THE ASSOCIATION BETWEEN FACEBOOK USAGE AND STUDENT ENGAGEMENT AT UNIVERSITI TEKNIKAL MALAYSIA MELAKA (UTeM) CITY CAMPUS

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This study was conducted to explain the association between Facebook usage and student engagement. Facebook divided into three, Facebook use, Facebook activities and Facebook time spent. The subject area for this study is University Teknikal Malaysia Melaka (UTeM) City Campus. This study involves 262 respondents of students in UTeM City Campus. A pilot survey study was carried out to identify the problem of using questionnaire with 30 respondents from students in UTeM City Campus. The 274 structural questionnaire then has been used to collect data from the respondents and the answer received only 262 respondents complete answer the questions were analyzed.

This research study also focuses on association between Facebook use, Facebook activities and Facebook time spent on student engagement. Besides that, to identify the significant level between independent variables and dependent variables. Other than that, a set of questionnaire was distributed to the respondents and the information was collected as part of the sources of data for this research study. The results indicate from the findings shows that all of the variables has significant relationship and it answered research questions as well as support the hypothesis presented in research study. As a conclusion, this research study helps the other researcher to explore the association between Facebook and student engagement.
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