FACTORS CONTRIBUTING TO THE ADOPTION OF SOCIAL MEDIA AS A BUSINESS PLATFORM AMONG UiTM STUDENTS ENTREPRENEUR

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2015247746

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA
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JULY 2018
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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)

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JULY 2018
DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

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UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Nur Farah Afiqah Binti Azizi, (I/C Number : 960717-08-6648)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ___________________________ Date: _____________________
2\textsuperscript{nd} July 2018

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business and Management
Universiti Teknologi MARA Cawangan Melaka
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah 75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached above is the project paper entitled “\textsc{Factors Contributing to the Adoption of Social Media as a Business Platform Among Students Entrepreneur in UITM Cawangan Melaka Kampus Bandaraya Melaka}” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank You.

Yours sincerely,

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NUR FARAH AFIQAH BINTI AZIZI
2015247746
BBA (Hons.) International Business
The purpose of this research is to examine the factors contributing to the adoption of social media as a business platform among UiTM students entrepreneur. This study examine adoption of social media as a business platform with five independent variables consists of performance expectancy, perceived ease of use, social influence, perceived enjoyment and facilitating condition. The respondents were students entrepreneur in UiTM Cawangan Melaka Kampus Bandaraya Melaka. The data had been collected from 181 respondents which withdrawn from the total 311 element of population by using simple random sampling method. The method used in this study are reliability analysis, descriptive statistics, correlational analysis and multiple regression analysis by using SPSS software. Thus, Multiple Regression analysis indicates that there are significant relationship between independent variable (performance expectancy, perceived ease of use, perceived enjoyment and facilitating condition) and dependent variable (adoption of social media as a business platform). Regression analysis also reveals that facilitating condition is the most influential factors towards adoption of social media as a business platform. This research are beneficial to Small Medium Enterprise (SMEs) and students entrepreneur to improve their business by using social media platform. Besides, Companies Commission of Malaysia and researcher will have the knowledge and data regarding students entrepreneur in Malaysia. Consumers will have the advantage to gain knowledge on products sold by students entrepreneur in Malaysia.