



**UNIVERSITI TEKNOLOGI MARA MELAKA CITY CAMPUS
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**

**THE DETERMINANTS OF USING ONLINE SOCIAL
NETWORK AMONG UiTM MELAKA CITY CAMPUS
STUDENTS**

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Declaration

We hereby declare that the work contained in this research report is original and our own except those duly identified and recognised. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed,

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Thank you.

Abstract

Online social network (OSN) can be defined an online place where a user can create a profile and build a personal network that connects him or her to other users (Peslak et.al, 2010). Thus, it encourage people to create their own online identities and profiles, which can include personal information, pictures, and video clips. This research seek to focus the determinants factor of using online social network among UiTM city campus students. . This study is an original work conducted in January 2011, covered the students at UiTM Melaka City Campus which include three faculties that is Faculty of Administrative Science, Faculty of Accountancy and Faculty of Business Management. The findings of this study revealed that all the independent variables (human behaviour, learning effectiveness, and perceived ease to use) influenced students to use online social network. The result found, perceived ease to use was the stronger factor why students used the online social network rather than learning effectiveness and human behaviour.

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