 2020). Additionally, the emotional content stimulated customers' cognitive processes and emotional responses, resulting in increased engagement (Gao et al., 2021). Therefore, there have many businesses were increasingly communicate with customers by creating the product-related content which acts as a main predictor for building engagement on social media (Martini et al., 2023).

In conclusion, leveraging verbal content that combined informational value and evoked emotions can be effectively connected with their audience, fostered interaction, and ultimately enhanced customer engagement.

### **B. Non-verbal Content**

Non-verbal content refers to communication without words, such as body language, facial expressions, gestures, and tone of voice. In today's digital age, non-verbal cues are crucial in fostering connections and understanding between individuals. It can in many formats like photo, videos, link and others.

The study by Ferencakova et al. (2020) found that the post format in photo and videos has a higher positive impact on customer engagement compared to other formats. Besides, the content involving emojis also showed a positive relationship with the customer engagement (Rodney Graeme Duffett and Muhlali Maraule, 2024). In addition, emojis and other emotional expressions were found to be effective strategies for building socioemotional relations, particularly in online environments like virtual teams (Agus Prayogo et al., 2023)

In conclusion, businesses can be strengthened their connections with customers by leveraging emotional appeals, authentic and relevant content, and appealing presentations, leading to increased engagement and positive outcomes.

### **2.5.2 SOCIAL MEDIA ADVERTISING FEATURES**

Social media advertising is a marketing strategy that utilized social media platforms to promote products or brands. According to a study by Ji et al. (2021), social media advertising has been shown to impact customer engagement through various features. Therefore, this study examined specific features that enhanced customer engagement, such as entertainment, promotional rewards, and informativeness.

#### **A. Entertainment**

Entertainment is crucial in social media advertising and significantly influences customer engagement. Research indicated that entertaining content in social media advertising increased interactivity and led to higher cognitive effort from consumers, helping them better understand the brand (Hanaysha, 2021). Additionally, entertainment in social media advertising is a key component that impacts consumer loyalty, interaction and trendiness (Norleen Rose Servan Aguilar et al., 2022). It incorporates entertaining elements in social media advertisements, credibility and providing information to meet customer expectations and effectively engage the audience (Ojha, 2022).

In summary, entertainment in social media advertising is a significant driver of customer engagement, positively impacting purchase intentions and brand loyalty. By integrating entertaining content in social media ads, companies can improve customer interactions, deliver value for consumers, and positively influence their purchasing behavior.

## **B. Promotional Rewards**

Promotive rewards are used in social media advertising to boost engagement and drive specific actions. These incentives can take the form of discounts, gifts, coupons, or information about price reductions (Ji et al., 2022). These rewards are catalysts for influencing consumer behaviour and encouraging actions like making purchases, referring others, or sharing content. Additionally, rewards positively impact customers' perceived value, leading to increased participation and engagement (Yeneneh Tamirat Negash et al., 2024).

Promotional rewards also play a role in increasing interaction on social media platforms. Offers like discounts and gifts prompt users to engage with content by liking, commenting, sharing, or visiting websites supported by Cheung et al. (2022). The study also claimed that reward messages attract customers to browse and share content. Many businesses used promotional rewards to incentivize customers to share messages, with different rewards appealing to customers based on their motivations for engagement (Rawal et al., 2024). Furthermore, using rewards in social media marketing has been linked to developing customer trust, satisfaction, and electronic word of mouth, all enhancing customer engagement (Shafiq et al., 2023).

In conclusion, promotional rewards in social media advertising are vital for enhancing customer engagement by incentivizing desired behaviors, fostering trust and satisfaction, influencing purchase decisions, and building stronger relationships between customers and brands. By strategically implementing promotional rewards, companies can effectively drive customer engagement and achieve their marketing objectives in the digital landscape.

## **C. Informativeness**

Informativeness refers to an advertisement's ability to convey relevant and valuable information to the audience (Hendriana et al., 2022). In social media advertising, informativeness is crucial in effectively engaging

customers. Studies have shown that informative content in social media advertising was significantly influenced customer engagement and future decision-making (Dankwa, 2021).

Moreover, social media advertising's ability to provide information and engage customers directly influences the interactive nature of these advertisements (Hussain et al., 2022). The interactivity and informative content will encourage customers to respond directly to the ads, share the information with others, and ultimately enhance customer engagement.

In conclusion, informativeness in social media advertising is a key feature that influences customer engagement by providing valuable information, enhancing interactivity, and positively impacting brand engagement. By incorporating informative content, credibility, and entertainment elements, marketers can create more engaging social media advertising that resonates with their target audience and drives favorable customer responses.

### 2.5.3 TYPES OF SOCIAL MEDIA PLATFORMS

Social Media Platform is defined as a bunch of digital websites, services, and practices that support collaboration, community building, participation, and sharing (Zabidi and Wang, 2021). Several types of social media platforms included Facebook, Twitter, Instagram, TikTok and YouTube. The social media platform is important because it directly impacts customer engagement (Rossi et al., 2023). Therefore, the study focused on the types of social media platforms, especially Facebook, TikTok and Instagram.

#### A. Facebook

Facebook is a widely used social media platform with billions of active users, making it a valuable tool for businesses to engage with their customers effectively (Bachmann and Bareja-Wawryszak, 2022). It is a platform for personal connections, content sharing, and business promotion.

Facebook offers businesses various tools and features to engage with their customers effectively. For instance, businesses can create interactions and build relationships with customers through activities like posting informative content, asking questions, and encouraging comments (Wang and McCarthy, 2020). When customers are interested in the post or content published by businesses on Facebook, they will like, comment, or share it. Therefore, it will influence customer engagement. This engagement on Facebook is crucial because it can lead to various positive outcomes for business. For example, the study has shown that using Facebook as an online social media platform to connect and engage with customers will build brand loyalty (Ningthoujam et al., 2020).

In conclusion, customer engagement on Facebook is essential for businesses to connect with their audience, drive brand loyalty, and influence purchase behaviors. Businesses can cultivate strong relationships with customers and achieve positive brand outcomes by understanding the importance of customer engagement and implementing effective strategies on social media platforms like Facebook.

## **B. TikTok**

TikTok is a social media video-based phone application that enables creative and engaging videos to be shared on social media platforms worldwide (Hayes et al., 2020). It is a popular platform, particularly among the youth demographic. Furthermore, TikTok's unique features contribute to its significance in enhancing customer engagement. For instance, the platform's short videos, low-friction interaction, and adaptability to users' moods make it more engaging than other social media platforms (Dondzilo, Rodgers and Fanny Alexandra Dietel, 2023).

Moreover, TikTok's influence on customer engagement is significant for business outcomes. For instance, the study has shown that social media marketing activities on TikTok stimulate purchase intention through customer engagement and underscores the platform's potential for broad market attention (Susiyanto et al., 2023). Not only that, but it also has a



study showing that the live streaming commerce on TikTok starts from the discovery of goods to payment is done within TikTok, ensuring not only platform trust but also full customer participation and engagement lead to drive the purchasing intention. (Lin and Nuangjamnong, 2022).

In conclusion, TikTok's unique features, and ability to enhance customer engagement and drive business outcomes, establish it as a valuable tool for various sectors including marketing.

### **C. Instagram**

Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram itself (Safitri et al., 2021). It is a popular platform, particularly among the youth demographic.

The utilization of social media platforms like Instagram as an online promotional platform holds immense potential in shaping customer engagement relationships and driving customer interest (Shafa et al., 2023). For instance, by leveraging the use of Instagram visual content and visual storytelling, it will help to effectively build awareness, promote conversations, traffic, and generating interest of internet users. This enabled Instagram as a value exchange platform, making it an essential component of many businesses' marketing strategies (Nguyen et al., 2022). Furthermore, the study has shown that those who are utilizing social media to promote their business, may quickly interact with their target consumers through Instagram messages if they have any inquiries about their services (Chaudhary, 2021).

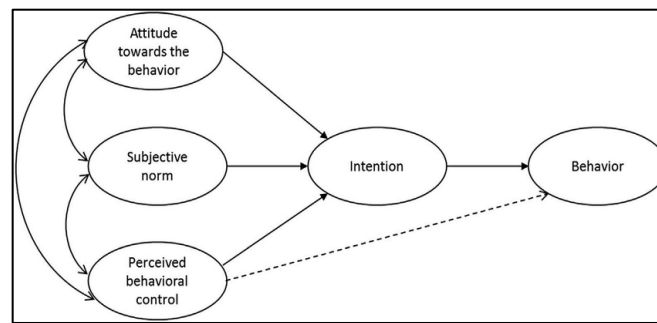
In conclusion, the use of Instagram for businesses is essential because it will help in enhancing customer engagement due to its features. By utilizing these features effectively, businesses can foster deeper connections with their audience, drive engagement, and ultimately influence purchasing behavior.

## 2.6 CUSTOMER ENGAGEMENT

The dependent variable in our study is customer engagement. Customer engagement is a psychological state of emotional investment in focus objects (brands or stores) during the customer journey, which leads to frequent interactions between customers and retailers (Fan et al., 2020). Based on the customer engagement theory, the varied manifestations of customer engagement implied that customer engagement is a concept that can accommodate and be approached from diverse perspectives (Lim et al., 2021). The concept of customer engagement theory revolves around customer activism in value formation within the marketing and management literature. It emphasized the active participation of customers in brand interactions, leading to cognitive, emotional, and behavioral engagement with a brand or organization. Moreover, customer engagement theory aimed to enhance understanding of how customers interact with brands beyond mere transactions, focusing on building relationships and creating value through various forms of engagement (Katarzyna Żymkowska, 2019).

Implementation of customer engagement theory is crucial in the context of small and medium-sized enterprises (SMEs) in Malaysia because studies have demonstrated that customer engagement significantly impacted firm performance (Santini et al., 2020). Furthermore, based on the evidence from Yul Zamrudi and Il-Hyun (2022), social media marketing strategy is important in increasing customer engagement. Therefore, our study has focused on analyzing the social media marketing strategies used to engage customers in the context of SMEs which under in the service sector in Johor, Malaysia and help businesses improve or expand their business performance.

## 2.7 THEORY OF PLANNED BEHAVIOR (TPB)



(Source: Ajzen, 1991)

Figure 2.1: Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a psychological theory developed by Ajzen that aims to explain and predict human behavior, as shown in Figure 2.1. The TPB suggested that an individual's intention to perform a behavior is influenced by three main factors which are attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 2020).

First, attitude toward the behavior refers to the positive or negative evaluation of an individual's behavior. It encompassed the perceived consequences and outcomes associated with the behavior. Second, subjective norms indicated the fact that perceived social pressure may cause a person to behave or not. Last, perceived behavioral control reflected an individual's perceptions of how easy or difficult it is to perform the behavior, and it is presumed to directly and indirectly affect the behavior (Ashrafi et al., 2020).

## 2.8 PROPOSED RESEARCH FRAMEWORK

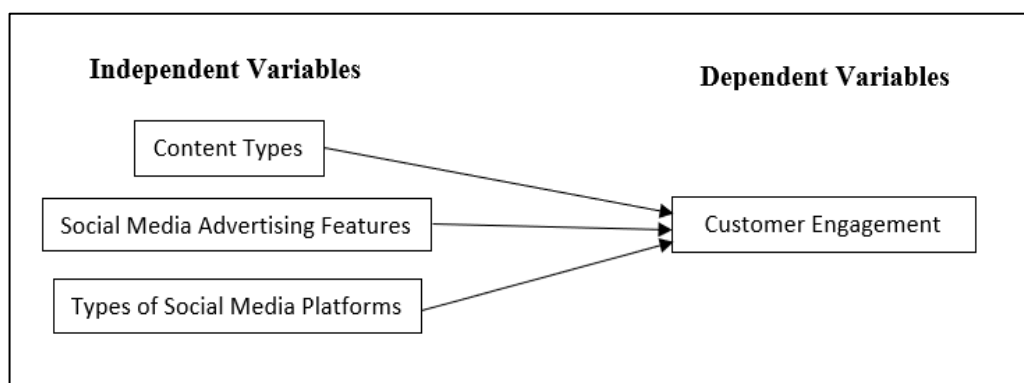


Figure 2.2: Theoretical Framework of Customer Engagement

The theoretical framework of this study was based on the Theory of Planned Behavior (TPB) which aimed to investigate the impact of social media marketing strategies on customer engagement in the context of Small and Medium Enterprises (SMEs) which under in the service sector in Johor, Malaysia, as shown in Figure 2.2.

According to the TPB, an individual's intention to perform a behavior is influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control. In this study, businesses' content strategy employed shape customers' attitudes toward engaging with the brand on social media. Compelling and engaging content that resonated with customers' interests and preferences fostered positive attitudes, leading to increased intentions and engagement.

Furthermore, social media advertising features, such as entertainment, promotional rewards, and informativeness, influenced the subjective norms and perceived behavioral control. Entertaining and informative advertising campaigns created a perception of social approval for engaging with the brand, affecting subjective norms. Additionally, promotional rewards or incentives offered through social media advertising can enhance perceived behavioral control by giving customers a tangible motivation to engage with the brand's content.

Lastly, the types of social media platforms utilized by businesses also impacted perceived behavioral control. Platforms that are user-friendly, accessible, and offer features that facilitate engagement has increased customers' perceived ease of interacting with the brand's content, thereby influenced their intentions and engagement levels.

