A STUDY ON THE ACCEPTANCE AND USE OF FACEBOOK APPLICATION FOR ACADEMIC PURPOSES

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA (MELAKA CITY CAMPUS)

"ACCEPTANCE AND USE OF FACEBOOK APPLICATION FOR ACADEMIC PURPOSES"

I, MUHAMMAD NAFIS BIN AZAHAR

(I/C NUMBER: 970512-08-6053)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently 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:

(MUHAMMAD NAFIS BIN AZAHAR)

Date: 24th June 2019

LETTER OF SUBMISSION

Head of Program

Faculty of Business and Management

Universiti Teknologi MARA (Melaka) Kampus Bandaraya

110, Off Jalan Hang Tuah, Melaka

75300, Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM672)

Enclosed here is the project paper entitled "**A STUDY ON THE ACCEPTANCE AND USE OF FACEBOOK APPLICATIONS FOR ACADEMIC PURPOSES**" to fulfill requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank you.

Yours Sincerely,

———————————————

(Muhammad Nafis Bin Azahar)

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ABSTRACT

'Facebook' application has been broadly utilized among clients around the globe. In any case, in academic purposes, numerous individuals don't perceive its utilization, particularly in Malaysia. This research along these lines plans to research the connection between three independent variables the acceptance and utilization of 'Facebook' application for academic reasons among students in Bandaraya Melaka and also students in Melaka. In this research, the specialist utilized three variables, which are performance expectancy, effort expectancy, and social influence, as proposed in the Unified Theory of Acceptance and Use of Technology. This research will be utilized survey as the exploration instrument and were dispersed to 150 students. The finding is then investigated and demonstrated that exertion anticipation and social impact are not identified with the reliant variable. This study additionally reasoned that performance expectancy is the hugest factor added to acceptance and use of 'Facebook' application for academic purposes among students.