## 2.9 HYPOTHESIS OF STUDY

Hypotheses used for this study are stated as below:

### 1. Content Types

**H0:** Content Types can significantly influence customer engagement.

**H1:** Content Types cannot significantly influence customer engagement.

### 2. Social Media Advertising Features

**H0:** Social Media Advertising Features can significantly influence customer engagement.

**H1:** Social Media Advertising Features cannot significantly influence customer engagement.

### 3. Types of Social Media Platforms

**H0:** Types of Social Media Platforms can significantly influence customer engagement.

**H1:** Types of Social Media Platforms cannot significantly influence customer engagement.

## 2.10 SUMMARY

The research significantly enhanced the marketing literature by delving into the determinants that impact customer engagement. This chapter thoroughly examined relevant theories, presented a comprehensive theoretical framework, and culminated in developing hypotheses.

## CHAPTER 3

### RESEARCH METHODOLOGY



#### 3.1 INTRODUCTION

The research method is one of the techniques used to collect sample data and find a solution to a problem. In this chapter, the researcher outlined the methods used to collect the data, explain and answer the research question, and test the hypothesis. First, the researcher discussed the research design and the data collection method. Then, this section covered the construction of measurement and sampling design. Next, the research addressed research strategy, reliability and validity. The data analysis method is explained at the end of this chapter. This chapter aims to ensure that the appropriate research procedures were followed, enabling the researcher to have a better understanding and to evaluate the result of the research.

#### 3.2 RESEARCH DESIGN

According to Hassan and Wan Khairuldin (2020), research design is a fundamental element of a study and serves as a structured framework that directs the planning and implementation of research activities to achieve the study's objectives. It involved strategic selection to integrate the various study components coherently

and logically and effectively address the research problem (Indu and Vidhukumar, 2020). Besides that, the research design contained the research protocol, included clear objectives, ethical considerations, study design, inclusion and exclusion criteria, outcomes, and statistical analysis plans (Bulanov et al., 2021).

Furthermore, research design can be categorized into three major types which are exploratory, descriptive, and explanatory (Addison, 2021). These categories are commonly used in various research studies to achieve different objectives and address different research questions. According to Wiwiek Agustina (2021), exploratory research is a research approach that aimed to formulate a problem, understand a phenomenon, and produce generalizations derived from inductive processes about the studied group, process, activity, or situation. Descriptive research design is a research approach that focused on delineating the nature of relationships between variables and providing a deeper understanding of a specific phenomenon and its context (Niyonsaba et al., 2022). On the other hand, explanatory research is a research approach to establishing the relationships between variables related to the research problem.

Descriptive and explanatory research were chosen as the research design for this study. First, descriptive research aims to systematically describe the characteristics of a population, situation, or phenomenon (Pasinringi et al., 2020). This study has helped to outline the current state of customer engagement practices. It clearly showed customers' demographic profiles, such as age, gender, and social media usage patterns. It also allowed the researcher to gather quantifiable data, illustrating how different social media strategies affect customer engagement. This research provided robust statistical insights, highlighting, using a quantitative approach, which strategies are most effective in engaging customers, enabling SMEs to make informed decisions based on customer data. This method was chosen because it helps provide a foundational understanding of the social media marketing landscape and customer engagement, which is critical for developing more targeted and impactful marketing strategies.

According to Darko et al. (2022), explanatory research design aimed to establish causal relationships between variables, investigating whether changes in one variable lead to changes in another. In other words, explanatory research is focused on understanding the relationships between variables and determining how one variable

impact another. In the context of this study, the goal is to explain how different social media marketing strategies influence customer engagement among Small and Medium Enterprises (SMEs) which under in the service sector in Johor, Malaysia. Due to its focus on testing specific hypotheses and analyzing cause-and-effect relationships between different variables, explanatory research is well-suited for this study. The study investigated the impact of various independent variables (content types, social media advertising features, and types of social media platforms) on the dependent variable of customer engagement. This research aimed to provide clear insights into which social media marketing strategies are most effective in enhancing customer engagement using a structured approach.

### **3.3 METHODOLOGICAL CHOICE**

Quantitative, qualitative, and mixed methods are used to conduct research. Quantitative research is a research method that involves the analysis and interpretation of numerical data to obtain research conclusions, while qualitative research is a research method that focuses on understanding phenomena and analyzing behavior and opinions (Song, 2023). On the other hand, mixed methods research is a research method that combines elements of both quantitative and qualitative approaches to gain a comprehensive understanding and corroboration of research findings (Hands, 2022).

For this study, the chosen methodological approach is the quantitative research method. This decision is driven by examining the relationships between various social media marketing strategies (content types, social media advertising features, and types of social media platforms) and customer engagement. Quantitative research will provide the tools to measure variables precisely and assess the strength and direction of their relationships. This method involves the use of structured instruments such as questionnaires or structured interviews. In this study, the research is conducted using a questionnaire to get responses from customers and analyzed the social media marketing strategies for customer engagement.

Besides, quantitative methodology allows for the systematic collection and analysis of numerical data, which can then be used to identify patterns, test hypotheses,



and draw generalizable conclusions about the influence of these strategies. By employing a quantitative approach, the study can leverage various statistical techniques, such as descriptive analysis and Pearson correlation analysis, ensuring the data's validity.

In summary, the quantitative methodology was chosen for its ability to provide a rigorous and objective analysis of the data, facilitating a deeper understanding of how social media marketing strategies impact customer engagement in the context of SMEs which under in the service sector in Johor, Malaysia. This approach ensured that the study's findings are reliable, valid, and applicable to a broader population, offering valuable business practice guidance.

#### **3.4 DATA SOURCES**

In this study, the researcher has been gathered primary and secondary data to do the research. According to Mazhar et al. (2021), primary data refers to the data collected for the first time and is original, while secondary data refers to the data previously collected by someone else and has already undergone the statistical process. Primary data can be collected in many ways, such as through observation, interviews, questionnaires, and others. The researcher has collected the primary data through online questionnaires in this study. These individual questionnaires helped understand their engagement behaviors, preferences, and perceptions regarding SMEs' social media marketing strategies.

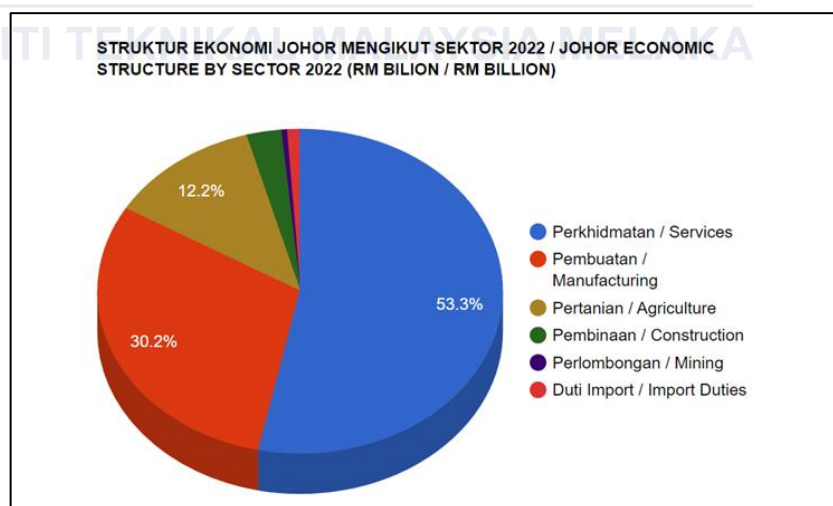
In addition to primary data, secondary data sources are also be consulted to enrich the study. These secondary sources were included academic journals, articles, e-books and so on. By reviewing relevant literature and existing data, the study can contextualize its findings within the broader field of social media marketing. As a result, combining primary data from the respondents with secondary data from existing literature will lead to more accurate and actionable conclusions.

### 3.5 LOCATION OF RESEARCH

The research conducted at the Johor state in Malaysia. It is one of the thirteen states of Malaysia and is also the second largest state in Malaysia after Selangor (Citypopulation.de, 2023). It is 19,102 square kilometres, with Johor Bahru as the capital city and has a population of 4.1 million.

The reason Johor was chosen in this research study as the location to conduct the survey is that Johor is one of Malaysia's most economically significant states, with a robust and diverse economy that includes a substantial number of small and medium-sized enterprises (SMEs). The state has a thriving business ecosystem that supports various industries, such as manufacturing, agriculture, and services. This provides a rich ground for studying the impact of social media marketing strategies on customer engagement across different sectors.

In addition, we specifically aimed for the service sector in Johor, Malaysia, because of its value. According to the *laman web rasmi bahagian perancang ekonomi negeri Johor*, Johor's GDP in 2022 recorded a value of RM142.1 billion, which contributes 9.4% (at constant prices) to the national GDP. The service sectors dominate the economic structure with a GDP value of RM 75,672 billion (53.3%).



(Source: DATA ASAS & MAKLUMAT EKONOMI NEGERI JOHOR, 2022)

Figure 3.1: Structure by Sector 2022 (RM Billion)

Besides that, according to the research, Johor's economy is a significant contributor to Malaysia's GDP, with a focus on the services and manufacturing sectors (Bakhtiar and Samsudin, 2023). The rapid development activities in Iskandar Malaysia have played a crucial role in transforming Johor Bahru into a more production- and services-based economy (Bakhtiar and Samsudin, 2023).

Therefore, due to these reasons and the convenience of collecting the data, Johor state in Malaysia was set as the research location to conduct the questionnaire distribution.

### **3.6 SAMPLING DESIGN**

According to Mwansa et al. (2022), sampling is an important research process that involves selecting a subset of individuals or items from a larger population. It helped the researcher to determine whether the conclusion they draw from the underlying findings is valid. The sampling design allows the researchers to collect accurate information or data from the right people at the right time and location for the research question. In this study, there are 5 steps for the sampling process, which are target the population, determine the sampling frame and sampling elements, select the appropriate sampling technique, and determine the sampling size.

#### **3.6.1 TARGET POPULATION**

The target population refers to the specific group the research focuses on, from which inferences are drawn based on the research findings (Isnaniah, 2020). The process begins with targeting the appropriate population. In this study, the population consists of individuals aged 18 to 55 who live in Johor, Malaysia. The reason for targeting this segment is that they are the primary audience for social media marketing efforts and are actively engaged with SMEs through social media platforms. Therefore, their interactions, behaviors, and perceptions will provide direct insights into these strategies' effectiveness in engaging and retaining

customers. Moreover, the effectiveness of social media marketing strategies can vary based on demographic factors such as age. For instance, studies have indicated that age differences can impact individuals' social media usage patterns and intensity, suggesting that target specific age groups like those between 18 and 55 is essential for successful marketing campaigns (Simbolon and Law 2022). Lastly, by including a broad age range, the research can capture diverse perspectives and behaviors, providing a comprehensive understanding of how different age groups respond to social media marketing strategies implemented by SMEs in Johor, Malaysia.

Table 3.1: Estimated Population in Johor 2023

District	2022	2023
	'000	'000
Batu Pahat	495.338	503.4
Johor Bahru	1711.191	1758.5
Kluang	323.762	328
Kota Tinggi	222.382	228.9
Kulaijaya	329.497	339.6
Mersing	78.195	80
Muar	314.776	318.5
Pontian	173.318	175.5
Segamat	197.762	201.5
Tangkak	163.449	166.9
<b>Johor</b>	<b>4009.670</b>	<b>4100.900</b>

(Source: Department of Statistics, Malaysia)

Table 3.1 showed the estimated population by district in Johor 2023. Johor's population comprises around 4.1 million of the total Malaysian population. Johor state consists of ten different districts, which are Batu Pahat, Johor Bahru, Kluang, Kota Tinggi, Kulaijaya, Mersing, Muar, Pontian, Segamat and Tangkak. Among the ten districts, Johor Bahru has the largest population, which is 1758.5 thousand, and the lowest population is Mersing, which is made up of 80 thousand.

Table 3.2: Estimated Distribution of Population by Age in Johor 2023

2023	
Age	Total ('000)
0-9	571.3
10-19	676.7
20-29	784.1
30-39	663.8
40-49	530.7
50-59	417.3
60-69	294.3
70-79	117.9
80+	44.7
<b>TOTAL ('000)</b>	<b>4100.9</b>

(Source: Department of Statistics, Malaysia)

Table 3.2 showed the estimated distribution of the population by age in Johor in 2023. Johor comprises around 4.1 million of the total Malaysian population, and an estimated 2395.9 thousand, or 58.4%, is dominated by individuals aged 18 to 55.

### 3.6.2 SAMPLING FRAME

A sampling frame is a list of the items from which the researcher draws a sample, ensuring that the sample obtained is a reliable representation of the entire population (Moghazy, 2021). Besides, the sampling frame has significant implications on the cost and quality of any survey. In this research study, the sampling frame was selected from the population of individuals aged 18 to 55 who are active users of social media platforms in Johor, Malaysia.

### **3.6.3 SAMPLING ELEMENT**

The target respondents in this research study were individuals aged 18 to 55 and live in Johor, Malaysia. Furthermore, the sampling elements in this research also included demographic information such as gender, age, race, and education level.

### **3.6.4 SAMPLING TECHNIQUE**

Two techniques are generally applicable for the collection of data, which are probability sampling and non-probability sampling techniques. Probability sampling refers to the probability or chance of each case being selected from the population, which is known and is usually equal for all cases. There are a few techniques under probability sampling, which are simple random sampling, systematic random sampling, stratified random sampling, cluster random sampling and multi-stage sampling (Manarina et al., 2022). On the other hand, non-probability sampling refers to the probability of each case being selected from the population, which is unknown. It includes a few techniques, which are quota sampling, purposive sampling, volunteer sampling, and haphazard sampling (Kim, 2022).

In this study, probability sampling was chosen to conduct the survey. According to (Manarina et al., 2022), probability sampling refers to the chance or probability of each case being selected from the population, which is known and is usually equal to all cases. Besides that, simple random sampling using the probability sampling technique was chosen in this study to collect data from the respondents. Simple random sampling is a sampling technique where each data in the population has an equal chance of being selected as the sample. Using simple random sampling techniques may reduce the possibility of bias because the sampling unit is selected randomly (Manarina et al., 2022)

### 3.6.5 SAMPLING SIZE

Table 3.3 showed the sample size for different population sizes. For this study, 384 questionnaires were distributed randomly to individuals between 18 and 55 years old who live in Johor, Malaysia. This is because the estimated total number of individuals aged 18 to 55 in Johor is 2395.9 thousand, or 58.4% (Department of Statistics Malaysia, 2023). According to Table 3.1, the population size of 2,395,900 is more than 1,000,000. Thus, the sample size of the population is 384 target respondents that should be chosen for the research. This sample size was chosen to ensure the results are statistically significant and represent the broader population (Krejcie and Morgan, 1970).

Table 3.3: Sample size for different sizes of population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	28	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	38	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364

120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	103	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

**Notes: N is the population size**

**S is the sample size**

**(Sources: Krejcie and Morgan, 1970)**

### 3.7 RESEARCH STRATEGY

A research strategy is a general plan that outlines how the researcher answers the research questions. Several research strategies for implementing the research include experiments, surveys, case studies, and others (Mtisi, 2022). In this study, the researcher has adopted the survey strategy by constructing a questionnaire to collect data from sizeable populations.

#### 3.7.1 QUESTIONNAIRE DESIGN

In this study, the researcher adopted questionnaires with closed-ended questions, and the data will be collected using quantitative methods. The closed-ended questionnaire that constructed in this study is due to the quicker and easier answers given by the respondents. Besides, the questionnaire was designed in English, an appropriate language to communicate with the respondents. The questions were designed based on the social media marketing strategies that affect



customer engagement, as reported in the literature review. Furthermore, in this study, the questionnaire has sent electronically using the Internet.

The questionnaire design was divided into three sections. The first section consists of questions to establish the demographic profile of respondents, such as gender, race, age, education level and so on. It assists in determining the background of the individuals along the survey more easily. The second section comprised of questions regarding the determinants of social media marketing strategies for customer engagement. The third section comprised questions regarding customer engagement. The questionnaires contain questions regarding the three independent variables (content strategy, social media advertising, and types of social media platforms) and the dependent variable (customer engagement). Respondents are asked to answer questions that relate to each variable to obtain the information needed by using a five-point Likert Scale. An example of a five-point Likert Scale is 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree.

### 3.7.2 PILOT TEST

The pilot test evaluates the questionnaire created for the survey before proceeding with the actual survey. It can help the researcher determine the questionnaire's reliability (Gizaw et al., 2022). Additionally, pilot testing can help to check the wording of questions, clarify any ambiguous items, and evaluate the data collection techniques, which are crucial to ensuring the questionnaire's effectiveness in gathering accurate data (Khameesa and Altaay, 2022). This study has conducted a pilot test to pre-test the questionnaire on 30 respondents before the questionnaires were distributed. After collecting the questionnaire, the respondents had given some feedbacks on grammar mistakes, typing errors, and ambiguous terms. Therefore, all these mistakes and errors can be minimized to enhance the questionnaire's accuracy.

### 3.8 TIME HORIZON

The time horizon of a research study refers to the timeframe within which the data is collected and the research is conducted. It is a critical component of the research design as it influences the type of data collected and the scope of the analysis. Research methodology generally has two types of time horizons which are cross-sectional and longitudinal. For this study, a cross-sectional time horizon is chosen. This data was collected simultaneously rather than over an extended period. The study has taken 14 weeks to complete the Final Year Project 1. The Gantt chart is developed in this research and attached in Appendix 1 and 2 to illustrate the researcher's Final Year Project schedule from the first week until the last week.

### 3.9 SCIENTIFIC CANONS

In this research study, the researcher adopted the reliability and validity approaches because both are crucial to ensuring the accuracy and consistency of the research findings.

#### 3.9.1 RELIABILITY

Reliability refers to the consistency and stability of the measurement process in research. In this study, reliability is important because it ensured that the findings are stable and trustworthy (Ireland et al., 2023). Therefore, to ensure the reliability of the study, the statistical test has used Cronbach's alpha to check the internal consistency of the questionnaire (Azimi et al., 2020).

Table 3.4: Cronbach's alpha

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable

$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 \geq \alpha$	Unacceptable

(Source: Statistical, 2024)

Table 3.4 showed the Cronbach's alpha and its internal consistency. When the value is 0.70 or higher, it considered as acceptable. In contrast, the questions were removed when the value obtained is lower than 0.5. As a result, Cronbach's alpha is a valuable statistical tool for researchers to use to evaluate the internal consistency of measurement scales. By calculating Cronbach's alpha, researchers can ensure that the items in their scales are reliable and consistently measure the intended construct.

### 3.9.2 VALIDITY

According to Sabnis and Wolgemuth (2023), validity refers to the extent to which a study measures what it intends to measure. It is essential for this study because it helped to obtain the results accurately. To ensure the study's validity, the researcher will carefully design the questionnaire based on established theories and previous research to refine the questions. In this study, various forms of validity have been identified to ensure the quality of research. The validity in this research is comprised of internal validity and external validity.

According to Kang et al. (2020), internal validity refers to the extent to which the study accurately establishes a cause-and-effect relationship between variables. Any study needs to establish the accuracy and reliability of the research outcomes. In this study, internal validity would be established where a set of questions can be shown statistically to be associated with an analytical factor or outcome.

In contrast, external validity refers to the extent to which a study's results can be generalized or extended to other situations or people (Jung et al., 2023). In this study, the researcher has taken great care in selecting a sample from within a

population to establish the generalizability of the findings. Thus, the researchers must choose the right target respondents to survey in order to improve the external validity of this study.

Table 3.5: R table of Pearson Product Moment

N	r	N	r	N	r	N	r
3	0.997	18	0.468	33	0.344	48	0.285
4	0.950	19	0.456	34	0.339	49	0.282
5	0.878	20	0.444	35	0.334	50	0.279
6	0.811	21	0.433	36	0.329	51	0.276
7	0.755	22	0.423	37	0.325	52	0.273
8	0.707	23	0.413	38	0.320	53	0.270
9	0.666	24	0.404	39	0.316	54	0.268
10	0.632	25	0.396	40	0.312	55	0.265
11	0.602	26	0.388	41	0.308	56	0.263
12	0.576	27	0.381	42	0.304	57	0.261
13	0.553	28	0.374	43	0.301	58	0.258
14	0.532	29	0.367	44	0.297	59	0.256
15	0.514	30	0.361	45	0.294	60	0.254
16	0.497	31	0.355	46	0.291	61	0.252
17	0.482	32	0.349	47	0.288	62	0.250

(Source: Duwi Priyatno, 2009)

Table 3.5 above showed the r Table of Pearson Product Moment. The purpose of this table was to identify whether each item of the questionnaire is valid. By looking at the significance value or comparing the values of each item with the r table product moment, the researcher can identify the validity of the questionnaire. This study has conducted a pilot test to pre-test the questionnaire on 30 respondents. Hence, based on the table above, the critical value for N=30 is 0.361. Thus, the value of each questionnaire item must exceed or equal to 0.361. So, it can only be concluded that the items of questionnaire are considered valid.

### **3.10 DATA ANALYSIS METHOD**

Quantitative data analysis is a statistical approach that is used to analyze numerical data gathered through online or offline surveys or other methods (Rahman and Muktadir, 2021). In this study, questionnaires were distributed to the respondents. After all the questionnaire data has been collected from the survey, the data was converted into information by using SPSS version 29.0. Thus, the data was being analyzed by using descriptive analysis, Pearson correlation analysis, and multiple regression analysis.

#### **3.10.1 DESCRIPTIVE ANALYSIS**

Descriptive analysis is a technique for presenting and analyzing data numerically (Shah et al., 2021). It is an important part of numerical analysis because it can help summarize and describe the data constructively (Rama et al., 2023). This study's descriptive analysis will describe the variable in two aspects which are central tendency measures and dispersion measures.

First, the measure of central tendency in the research aims to describe the center of a data set. These measures may include the mean, median and mode. In this study, the researcher has adopted the mode and mean. Mode refers to the value that appears most frequently in the data set. In this study, the mode is assisted in analyzing data by determining which elements respondents prefer in each social media marketing strategy and which will strongly affect customer engagement in Small and Medium Enterprises (SMEs) in Johor, Malaysia.

In contrast, the mean is the average value of the sum of all values in a data set. The mean considers all the data and provides a more comprehensive summary. In this study, a descriptive analysis has been used to measure the elements of each independent variable (content types, social media advertising features and types of social media platforms). Thus, the average value from the data would determine that respondents are more likely to concur with certain variables on social media marketing strategy toward customer engagement.

On the other hand, there are three ways of measuring dispersion in research, which may include range, standard deviation, and coefficient of variation. In this study, the researcher has adopted the standard deviation. Standard deviation is a fundamental measure in descriptive statistical analysis, quantifying the dispersion of a set of values from the mean. A smaller standard deviation indicates that data points are closer to the mean, while a larger standard deviation suggests a greater spread.

In conclusion, descriptive analysis is an important step in this study because it will provide a comprehensive overview of the data. By effectively summarizing and visualizing the data, descriptive analysis helps to uncover key insights, helps the researcher identify the elements of each social media marketing strategy utilized by SMEs which under in the service sector in Johor, Malaysia, and effectively enhances customer engagement.

### 3.10.2 PEARSON CORRELATION ANALYSIS

The researcher has been used Pearson's correlation coefficient,  $r$ , to analyze the data in this study. Pearson's correlation analysis will help the researcher determine the strength of the linear relationship between two variables (Nethmin Malshani Pilanawithana et al., 2022). Besides that, Pearson's correlation analysis method is chosen in this study because the correlation can be compared without regard to the amount of variation displayed by each variable.

Table 3.6: Correlation Coefficient

Correlation Coefficient Value ( $r$ )	Direction and Strength of Correlation
-1	Perfectly negative
-0.8	Strongly negative
-0.5	Moderately negative
-0.2	Weakly negative
0	No association

0.2	Weakly positive
0.5	Moderately positive
0.8	Strongly positive
1	Perfectly positive

(Sources: Ratnasari et al., 2016)

Table 3.4 showed the values of the correlation coefficient,  $r$ . The correlation coefficient value ranges from -1.00 to +1.00. A value of +1 represents a perfectly positive correlation, which indicates that the two variables are precisely related, while +0.50 represents a moderately positive relationship between the two variables. By contrast, a value of -1.0 represents a perfectly negative correlation, meaning the two variables are precisely related. However, as the values of one variable increase, those of the other decrease, while -0.5 is a moderately negative relationship between the two variables. Lastly, a value of 0 means that the variables have no association.

### 3.10.3 MULTIPLE REGRESSION ANALYSIS

Regression analysis is a widely used quantitative research method that can explore the relationship between one or more independent variables and a dependent variable (Roy et al., 2022). There are several types of techniques for regression analysis, such as simple linear regression, multiple regression, ridge regression, and others. In this study, multiple regression analysis is chosen. Multiple regression analysis is an extension of simple linear regression. It allows the researcher to analyze the relationship between multiple independent variables and a dependent variable. According to Deniz (2020), multiple regression is to find the equation that best represents the linear relationship between variables  $X$  and  $Y$ . The linear additive model for relating this study's dependent variable to the independent variable is shown below.

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

From the equation above,  $y$  is represented the dependent variable in this study, customer engagement, while  $X_1, X_2, X_3$  are represented the independent variables which are content types, social media advertising features, and types of social media platforms.

### 3.11 SUMMARY

This chapter outlined the research methodology that used to conduct and collect data. Most of this chapter was discussed the suitable research design and methodological choice used to conduct the study. In this study, the survey strategy has been used to collect data quantitatively. In addition, simple random sampling using the probability technique was used to conduct the survey. The 384 sets of questionnaires were distributed to individuals aged 18-55 who are active social media users in Johor, Malaysia. Then, the SPSS software version 29.0 has been used to analyze the data after all the questionnaires are returned. Lastly, a more detailed of data analysis and interpretation of the results have been discussed in the following chapter.



## CHAPTER 4

### DATA ANALYSIS AND DISCUSSION

#### 4.1 INTRODUCTION

In this chapter, the results of survey questionnaire from the respondent's data will be analyzed and discussed. First of all, the result of pilot test was covered in this chapter. It was followed by respondent's rate. On the other hand, this chapter also covered few parts such as demographic analysis, descriptive statistical analysis and inferential analysis which consist of Pearson Correlation Analysis for testing hypothesis, and Multiple Regression Analysis. The analysis outcomes in this chapter have been presented in the chart and table form. Finally, a summary was drawn at the end of this chapter.

#### 4.2 PILOT TEST

In this research, the pilot test was conducted to pre-test the questionnaire on 30 respondents before the actual questionnaire was distributed. The purpose of the pilot test is to ensure whether the respondents understand about the questions given in the questionnaire.

#### 4.2.1 VALIDITY TEST

Table 4.1: Validity Test for Pilot Test

Items	Values	Critical Values	Validity
1	0.414	0.361	Valid
2	0.592	0.361	Valid
3	0.541	0.361	Valid
4	0.572	0.361	Valid
5	0.613	0.361	Valid
6	0.426	0.361	Valid
7	0.460	0.361	Valid
8	0.506	0.361	Valid
9	0.534	0.361	Valid
10	0.552	0.361	Valid
11	0.594	0.361	Valid
12	0.580	0.361	Valid
13	0.658	0.361	Valid
14	0.715	0.361	Valid
15	0.621	0.361	Valid
16	0.597	0.361	Valid
17	0.462	0.361	Valid
18	0.557	0.361	Valid
19	0.595	0.361	Valid
20	0.642	0.361	Valid
21	0.608	0.361	Valid
22	0.625	0.361	Valid
23	0.441	0.361	Valid
24	0.408	0.361	Valid
25	0.435	0.361	Valid
26	0.565	0.361	Valid
27	0.749	0.361	Valid
28	0.666	0.361	Valid
29	0.651	0.361	Valid

30	0.634	0.361	Valid
31	0.478	0.361	Valid
32	0.656	0.361	Valid
33	0.541	0.361	Valid
34	0.606	0.361	Valid
35	0.475	0.361	Valid
36	0.407	0.361	Valid
37	0.479	0.361	Valid
38	0.739	0.361	Valid
39	0.656	0.361	Valid
40	0.574	0.361	Valid
41	0.523	0.361	Valid
42	0.429	0.361	Valid
43	0.660	0.361	Valid
44	0.579	0.361	Valid
45	0.499	0.361	Valid

Table 4.1 showed the validity test on 45 items in questionnaire. In this research study, researcher took 30 respondents to do the pilot test. After conducting the pilot test, it could be concluded that all of the items questionnaire are valid. This is because according to the r table product moment stated in previous chapter, the value of each item is greater than the critical value for N=30, which is 0.361. Thus, all of the items could be included in further survey questionnaire.

#### 4.2.2 RELIABILITY TEST

In this research study, the reliability was measured by applying the Cronbach's alpha.

Table 4.2: Reliability Statistics

Cronbach's Alpha	N of Items
0.950	45

According to the table 4.2, there are total 45 items to be measured by using the result of 30 respondents in which taken from the pilot test and it showed that the alpha value was achieved 0.950. Hence, it means that all the items used for measuring these four variables in the survey questionnaire were reasonable internal consistency and considered excellent.

### 4.3 RESPONDENTS RATE

Table 4.3: Responses Rate

Criteria	Total	Percent (%)
Number of questionnaires distributed	410	100
Valid responses	384	93.7
Non-Target Responses	26	6.3

This research study has distributed 410 (100%) sets of questionnaires to respondents who was live at Johor. After examination, the researcher determined that 384 or 93.7% responses were valid to be used in the research. However, the 26 responses, accounting for 6.3% of the total, were not the target responses and there were excluded from the analysis to ensure the data reliability and validity.

### 4.4 DEMOGRAPHIC ANALYSIS

In this research study, demographic analysis was used to analyze the general information of the respondents. The analysis is consisting the basic frequently data from the sample which are gender, race, age, highest education level, social media usage, types of social media uses, frequency of using social media, SMEs experiences, social media browser based on SMEs experienced and the types of social media used to browse SMEs information.

#### 4.4.1 GENDER

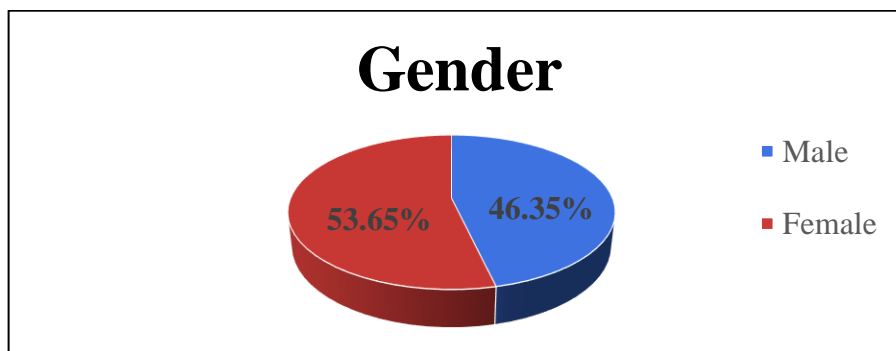


Figure 4.1: Gender

The gender of the respondents who participated in this survey was presented in figure 4.1. Out of 384 respondents, the majority of respondents were female that is 206 respondents and it represents 53.65% of the total respondents. While the rest of the respondents were male and this equates to 178 respondents (46.35%). Thus, this showed those female respondents have taken over the majority to involve in the survey.

#### 4.4.2 RACE

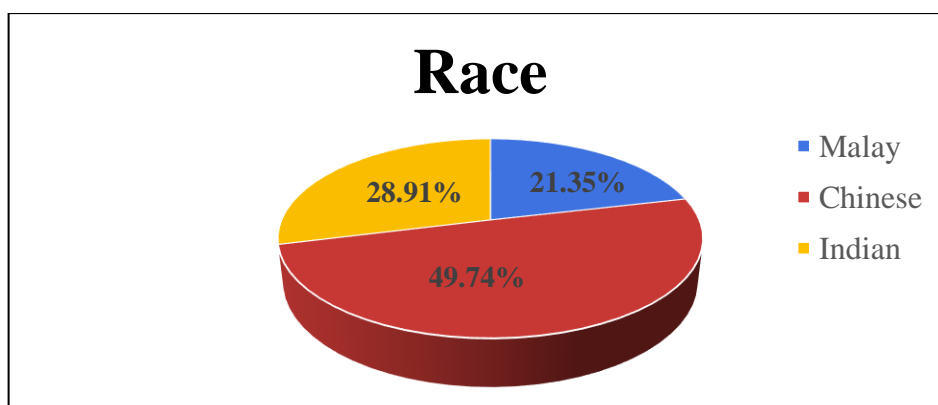


Figure 4.2: Race

Figure 4.2 exhibited the three races of the respondents, which were Malay, Chinese, Indian and others. There were 21.35% Malay respondents, 49.74% Chinese respondents while Indian respondents were amounted 28.91%. This showed the majorities of respondents were Chinese and followed by Indian.

#### 4.4.3 AGE

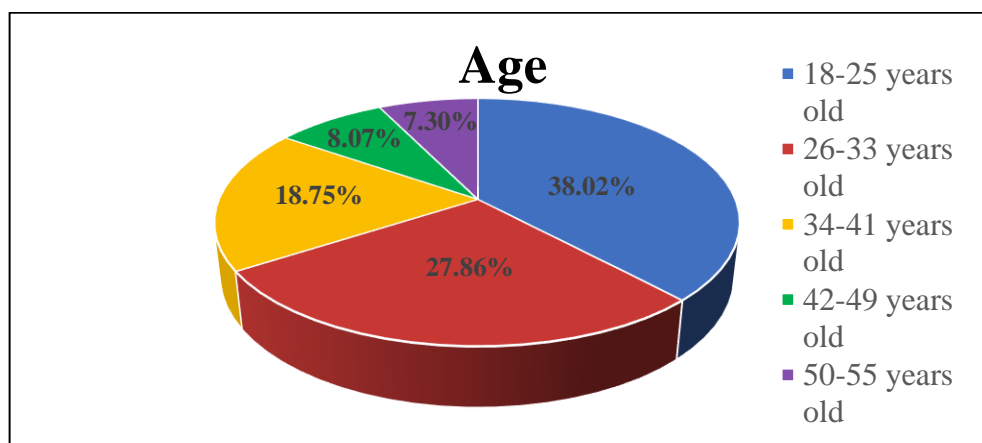


Figure 4.3: Age

Figure 4.3 exhibited the five range of age of the respondents, which were 18 to 25 years old, 26 to 33 years old, 34 to 41 years old, 42 to 49 years old and 50 to 55 years old. There were 38.02% respondents are 18 to 25 years old, 27.86% respondents are 26 to 33 years old, 18.75% respondents are 34 to 41 years old, 8.07% respondents are 42 to 49 years old, and 7.30% respondents are 50 to 55 years old. This showed the majorities of respondents were 18 to 25 years old.

#### 4.4.4 HIGHEST EDUCATION LEVEL

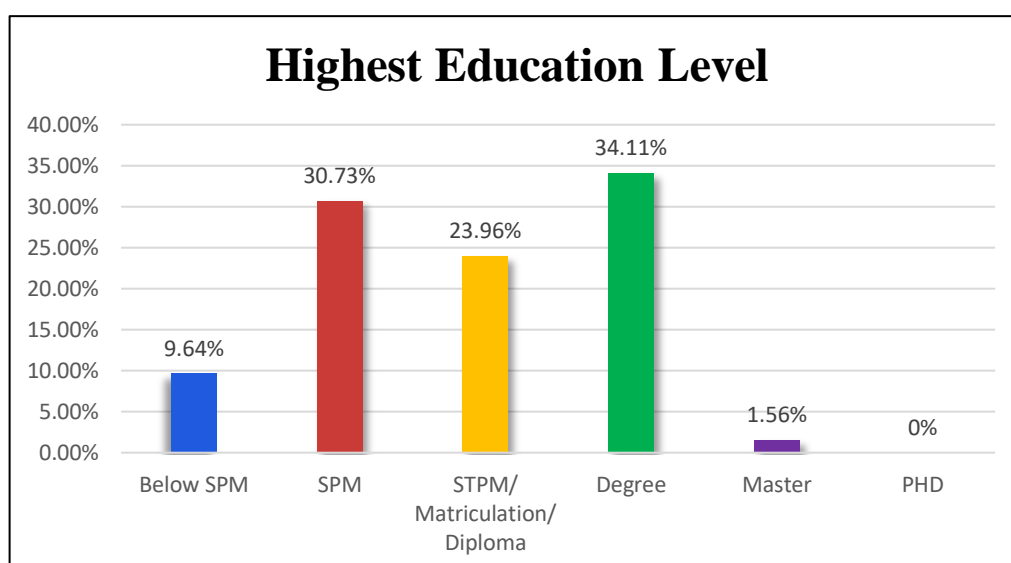


Figure 4.4: Highest Education Level

As illustrated in figure 4.4, there were six categories of the respondent's highest education level who contributed to this research study which were below SPM, SPM, STPM or Matriculation or Diploma, Degree, Master and PHD. The highest proportions of education level among respondents are Degree holder, which recorded 34.11%. It followed by SPM, which comprised of 30.73%. In addition, the results revealed that 23.96% respondents were holding STPM or Matriculation or Diploma, whereas below SPM holder comprised of 9.64%. Meanwhile, respondents who hold Master consisted of 1.56%. Lastly, there are no respondents were PHD level holder of the total respondents.

#### 4.4.5 SOCIAL MEDIA USAGE

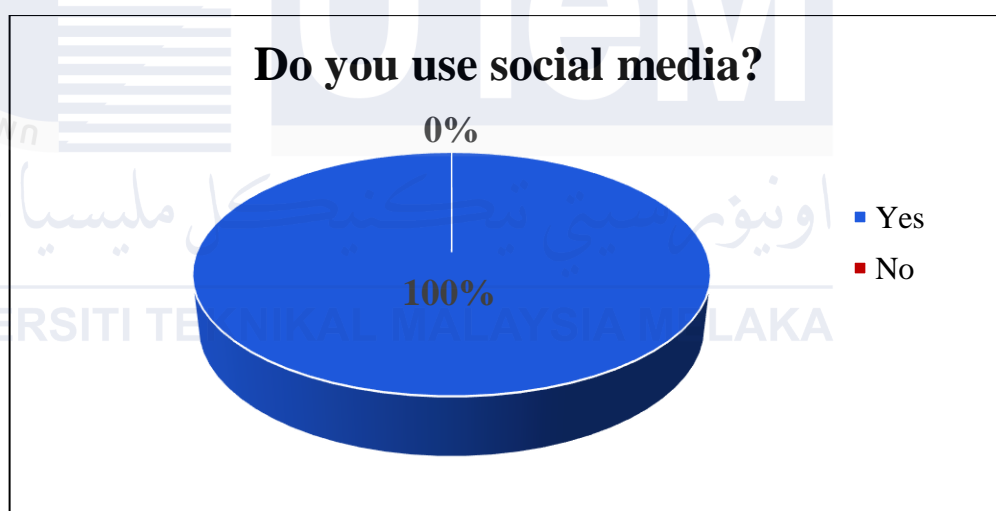


Figure 4.5: Types of SMEs

The data on figure 4.5 reveal that all the respondents have used the social media.

#### 4.4.6 TYPES OF SOCIAL MEDIA USE

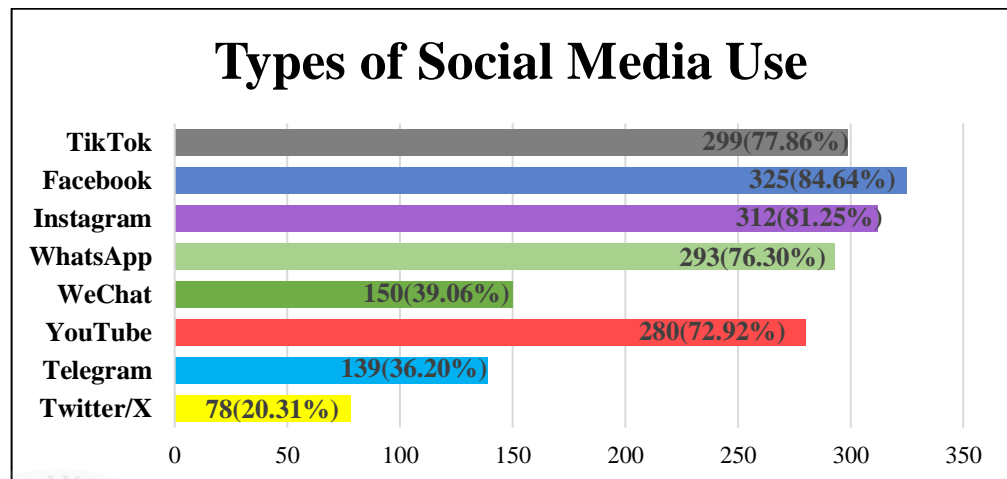


Figure 4.6: Types of Social Media Use

Figure 4.6 above illustrated the types of social media use by respondents, which were TikTok, Facebook, Instagram, WhatsApp, WeChat, YouTube, Telegram and Twitter/X. The majority of respondents were used Facebook that is 325 respondents and it represents 84.64% of the total respondents, followed by Instagram that is 312 respondents and it represents 81.25% of the total respondents. In addition, TikTok is used by 299 respondents with 77.86%, while WhatsApp and YouTube are utilized by 293(76.30%) and 280(72.92%) respectively. WeChat accounts for 150(39.06%) respondents used, and Telegram is used by 139(36.20%) of respondents. Lastly, Twitter/X has the lowest percentage, with 78(20.31%) of respondents indicating its usage.



#### 4.4.7 FREQUENCY OF USING SOCIAL MEDIA

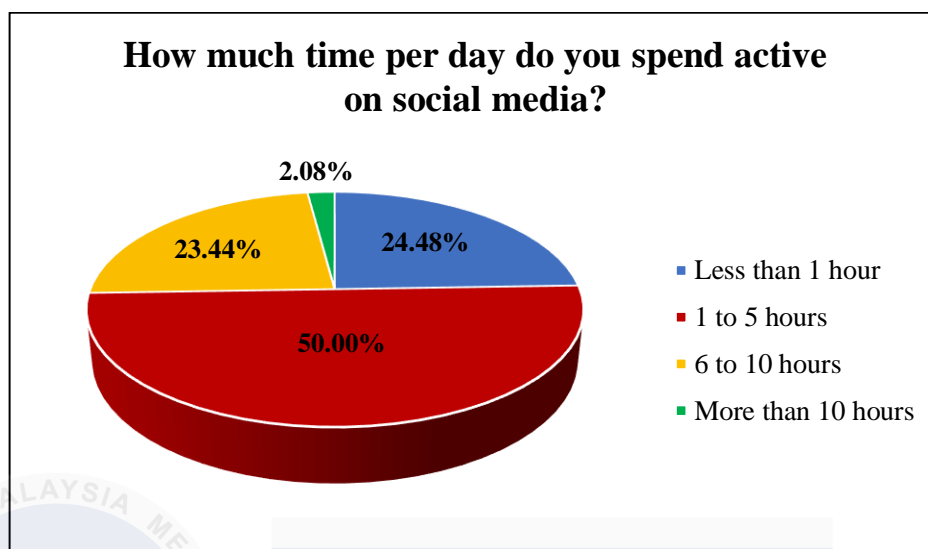


Figure 4.7: Frequency of Using Social Media

Based on figure 4.7, it showed that the frequency of using social media, which were less than 1 hour, 1 to 5 hours, 6 to 10 hours, and more than 10 hours. The majority of respondents that is 50.00%, have spent 1 to 5 hours on social media actively, followed by 24.48% of respondents have spent less than 1 hour on social media actively. In addition, the 23.44% of respondents have spent 6 to 10 hours on social media actively. Lastly, that have only 2.08% of respondent have spent more than 10 hours on social media.

#### 4.4.8 SMEs EXXPERIENCES

The names of SMEs provided by respondents in this survey have been verified by the researcher to ensure they are businesses located within the state of Johor. This verification process involved cross-checking the provided SME names using Google Searches to confirm their authenticity and relevance to the research objectives.

#### 4.4.9 TYPES OF SERVICE EXPERIENCES FROM SMEs IN JOHOR

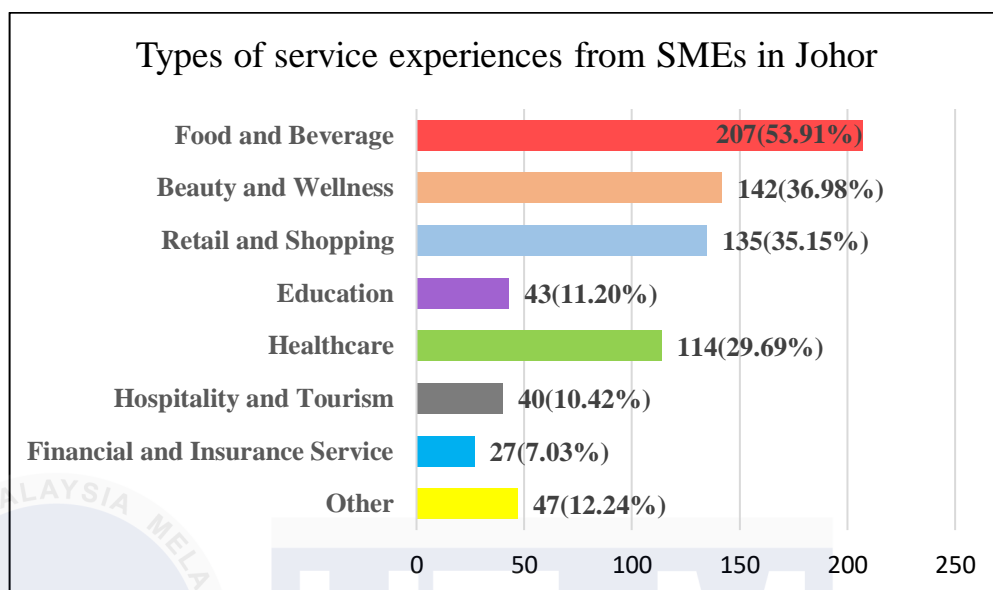


Figure 4.8: Types of Service Experiences from SMEs In Johor

There are several types of service from SMEs in Johor such as food and beverage, beauty and wellness, retail and shopping, education, healthcare, hospitality and tourism, financial and insurance service and others that have been experienced by respondents. The most of the service that respondents have been experienced from SMEs in Johor are food and beverage, which are 207(53.91%) respondents. It was followed by beauty and wellness service which is 142(36.98%) of respondents. Besides, there were 135(35.15%) respondents have experienced the retail and shopping services. Meanwhile, healthcare and other services have been experienced by respondents were consisted of 114(29.69%) and 47(12.24%) respectively. In addition, education and hospitality and tourism service have been experienced by respondents were consisted of 43(11.20%) and 40(10.42%) respectively. Lastly, the analysis revealed that only 27(7.03%) respondents have experienced the finance and insurance service from SMEs in Johor, which were the least among the total respondents.

#### 4.4.10 FREQUENCY OF USING SOCIAL MEDIA BASED ON SMEs EXPERIENCED

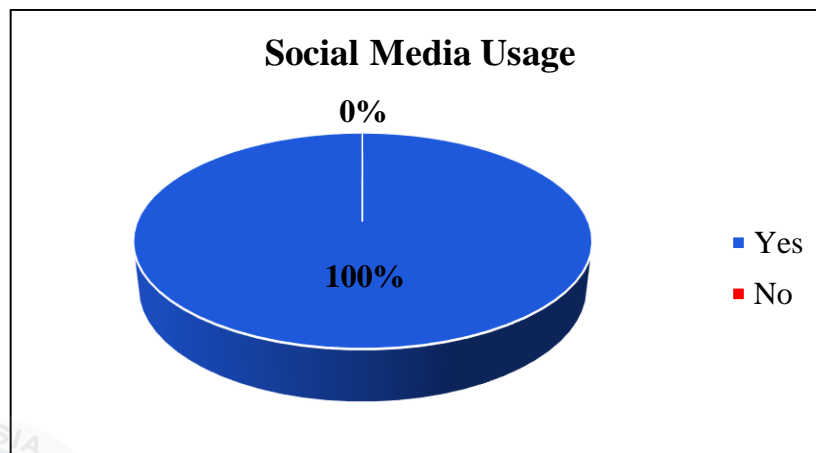


Figure 4.9: Social Media Usage

Based on figure 4.9, it showed that all respondents have browsed the company's social media.

#### 4.4.11 TYPES OF SOCIAL MEDIA USED TO BROWSE SMEs INFORMATION

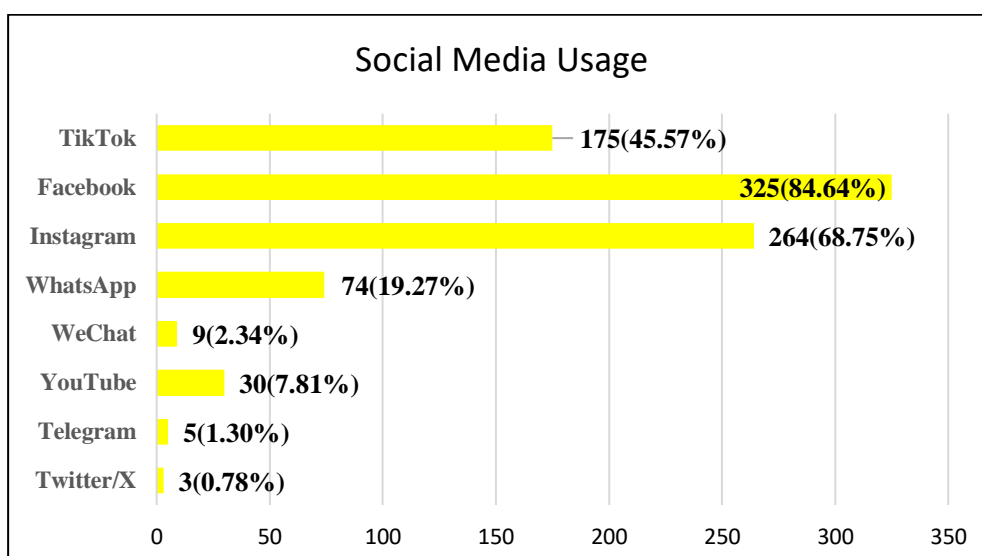


Figure 4.10: Types of Social Media Used to Browse Company's Information

Figure 4.10 showed that Facebook was a platform that used the most to browse SMEs Information, which was 325(84.64%) of respondents,

followed by Instagram, which were 264(68.75%). Besides that, the data also reveal that have 175 (45.57%) respondents have used TikTok to browse the company information. In addition, respondents also have used WhatsApp and YouTube to browse the company information, which were 74(19.27%) and 30(7.81%) respectively. For WeChat and Telegram, that have 9(2.34%) and 5(1.30%) respondents used it respectively. Lastly, Twitter/X was a platform that have the least respondents to used it, which was 2(0.78%).

#### 4.5 Descriptive Analysis

In this research study, descriptive analysis was provided the researcher with an overview of the respondent's perception of the variables stated in this study through mean and standard deviation information.

Table 4.4: Descriptive Statistics for forty items

Independent Variables	Sub section' items	Mean	Std. Deviation
<b>1. Content Types (IV 1)</b>	<b>B1: Verbal Content</b>		
	B1a	4.49	0.626
	B1b	4.43	0.651
	B1c	4.38	0.671
	B1d	4.34	0.697
	B1e	4.36	0.679
	<b>B2: Non-Verbal Content</b>		
	B2a	4.50	0.613
	B2b	4.52	0.609
	B2c	4.30	0.737
	B2d	4.30	0.744
	B2e	4.51	0.609
<b>2. Social Media Advertising Features</b>	<b>B3: Entertainment</b>		

<b>(IV 2)</b>			
	B3a	4.47	0.629
	B3b	4.38	0.671
	B3c	4.29	0.722
	B3d	4.46	0.633
	B3e	4.50	0.617
	<b>B4: Promotional Rewards</b>		
	B4a	4.48	0.626
	B4b	4.38	0.675
	B4c	4.43	0.670
	B4d	4.50	0.596
	B4e	4.52	0.596
	<b>B5: Informativeness</b>		
	B5a	4.50	0.630
	B5b	4.47	0.638
	B5c	4.42	0.669
	B5d	4.48	0.626
	B5e	4.49	0.630
<b>3. Types of Social Media Platforms (IV 3)</b>	<b>B6: TikTok</b>		
	B6a	4.53	0.625
	B6b	4.47	0.649
	B6c	4.47	0.638
	B6d	4.47	0.641
	B6e	4.52	0.621
	<b>B7: Facebook</b>		
	B7a	4.46	0.625
	B7b	4.46	0.641
	B7c	4.49	0.613
	B7d	4.48	0.625
	B7e	4.50	0.613
	<b>B8: Instagram</b>		

	B8a	4.47	0.629
	B8b	4.45	0.644
	B8c	4.48	0.650
	B8d	4.46	0.637
	B8e	4.50	0.634

Table 4.4 presented the results for 40 items' mean and standard deviation across three independent variables which are content types, social media advertising features and types of social media platforms. All of the items were measured based on a five-point Likert scale, ranging from 1- strongly disagree to 5- strongly agree.

For content types (IV 1), the mean values for all five items related to verbal content are ranged from 4.34 to 4.49. Among these items, the result indicating that the respondents are high valued to the useful and informative content shared by SMEs on social media. The standard deviations, ranging from 0.626 to 0.697 showed a moderate level of variation in responses, reflecting the consistent perceptions among respondents. For the non-verbal content, including photos, videos, links, status updates, and emojis, achieved mean scores ranging from 4.30 to 4.52. This reflect a strong preference for videos (mean = 4.52) and emojis (mean = 4.51), as indicated by the relatively low standard deviations (0.609 to 0.744). These results suggest that both verbal and non-verbal content effectively enhance customer engagement.

In terms of social media advertising features (IV 2), the subcomponents of entertainment, promotional rewards and informativeness also scored highly. The findings showed that the entertainment-related features with the mean values ranging from 4.29 to 4.50. This highlighted their role in creating engaging and enjoyable advertisements. For the promotional rewards, the mean values are ranged from 4.38 to 4.52, especially discounts and special offers. This have emphasized their importance in driving customer engagement. From the data in table 4.4, it also showed that informativeness-related features with the means values from 4.42 to 4.50. This indicated that the respondents appreciated receiving accurate, reliable, and easily accessible information about SMEs' services.

The findings for types of social media platforms (IV 3) have showed the high mean values for TikTok (4.47 to 4.53), Facebook (4.46 to 4.50), and Instagram (4.45 to 4.50). These platforms were regarded as crucial channels for SMEs in the service

industry, with respondents expressing strong interest in their content accessibility and visual appeal.

Table 4.5: Descriptive Statistics for each sub-section of Independent Variables

Independent Variables	Sub section	Mean	Std.Deviation
1. Content Types (IV 1)	B1: Verbal Content	4.4000	0.58296
	B2: Non-Verbal Content	4.4250	0.53903
2. Social Media Advertising Features (IV 2)	B3: Entertainment	4.4224	0.56773
	B4: Promotional Rewards	4.4625	0.55020
	B5: Informativeness	4.4729	0.56725
3. Types of Social Media Platforms (IV 3)	B6: TikTok	4.4901	0.57129
	B7: Facebook	4.4797	0.55882
	B8: Instagram	4.4714	0.58547

Table 4.5 provided a detailed breakdown of the descriptive statistics for each sub-section of the independent variables. Among the sub-sections, Among the sub-sections, TikTok achieved the highest mean value (4.4901, SD = 0.57129), followed by Facebook (4.4797, SD = 0.55882) and Instagram (4.4714, SD = 0.58547). For advertising features, Informativeness scored the highest (mean = 4.4729, SD = 0.56725), followed by Promotional Rewards (mean = 4.4625, SD = 0.55020) and Entertainment (mean = 4.4224, SD = 0.56773). In content types, Non-verbal Content (mean = 4.4250, SD = 0.53903) slightly outperformed Verbal Content (mean = 4.4000, SD = 0.58296).

Table 4.6: Descriptive Statistics for Independent Variables and Dependent Variables

Variables	Mean	Std. Deviation
1. Content Types (IV 1)	4.4125	0.53844
2. Social Media Advertising Features (IV 2)	4.4526	0.54038
3. Types of Social Media Platforms (IV 3)	4.4804	0.53512

4. Customer Engagement (DV)	4.4802	0.55827
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As summarized in Table 4.6, the overall mean values for the independent variables and dependent variables were as follows: Content Types (4.4125), Social Media Advertising Features (4.4526), Types of Social Media Platforms (4.4804), and the dependent variables, Customer Engagement (4.4802). These results indicated that while all variables positively influenced customer engagement and the types of social media platforms played the most significant role, followed by social media advertising features and content types. Meanwhile, the low standard deviations across variables further confirmed the reliability and consistency of respondents' evaluations.

## 4.6 INFERENTIAL ANALYSIS

Inferential statistics were used a random sample of data collected from a population to describe and make inferences about the population. Inferential statistics were used to determine the probability of characteristics of population based on the characteristics of researcher sample. Besides, inferential statistics also help to assess strength of the relationship between independent variables and dependent variables. In this research study, there were several types of inferential statistic such as Pearson correlation, and multiple regression analysis that used by researcher to test a hypothesis and draw conclusions about a population.

### 4.6.1 PEARSON CORRELATION ANALYSIS

In this research study, Pearson correlation was conducted to determine the strength of the linear relationship between each independent variable and the dependent variable. The data were analyzed by using bivariate correlation analysis. Therefore, the item-item questionnaire that significantly correlated with total score indicates that the items were valid.



Table 4.7: Pearson Correlation Analysis

<b>Determinants</b>	<b>Correlate Values</b>	<b>Significant</b>
Content Types (IV 1)	0.804	0.000
Social Media Advertising Features (IV 2)	0.873	0.000
Types of Social Media Platforms (IV 3)	0.892	0.000

Based on the table 4.7, it has shown that the correlation between three independent variables such as content types, social media advertising features, and types of social media platforms and dependent variable which was customer engagement in Small and Medium Enterprises (SMEs) in service industry.

From the data in table 4.7, it was apparent that the correlate values of content types, social media advertising features and types of social media platforms were 0.804, 0.873, 0.892 respectively. It is categorized into the strong positive relationship. This is because these variables are fall into the range of correlation coefficient of 0.8 to 1.0, which indicated that these variables were statistically strong positive relationship with customer engagement in Small and Medium Enterprises (SMEs) in service industry.

Therefore, based on the results above, all of the variables were categorized under strong positive relationship in which significant value was 0.000. Hence, it can be concluded that all of the null hypothesis (H<sub>0</sub>) were accepted and alternative hypothesis (H<sub>1</sub>) were rejected.

#### **4.6.2 MULTIPLE REGRESSION ANALYSIS**

In this research study, multiple regression analysis was conducted to evaluate the relationship between customer engagement (dependent variable) and various aspects of social media marketing strategies (independent variables). These included content types, social media advertising features, and types of social media platforms. The analysis aimed to identify significant

predictors of customer engagement in SMEs within the service industry in Johor, Malaysia.

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.906 <sup>a</sup>	0.821	0.820	0.23692

a. Predictors: (Constant), Social Media Advertising Features, Types of Social Media Platforms

b. Dependent Variable: Customer Engagement

Based on the table 4.8, the value of R was 0.906 and the coefficient of determination R square is equal to 0.821 which showed that about 82.1% of the variation affected customer engagement by variables of content types, social media advertising features and types of social media platforms. Besides, the rest of 17.9% of the model is explained by other determinants which were able to affect the customer engagement.

Table 4.9: Regression Coefficient of Variables

Model	Unstandardized Coefficients (B)		Sig.	
	Test 1	Test 2	Test 1	Test 2
(Constant)	0.181	0.172	0.086	0.099
Content Types (IV 1)	-0.032		0.545	
Social Media Advertising Features (IV 2)	0.399	0.377	0.000	0.000
Types of Social Media Platforms (IV 3)	0.594	0.587	0.000	0.000

Dependent Variables: Customer Engagement

Table 4.9 represented the Coefficients Multiple Regression Analysis for the independent variables. Throughout the analysis, researcher found that the content types (IV 1) have no significant relationship on customer engagement. This is because the significant of content types were greater than 0.05. Hence, researcher was repeated the tests for Coefficients Multiple Regression Analysis until other variables are significant at 0.000.

Based on the regression equation, researcher has calculated the statistical result:

$$Y = 0.181 + 0.377 (\text{IV } 2) + 0.587 (\text{IV } 3)$$

Where  $Y$  = Customer Engagement

IV 2 = Social Media Advertising Features

IV 3 = Types of Social Media Platforms

Based on the equation above, regression coefficient of social media advertising features was 0.377. It means that every 1 unit of x would lead to increase 0.377 on customer engagement in social media advertising features (IV 2). Besides, the regression coefficient of types of social media platforms is 0.587. So, it means that every 1 unit of x would lead to increase 0.587 on customer engagement in types of social media platforms (IV 3).

Among the three independent variables, types of social media platforms (IV 3) have the strongest influence on customer engagement where unstandardized beta equal to 0.587. Thus, types of social media platforms were the most important predictor of customer engagement, and followed by social media advertising features is 0.377.

### 4.6.3 SUMMARY OF HYPOTHESES

#### Hypothesis 1: Content Types

$H_0$ : Content Types can significantly influence customer engagement.

$H_1$ : Content Types cannot significantly influence customer engagement.

Based on Table 4.7, the result of the correlation value for content types (IV1) is 0.804, and the significance is 0.000. Since the significance of content types (IV1) is less than 0.05, it shows that content types (IV1) can significantly influence customer engagement. Therefore, the researcher accepted the null hypothesis ( $H_0$ ) and rejected the alternative hypothesis ( $H_1$ ).

## **Hypothesis 2: Social Media Advertising Features**

H<sub>0</sub>: Social Media Advertising Features can significantly influence customer engagement.

H<sub>1</sub>: Social Media Advertising Features cannot significantly influence customer engagement.

Based on Table 4.7, the result of the correlation value for Social Media Advertising Features (IV2) is 0.873, and the significance is 0.000. Since the significance of social media advertising features (IV2) is less than 0.05, it shows that social media advertising (IV2) can significantly influence customer engagement. Therefore, the researcher accepted the null hypothesis (H<sub>0</sub>) and rejected the alternative hypothesis (H<sub>1</sub>).

## **Hypothesis 3: Types of Social Media Platforms**

H<sub>0</sub>: Types of Social Media Platforms can significantly influence customer engagement.

H<sub>1</sub>: Types of Social Media Platforms cannot significantly influence customer engagement.

Based on Table 4.7, the result of the correlation value for types of social media platforms (IV3) is 0.892, and the significance is 0.000. Since the significance of types of social media platforms (IV3) is less than 0.05, it shows that types of social media platforms (IV3) can significantly influence customer engagement. Therefore, the researcher accepted the null hypothesis (H<sub>0</sub>) and rejected the alternative hypothesis (H<sub>1</sub>).

Table 4.10: Summary of Hypotheses

Hypothesis	Decision
H <sub>1</sub> : Content Types can significantly influence customer engagement	Rejected
H <sub>2</sub> : Social Media Advertising Features can significantly influence customer engagement.	Accepted
H <sub>3</sub> : Types of Social Media Platforms can significantly influence customer engagement.	Accepted

#### 4.7 SUMMARY

This chapter has discussed the methods used to analyze the result of survey. There were three types of data analysis methods such as demographic analysis, descriptive analysis and inferential analysis which were used to analyze the outcome of the data collected in this chapter. Generally, reliability analysis was used to determine whether the instrument used in this study is reliable. Besides, descriptive analysis was used to analyze the mean and standard deviation of each factor. Next Pearson correlation was used to quantify the strength of the linear relationship between two numerical variables. In addition, multiple regression analysis was conducted in this research study to assess the strength of relationship between a numerical dependent variable and one or more numerical independent variable. Lastly, the results were generated for further discussion.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION



#### 5.1 INTRODUCTION

In this chapter, researcher was discussed the major findings based on the results that have been presented in previous chapter and draw a conclusion with the implication of this study. The research objectives have been answered in this chapter. Lastly, recommendation for this research also proposed for future researcher who interested in this field.

#### 5.2 CONCLUSION

In this section, researcher was discussed the findings from previous chapter and attempted to accomplish the three main research objectives that have been discussed previously. Hence, research objectives were achieved based on the results of descriptive analysis, multiple regression analysis and Pearson correlation analysis. First, researcher has discussed the determinants that could contributed to customer engagement in Small and Medium Enterprises (SMEs) in service industry. Second, the relationship between each determinant that affects customer engagement have been discussed. It followed by discussing the most determinants that affect customer

engagement. At last, from the analysis, this research study has fulfilled the research objectives.

**5.2.1 OBJECTIVE 1:** To identify the element of each social media marketing strategy that SMEs which under in the service sector in Johor, Malaysia utilize and that will effectively enhance customer engagement.

The first objective of this study was to identify the element of each social media marketing strategy that SMEs which under in the service sector in Johor, Malaysia utilize and that will effectively enhance customer engagement. To achieve this research objective, the descriptive analysis was adopted by the researcher.

For the content types, our findings revealed several notable patterns that both support and extend previous research, which are the non-verbal content (mean=4.4250) are slightly outperformed verbal content (mean=4.4000) in the Malaysian context. This means visual elements like photos, videos, and emojis are more engaging than text-based content alone. While prior studies like Ali Sandi & Tema Atmaja (2024) and McCarthy (2020) emphasized the importance of informational content, our findings suggests that Malaysian customers have a stronger preference for visual and interactive content. This finding has added new depth to the existing literature.

Furthermore, for the social media advertising features, our analysis showed that informativeness achieved the highest mean value (4.4729) among all features. This finding is differing from Ji et al.'s (2022) study, which found that the informativeness had minimal impact on engagement. This difference might be attributed to the unique characteristics of Malaysian consumers, who appear to place higher value on accurate and reliable information when engaging with SMEs on social media. For the other features, the strong performance of promotional rewards (mean=4.4625) and entertainment features (mean=4.4224) also supporting by the previous studies like El-Naga

(2022); Yeneneh Tamirat Negash et al. (2024); Shafiq et al. (2023) findings about the importance of both promotional rewards and entertainment features.

In addition, for the types of social media platforms. The result of analysis shown that the TikTok achieved the highest mean values (4.4901) among all the social media platforms. This result is consistent with the previous research like Rossi et al., (2023), which found that the types of social media platforms has a proven positive impact on influencing the formation of customer engagement particularly TikTok. For the other social media platforms, the strong performance of Facebook (mean=4.4797) and Instagram (mean=4.4714) also supporting by the previous studies like El-Naga (2022), Yeneneh Tamirat Negash (2024) and Shafiq et al. (2023) findings. Although TikTok has a slightly higher mean values, but the small differences between platform means suggest that Malaysian customers are actively engaged across all three platforms.

In overall, the types of social media platforms showed the highest overall mean (4.4804), followed by social media advertising features (4.4526) and content types (4.4125). The consistently high means with relatively low standard deviations indicate that all these elements effectively contribute to customer engagement. Therefore, it can be concluded that all the elements of each social media marketing strategies were considered acceptable for further analysis.

**5.2.2 OBJECTIVE 2:** To determine the relationship between social media marketing strategies and customer engagement in SMEs which under in the service sector in Johor, Malaysia.

The second objective of this study was to determine the relationship between social media marketing strategies and customer engagement in SMEs which under in the service sector in Johor, Malaysia. To achieve this research objective, the Pearson correlation analysis was adopted by the researcher. Based on the findings in previous chapter, all the three determinants were



significant and have strong positive relationship with customer engagement in Small and Medium Enterprises (SMEs) in the service industry. Therefore, the alternative hypothesis (H1) of all variables were rejected.

At first, content types have a strong relationship with customer engagement. This implies that the Malaysian Customers have a strong preference for the content types. This finding is consistent with the result of the previous research like Prasetyaningtyas et al., 2022 that stated that the social media content has a positive impact on customer engagement. However, this finding also has some notable differences. While Ali Sandi and Tema Atmaja (2024) found informational content to be the primary driver of engagement, our study revealed that platform selection and advertising features had stronger correlations with engagement than content types. This difference may be attributed to the evolving digital landscape in Malaysia, where platform-specific features are becoming increasingly important for engagement.

In addition, the strong correlation between social media advertising features and engagement ( $r = 0.873$ ) aligns with Ji et al.'s (2022) findings but contradicts their conclusion about informativeness. Our study found that informativeness, along with entertainment and promotional rewards, all significantly contributed to engagement. This fills a research gap by demonstrating that Malaysian SME customers value informative content alongside entertainment elements, suggesting a more holistic approach to engagement.

Lastly, a particularly noteworthy finding is the extremely strong correlation between social media platforms and engagement ( $r = 0.892$ ), which extends beyond Rossi et al.'s (2023) findings by demonstrating that platform choice is crucial in the Malaysian context. This addresses a research gap regarding the relative importance of platform selection in emerging markets.

**5.2.3 OBJECTIVE 3:** To analyze the social media marketing strategies influencing customer engagement in SMEs which under in the service sector in Johor, Malaysia.

In this research study, the findings of multiple regression analysis in previous chapter have been discussed to analyze the social media marketing strategies influencing customer engagement in Small and Medium Enterprises (SMEs) which under in the service sector in Johor, Malaysia. The result revealed that types of social media platforms were scored the highest regression coefficient among the other two variables with a value of 0.587. Therefore, it could be concluded that the types of social media platforms were the most important determinant which affects customer engagement in SMEs within the service industry in Johor, Malaysia.

This finding was consistent with previous studies, such as Rossi et al. (2023), which demonstrated that the types of social media platforms significantly influence the formation of customer engagement. However, this finding also challenges existing literature. Although Susiyanto et al. (2023) emphasized TikTok's importance, our study extends this by demonstrating that platform choice overall is the strongest predictor of engagement in Malaysian SMEs in the service sector. Similarly, although Ningthoujam et al (2020), emphasized Facebook's importance, our study extends this by demonstrating that platform choice overall is the strongest predictor of engagement in Malaysia SMEs in the service sector. This is a new contribution to the literature, as previous studies hadn't quantified the relative importance of platform selection versus other marketing strategies.

For the non-significant impact of content types, it contradicts several previous studies (McCarthy, 2020; Martini et al., 2023) and represents an important new finding. This suggests that in the Malaysian service sector, how and where content is delivered may be more important than the content itself. This finding fills a research gap by challenging the conventional wisdom about content primacy in social media marketing.

On the other hand, the significant influence of social media advertising features with a value of 0.377 supports by El-Naga (2022) findings but this

finding provides new insights into the Malaysian context. This helps address the research gap regarding the effectiveness of different marketing strategies in Southeast Asian markets.

These findings suggest that Malaysian service sector SMEs should prioritize platform selection over advertising features and content type optimization. This represents a departure from traditional social media marketing approaches and provides practical guidance for SMEs in emerging markets. The study fulfills the identified research gap by providing empirical evidence of the relative importance of different social media marketing strategies in the Malaysian context, particularly highlighting the crucial role of platform selection in driving customer engagement.

### **5.3 RECOMMENDATION**

As a researcher in this study, researcher would like to recommend several suggestions for further improve as well as to overcome some limitations that faced in this research study. Meanwhile, researcher will also like to propose some suggestions for those who like to conduct the related research topic in order to enable them to fill up the gap associated with social media marketing strategies in enhancing customer engagement.

First of all, researcher recommends expanding the geographical scope to include SMEs from other states of Malaysia, such as Kuala Lumpur. This is because the expansion would provide a more comprehensive understanding of customer engagement patterns influenced by regional differences, such as demographics, cultural factors and purchasing power. Besides, future researcher can use different sampling technique like systematic random sampling that suitable for all sample sizes in order to enhance the generalizability and validity of findings.

Second, researcher proposes to broaden the target's age group instead of only focus on the population which was aged from 18 to 55 years old to include teenagers and senior citizens. Thus, future researcher can explore the engagement behaviours of theses specific groups and may uncover the unique opportunities for SMEs to tailor

their social media strategies more effectively. In addition, researcher also recommends conducting longitudinal study to capture the changes in customer engagement patterns over time. This is because such studies would provide the valuable insights into evolving customer preferences and the long-term effectiveness of social media marketing strategies.

Next, the content types are less influence to the customer engagement in SMEs within service industry. So, researcher recommends to future researcher continues to investigate what are the reasons that caused the content types become less influence among these three determinants. Through this way, future researchers may gain a deeper understanding the reasons that lead this determinant become less significant among the targeted respondents. Besides, for future, researcher also suggests that there are still have remaining unknown determinants that can be investigate by other researchers.

Furthermore, researcher proposes that SMEs owners and marketers can learn how to use advanced tools and analytics to understand what works best. On the other hand, SMEs owners also can partner with social media influencers to reach more people and build the stronger connection with customers. Beyond marketing, the integration of sustainability and corporate social responsibility (CSR) element into social media campaigns is recommended. This is because it can appeal to socially conscious consumers and foster deeper engagement due to highlighting eco-friendly practices and community involvement.

Lastly, researcher suggests that future research can also track changes over time by studying how customer engagement evolves. This can help SMEs understand long-term trends and adapt their strategies accordingly. In addition, government agencies and industry groups can support SMEs by offering training programs and campaigns to improve social media skills. They can also provide rewards or incentives for SMEs that use creative and effective marketing approaches. These steps can help SMEs in Johor build better relationships with their customers and grow their businesses successfully.

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Presentation for PSM 2															
Edit PSM Report															
Submission of full PSM 2															

### APPENDIX 3



#### **Analysis of Social Media Marketing Strategies towards Customer Engagement in Small and Medium Enterprises (SMEs) in the Service Industry in Johor, Malaysia.**

Good day everyone,

I am a final year student at Universiti Teknikal Malaysia Melaka (UTeM) and I am conducting a research survey for my Final Year Project (FYP) titled “Analysis of Social Media Marketing Strategies towards Customer Engagement in Small and Medium Enterprises (SMEs) in Service Industry in Johor, Malaysia.” This research aims to analyze how various social media marketing strategies, such as content types, social media advertising features, and the types of social media platforms used, can influence customer engagement with SMEs in the service sector.

Therefore, I would like to invite you to participate in this research. By sharing your experiences as a customer, you will help us to understand which social media

marketing strategies are most effective for audiences in Johor and how these can enhance customer engagement with local businesses.

Thank You for your participation!

***Analisis Strategi Pemasaran Media Sosial ke arah Penglibatan Pelanggan dalam Perusahaan Kecil dan Sederhana (PKS) dalam Industri Perkhidmatan di Johor, Malaysia.***

*Selamat hari semua,*

*Saya merupakan pelajar tahun akhir di Universiti Teknikal Malaysia Melaka (UTeM) dan saya sedang menjalankan tinjauan penyelidikan untuk Projek Tahun Akhir (FYP) saya bertajuk “Analisis Strategi Pemasaran Media Sosial ke arah Penglibatan Pelanggan dalam Perusahaan Kecil dan Sederhana (PKS) dalam Perkhidmatan Industri di Johor, Malaysia.” Penyelidikan ini bertujuan untuk menganalisis bagaimana pelbagai strategi pemasaran media sosial seperti jenis kandungan, ciri-ciri pengiklanan media sosial, dan jenis platform media sosial yang digunakan boleh mempengaruhi penglibatan pelanggan dengan PKS dalam sektor perkhidmatan.*

*Oleh itu, saya ingin menjemput anda untuk mengambil bahagian dalam penyelidikan ini. Dengan berkongsi pengalaman anda sebagai pelanggan, anda akan membantu kami memahami strategi pemasaran media sosial mana yang paling berkesan kepada audiens di Johor dan bagaimana ia boleh meningkatkan penglibatan pelanggan dengan perniagaan tempatan.*

*Terima Kasih atas penyertaan anda!*

**Information/Maklumat:**

1. Completion of this form will take you approximately 5-10 min/ *Pengisian borang ini akan mengambil masa lebih kurang 5-10 min.*
2. The contents of this questionnaire will be kept strictly confidential & for academic purpose only/ *Kandungan soal selidik ini akan dirahsiakan sepenuhnya & untuk tujuan akademik sahaja.*

**Instruction/Arahan:**

There are **THREE (3) sections** in this questionnaire. Answer **ALL** sections/ *Terdapat **TIGA (3) bahagian** dalam soal selidik ini. Jawab **SEMUA** bahagian.*

**Inquiry/Pertanyaan:**

If you have any questions or concerns about answering this questionnaire, please do not hesitate to contact:

*Jika anda mempunyai sebarang soalan atau kebimbangan tentang menjawab soal selidik ini, sila jangan teragak-agak untuk menghubungi.*

Tie Ya Rui	Madam Adilah Binti Mohd Din
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Contact: 011-10984686	

**SECTION A: DEMOGRAPHIC/ BAHAGIAN A: DEMOGRAFI**

This section relates with your background in brief. **Please tick (/)** for your answer.

*Bahagian ini berkaitan dengan latar belakang anda secara ringkas. **Sila tandakan (/)** untuk*

*jawapan anda.*

1. Gender/ *Jantina:*



1.	Male/ <i>Lelaki</i>		2.	Female/ <i>Perempuan</i>	
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2. Race/ *Bangsa*:

1.	Malay/ <i>Melayu</i>		2.	Chinese/ <i>Cina</i>	
3.	Indian/ <i>India</i>		4.	Others/ <i>Lain-lain</i>	

3. Age/ *Umur*:

1.	18 to 25 years old		2.	26 to 33 years old	
3.	34 to 41 years old		4.	42 to 49 years old	
5.	50 to 55 years old				

4. Highest Education Level/ *Peringkat Pendidikan Tertinggi*:

1.	Below SPM/ <i>Bawah SPM</i>		2.	SPM	
3.	STPM/ Matriculation ( <i>Matrikulasi</i> ) /Diploma		4.	Degree	
5.	Master		6.	PHD	

5. Do you use social media? / *Adakah anda guna media sosial?*

1.	Yes/ <i>Ya</i>		2.	No/ <i>Tidak</i>	
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6. Type of social media that you used (may answer more than one)/ *Jenis media sosial yang anda gunakan (boleh jawab lebih dari satu)*:

1.	TikTok		2.	Facebook	
3.	Instagram		4.	WhatsApp	
5.	WeChat		6.	YouTube	
7.	Telegram		8.	Twitter/ X	

7. How much time per day do you spend active on social media? / *Berapa banyak masa sehari yang anda gunakan untuk aktif di media sosial?*

1.	Less than 1 hour/ <i>Kurang daripada 1 jam</i>		2.	1 to 5 hours/ <i>1 hingga 5 jam</i>	
3.	6 to 10 hours/ <i>6 hingga 10 jam</i>		4.	More than 10 hours / <i>Lebih daripada 10 jam</i>	

8. Name **ONE (1)** of Small and Medium Enterprises (SMEs) in service industry that you have been and dealt with (becoming a customer) in Johor. / *Namakan **SATU (1)** Perusahaan Kecil dan Sederhana (PKS) dalam industri perkhidmatan yang anda pernah dan berurusan (menjadi pelanggan) di Johor.*

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9. Which types of service that you have experienced from Small and Medium Enterprises (SMEs) in Johor? (may answer more than one) / *Apakah jenis perkhidmatan yang anda pernah gunakan daripada Perusahaan Kecil dan Sederhana (PKS) di Johor? (boleh jawab lebih dari satu)*

1.	Food and Beverage (e.g., restaurants, cafes)/ <i>Makanan dan Minuman (contoh: restoran, kafe)</i>		2.	Beauty and Wellness (e.g., salons, fitness centers)/ <i>Kecantikan dan Kesejahteraan (contoh: salun, pusat kecergasan)</i>	
3.	Retail and Shopping (e.g., clothing stores, grocery shops)/ <i>Runcit dan Membeli-belah (contoh: kedai pakaian, kedai runcit)</i>		4.	Education (e.g., preschool, childcare centers)/ <i>Pendidikan (contoh: prasekolah, pusat jagaan kanak-kanak)</i>	
5.	Healthcare (e.g., clinics, pharmacies)/ <i>Penjagaan</i>		6.	Hospitality and Tourism (e.g., hotels, homestays)/ <i>Hospitaliti dan</i>	

	<i>Kesihatan (contoh: klinik, farmasi)</i>			<i>Pelancongan (contoh: hotel, inap desa)</i>	
7.	Financial and Insurance Services (e.g., banking, insurance providers)/ <i>Perkhidmatan Kewangan dan Insurans (contoh: perbankan, penyedia insurans)</i>		8.	Other / Lain-lain	

10. Have you ever browsed the company's social media? (If yes, answer the next question) / *Adakah anda pernah melayari media sosial syarikat? (Jika ada, jawab soalan yang seterusnya)*

1.	Yes/ <i>Ya</i>		2.	No/ <i>Tidak</i>	
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11. Which types of social media that you used to browse the company's information? (may answer more than one) / *Apakah jenis media sosial yang anda gunakan untuk melayari maklumat syarikat? (boleh jawab lebih dari satu)*

1.	TikTok		2.	Facebook	
3.	Instagram		4.	WhatsApp	
5.	WeChat		6.	YouTube	
7.	Telegram		8.	Twitter/ X	

**SECTION B: DETERMINANTS OF SOCIAL MEDIA MARKETING STRATEGIES TOWARDS CUSTOMER ENGAGEMENT/ BAHAGIAN B: PENENTU STRATEGI PEMASARAN MEDIA SOSIAL KE ARAH PENGLIBATAN PELANGGAN**

The following statements relate to the social media marketing strategies towards customer engagement. **Please tick (/)** in the appropriate box to indicate the extent of your agreement with **EACH** statement.

*Pernyataan berikut berkaitan dengan strategi pemasaran media sosial ke arah penglibatan pelanggan. Sila tandakan (/) dalam kotak yang berkenaan untuk menunjukkan tahap persetujuan anda untuk **SETIAP** pernyataan.*

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

#### A. Content Types/ Jenis Kandungan

I. Verbal Content/ Kandungan Lisan (This refer to the content that conveyed by using words/ Ini merujuk kepada kandungan yang disampaikan dengan menggunakan perkataan)		1	2	3	4	5
1.	The content shared by SMEs in service industry <b>offers useful information to me.</b> <i>Kandungan yang dikongsi oleh PKS dalam industry perkhidmatan menawarkan maklumat yang berguna kepada saya.</i>					
2.	The content shared by SMEs <b>informs me about the service marketed.</b> <i>Kandungan yang dikongsi oleh PKS memberitahu saya tentang perkhidmatan yang dipasarkan.</i>					
3.	The content <b>helps keep me up to date</b> about service marketed by SMEs. <i>Kandungan akan membantu saya mendapat maklumat terkini tentang perkhidmatan yang dipasarkan oleh PKS.</i>					

4.	The content shared by SMEs in service industry <b>create positive emotions</b> about the featured brand. <i>Kandungan yang dikongsi oleh PKS mewujudkan emosi positif tentang jenama yang ditampilkan.</i>					
5.	The content shared by SMEs in service industry <b>create positive feelings</b> about the featured brand. <i>Kandungan yang dikongsi oleh PKS mewujudkan perasaan positif tentang jenama yang ditampilkan.</i>					
<b>II. Non-Verbal Content/ Kandungan Bukan Lisan</b> (This includes visual elements that are used to communicate without using words/ Ini termasuklah elemen visual yang digunakan untuk berkomunikasi tanpa menggunakan perkataan.)		1	2	3	4	5
1.	I prefer to read the content that consists of <b>photo</b> . <i>Saya lebih suka membaca kandungan yang mengandungi foto.</i>					
2.	I prefer to read the content that consists of <b>videos</b> . <i>Saya lebih suka membaca kandungan yang mengandungi video.</i>					
3.	I prefer to read the content that consists of <b>links</b> . <i>Saya lebih suka membaca kandungan yang mengandungi pautan.</i>					
4.	I am interested in <b>status</b> updates shared by SMEs in the service industry.					

	<i>Saya berminat dengan kemas kini status yang dikongsi oleh PKS dalam industri perkhidmatan.</i>					
5.	The content <b>with emojis are interesting to me.</b> <i>Kandungan dengan emoji menarik bagi saya.</i>					

## B. Social Media Advertising Features/ Ciri-ciri pengiklanan media sosial

I. Entertainment/ Hiburan		1	2	3	4	5
1.	Social media advertisements of SMEs in service industry <b>can provide me fun.</b> <i>Iklan media sosial PKS dalam industri perkhidmatan boleh memberikan saya keseronokan.</i>					
2.	Social media advertisements of SMEs in service industry <b>can provide pleasure.</b> <i>Iklan media sosial PKS dalam industri perkhidmatan boleh memberikan kesenangan.</i>					
3.	When I'm bored, social media advertisements of SMEs in service industry <b>can help me get relief.</b> <i>Apabila saya bosan, iklan media sosial PKS dalam industri perkhidmatan boleh membantu saya mendapatkan kelegaan.</i>					
4.	I <b>can spend time by reviewing</b> social media advertisements of SMEs in service industry. <i>Saya boleh meluangkan masa dengan menyemak iklan media sosial PKS dalam industri perkhidmatan.</i>					
5.	Social media advertisements of SMEs in service industry <b>is entertaining.</b> <i>Iklan media sosial PKS dalam industri perkhidmatan adalah menghiburkan.</i>					
II. Promotional Rewards/ Ganjaran Promosi		1	2	3	4	5

<p>(1. “Benefits” refer to the advantages you gain from the advertisement. / “Manfaat” merujuk kepada kebaikan yang anda perolehi daripada iklan tersebut.</p> <p>2. “Premiums” are the extra items offered in a promotion. / “Premium” ialah bahan tambahan yang ditawarkan dalam promosi.</p> <p>3. “Rewards” are points or gifts given for engaging with brand. / “Ganjaran” ialah mata atau hadiah yang diberikan untuk melibatkan diri dengan jenama.</p> <p>4. “Discount” refers to price reduction. / “Diskaun” merujuk kepada pengurangan harga.</p> <p>5. “Special Offers” include limited-time promotions like free trials. / “Tawaran Istimewa” termasuk promosi masa terhad seperti percubaan percuma.)</p>						
1.	<p>Social media advertisements of SMEs in service industry <b>can provide me benefits.</b></p> <p><i>Iklan media sosial PKS dalam industri perkhidmatan boleh memberi manfaat kepada saya.</i></p>					
2.	<p>Social media advertisements of SMEs in service industry <b>can offer me premiums.</b></p> <p><i>Iklan media sosial PKS dalam industri perkhidmatan boleh menawarkan premium kepada saya.</i></p>					
3.	<p>Social media advertisements of SMEs in service industry <b>can give me rewards.</b></p> <p><i>Iklan media sosial PKS dalam industri perkhidmatan boleh memberi saya ganjaran.</i></p>					
4.	<p>Social media advertisements of SMEs in service industry <b>can give me discount.</b></p> <p><i>Iklan media sosial PKS dalam industri perkhidmatan boleh memberi saya diskaun.</i></p>					
5.	<p>Social media advertisements of SMEs in service industry <b>give me special offers.</b></p> <p><i>Iklan media sosial PKS dalam industri perkhidmatan memberi saya tawaran istimewa.</i></p>					

III. Informativeness/ <i>Bermaklumat</i>		1	2	3	4	5
1.	I can get new advertising information from social media advertisements of SMEs in service industry. <i>Saya boleh mendapatkan maklumat pengiklanan baharu daripada iklan media sosial PKS dalam industri perkhidmatan.</i>					
2.	I can get accurate advertising information from social media advertisements of SMEs in service industry. <i>Saya boleh mendapatkan maklumat pengiklanan yang tepat daripada iklan media sosial PKS dalam industri perkhidmatan.</i>					
3.	I can get reliable advertising information from social media advertisements of SMEs in service industry. <i>Saya boleh mendapatkan maklumat pengiklanan yang boleh dipercayai daripada iklan media sosial PKS dalam industri perkhidmatan.</i>					
4.	I can get the information I want from social media advertisements of SMEs in service industry. <i>Saya boleh mendapatkan maklumat yang saya inginkan daripada iklan media sosial PKS dalam industri perkhidmatan.</i>					
5.	Social media advertisements of SMEs in service industry make it easy for me to find information about their service provided. <i>Iklan media sosial PKS dalam industri perkhidmatan memudahkan saya untuk mencari maklumat tentang perkhidmatan yang diberikan oleh mereka.</i>					

### C. Types of Social Media Platforms/ *Jenis platform media sosial*



<b>I. TikTok</b>		1	2	3	4	5
1.	I am <b>interested in listening to the content</b> posted by SMEs in service industry on TikTok. <i>Saya berminat untuk mendengar kandungan yang disiarkan oleh PKS dalam industri perkhidmatan di TikTok.</i>					
2.	I <b>love to follow the TikTok account</b> of SMEs in service industry. <i>Saya suka mengikuti akaun TikTok PKS dalam industri perkhidmatan.</i>					
3.	I <b>can easily access further information</b> regarding products or service marketed by SMEs on TikTok. <i>Saya boleh mengakses maklumat lanjut yang berkaitan dengan produk atau perkhidmatan yang dipasarkan oleh PKS di TikTok secara mudah.</i>					
4.	I am <b>interested in the service-related visuals</b> shown by SMEs in service industry on TikTok. <i>Saya berminat dengan visual berkaitan dengan perkhidmatan yang ditunjukkan oleh PKS dalam industri perkhidmatan di TikTok.</i>					
5.	I am <b>interested in video content</b> created by SMEs in service industry on TikTok. <i>Saya berminat dengan kandungan video yang dicipta oleh PKS dalam industri perkhidmatan di TikTok.</i>					
<b>II. Facebook</b>		1	2	3	4	5
1.	I am <b>interested in listening to the content</b> posted by SMEs in service industry on Facebook. <i>Saya berminat untuk mendengar kandungan yang disiarkan oleh PKS dalam industri perkhidmatan di Facebook.</i>					
2.	I <b>love to follow the Facebook account</b> of SMEs in service industry.					

	<i>Saya suka mengikuti akaun Facebook PKS dalam industri perkhidmatan.</i>					
3.	<b>I can easily access further information</b> regarding products or service marketed by SMEs on Facebook. <i>Saya boleh mengakses maklumat lanjut yang berkaitan dengan produk atau perkhidmatan yang dipasarkan oleh PKS di Facebook secara mudah.</i>					
4.	<b>I am interested in the service-related visuals shown</b> by SMEs in service industry on Facebook. <i>Saya berminat dengan visual berkaitan perkhidmatan yang ditunjukkan oleh PKS dalam industri perkhidmatan di Facebook.</i>					
5.	<b>I am interested in video content created</b> by SMEs in service industry on Facebook. <i>Saya berminat dengan kandungan video yang dicipta oleh PKS dalam industri perkhidmatan di Facebook.</i>					
<b>III. Instagram</b>		1	2	3	4	5
1.	<b>I am interested in listening to the content posted</b> by SMEs in service industry on Instagram. <i>Saya berminat untuk mendengar kandungan yang disiarkan oleh PKS dalam industri perkhidmatan di Instagram.</i>					
2.	<b>I love to follow the Instagram account</b> of SMEs in service industry. <i>Saya suka mengikuti akaun Instagram PKS dalam industri perkhidmatan.</i>					
3.	<b>I can easily access further information</b> regarding products or service marketed by SMEs on Instagram. <i>Saya boleh mengakses maklumat lanjut yang berkaitan dengan produk atau perkhidmatan yang dipasarkan oleh PKS di Instagram secara mudah.</i>					
4.	<b>I am interested in the service-related visuals shown</b> by SMEs in service industry on Instagram.					

	<i>Saya berminat dengan visual berkaitan perkhidmatan yang ditunjukkan oleh PKS dalam industri perkhidmatan di Instagram.</i>					
5.	I am <b>interested in video content created</b> by SMEs in service industry on Instagram. <i>Saya berminat dengan kandungan video yang dicipta oleh PKS dalam industri perkhidmatan di Instagram.</i>					

### SECTION C: CUSTOMER ENGAGEMENT/ BAHAGIAN C: PENGLIBATAN PELANGGAN

The following statements relate to your engagement on social media. **Please tick (/)** in the appropriate box to indicate the extent of your agreement with **EACH** statement.

*Pernyataan berikut berkaitan dengan penglibatan anda di media sosial. Sila tandakan (/) pada kotak yang berkenaan untuk menunjukkan tahap persetujuan anda untuk SETIAP pernyataan.*

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

Customer Engagement	1	2	3	4	5
1. I actively participate in <b>giving likes, commenting AND/OR sharing the content created</b> by SMEs in service industry. <i>Saya terlibat secara aktif dalam memberi suka, komen DAN/ATAU berkongsi kandungan yang dicipta oleh PKS dalam industri perkhidmatan.</i>					
2. The <b>non-verbal content (photo, video, link, status, emojis)</b> effectively influence my level of online engagement with SMEs in the service industry.					

<i>Kandungan bukan lisan (foto, video, pautan, status, emoji) secara berkesan mempengaruhi tahap penglibatan dalam talian saya dengan PKS dalam industri perkhidmatan.</i>					
3. In general, I like to <b>get involved in the discussions of social media advertisements</b> of SMEs in the service industry. <i>Secara umumnya, saya suka melibatkan diri dalam perbincangan iklan media sosial PKS dalam industri perkhidmatan.</i>					
4. My <b>attention increased</b> when I see the service offered by SMEs on <b>particular social media platforms</b> . <i>Perhatian saya meningkat apabila saya melihat perkhidmatan yang ditawarkan oleh PKS di platform media sosial tertentu.</i>					
5. Overall, I <b>enjoy having conversations</b> with SMEs in the service industry <b>on social media</b> . <i>Secara keseluruhannya, saya seronok berbual dengan PKS dalam industri perkhidmatan di media sosial.</i>					