



**INSIGHT JOURNAL**  
Universiti Teknologi MARA Cawangan Johor

International, Refereed, Open Access,  
Online Journal



Special Issue  
Volume 5 2019

Selected papers from the 6th IABC 2019

eISSN: 2600-8564  
Indexed in MyJurnal MCC

## **INSIGHT JOURNAL (IJ)**

UiTM Cawangan Johor Online Journal Vol. 5: 2019

Special Issue

Selected Papers form IABC2019

eISSN :2600-8564

Published by UiTM Cawangan Johor

insightjournal.my

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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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## **FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI**



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6<sup>th</sup> International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

**ASSOCIATE PROF. DR. SAUNAH ZAINON**  
*Deputy Rector of Research, Industrial Linkages & Alumni*  
*Editor-in-Chief for INSIGHT Journal*  
Universiti Teknologi MARA Cawangan Johor

## Factors Influencing Purchase Intention Based on Facebook Advertising: DAS

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### Abstract

Nowadays, growth of social media has become significant to customers to make purchasing through Facebook commerce. However, little studies about Facebook commerce in the beauty industry compared to other industries in Malaysia. DAS uses Facebook commerce as a strategy to make transaction with customer. The purpose of the study is to determine the factors and relationship of purchase intention towards DAS Facebook commerce. Therefore, the study is conducted to identify factors on purchase intention towards Facebook commerce. A survey was conducted using convenience sampling and 100 respondents answered the questionnaire. This study used quantitative method. Overall, the result shows that all of the variables have positive relationship with the dependent variables, but only three of them are significant for this study. Thus this study is expected to help DAS to improve the Facebook Commerce as their platform to sell the products and services.

**Keywords:** Facebook, social media, purchase intention, online purchase

### 1. Introduction

The growth of social media has become crucial to customers in creating purchasing decisions wisely and this has modified the consumers' decision-making behaviour (Elzinga, Mulder & Vetvik, 2009). Social media like Facebook commerce has become main-stream internationally and the numbers of social media businesses have also been increasing rapidly (Edelman, 2010). According to Zhao (2016), he mentioned that the connection between e-commerce and social networking is increasingly used by many businesses as their platform to sell the product. Other than that e-commerce also supports social media such as Facebook, Twitter or Google+ that allow the user to make the transaction to buy the product directly by clicking the buy button in advertisement and other posts. It is important for the company to increase their knowledge from social networking sites for new trends to conduct e-commerce



activities to know the behaviour of the user. Frequently, using social media as the platform would be a strategic investment for the business to advertise or announce their products or services to increase consumer awareness and for the branding of the business.

Rahayu & Day (2015) strongly agree that e-commerce has changed many things in business nowadays including how the product is sold, purchase and deal with the customer but also can be improved the from production excellence to "customer intimacy". As a result, a new economy has been created by e-commerce. The business needs to survive by adapting to this technology to compete with other companies and to avoid them being left behind by the early adopters. Furthermore, Anari (2014) said that online social networks such as Facebook facilitates collaboration, communication and interaction between the users connected to the network from around the globe. With the growing population of Facebook users, many businesses take the opportunity to communicate with users closely and influence them to buy products or services.

Therefore Facebook can enhance the relationship between the business and consumers by making effective advertisement broadcasting using social media and is able to estimate the market trend and flow of the sales. This indicates an overview on how Facebook commerce can affect the business and provide the income for the company. The company can also display their products on their page and enable customers to check out and buy without leaving the site.

## **2. Statement of problem**

Rapid change in technology encourages the business, marketers, and advertisers to use Facebook commerce to reach their customer easily and effectively. This has resulted in impressive consideration among researchers leading the exploration on the specific issue. As per Boyd and Ellison (2007), as a person to person communication webpage, Facebook offers an online stage which enables clients to produce and offer data, share information, make profiles, and cooperate with other individuals. According to Nicole Tan, Facebook Malaysia country manager, Malaysia e-commerce sector state an increasing grown by 47% as from 2015. Even though there is a huge business potential in Facebook commerce, the purchase behaviour in Facebook commerce is still not well-studied with only a few studies that are related to purchase intention through Facebook commerce.

## **3. Research Objectives**

The main objective of this study is to investigate factors that influence purchase intention towards Facebook commerce among customers DAS while the specific objectives are to determine the major factor that influences purchase intention towards DAS Facebook commerce and the relationship between performance expectancy, effort expectancy, social influence, facilitating conditions and trust with purchase among users.



The objectives of the research areas are as mentioned below:

RO1: To study the major factor that influences purchase intention towards DAS Facebook Commerce.

RO2: To investigate the relationship between performance expectancy, effort expectancy, social influence, facilitating condition and trust with purchase intention towards DAS Facebook Commerce.

#### 4. Research Methodology

The study was conducted to identify factors on purchase intention towards Facebook commerce by adding element trust on an original Unified Theory of Acceptance and Use of Technology model. Convenience sampling was used in order to get the most accurate data where the first available primary data source was used without additional requirements for the research.

Primary data are obtained directly from the respondents by the researcher. In this research, questionnaire is being used as a primary data. Type of questionnaires used is closed ended questions which is Likert Rating Scale. The respondents were able to measure their behaviour by checking how strongly they were satisfied or dissatisfied with the Facebook commerce. It is easier to reach the respondents by using questionnaire to get their cooperation to answer it. After the respondents answered the questionnaire, the data that were obtained from the answer will be sorted, coded, entered, tested, presented and analyzed to get the result of this study. The questionnaire had been used as the main instrument in this research. The standardized questionnaire was developed by the researcher and was used to collect data from the customers that come to DAS Spa.

This research uses a questionnaire to investigate the customer purchase intention towards Facebook commerce. In this study, the targeted population of this research is drawn from the customer of DAS which is 3,019 customers since 2017 and estimated 250 customers that came to the spa per month. A total of 100 sets of questionnaires were distributed to the customers of DAS Spa.

#### 5. Data analysis and Discussion

##### 5.1 Profile of Respondents

**Table 1: Demographic Profile (n = 100)**

	Categories	Frequency	Percentage (%)
Gender	Male	18	18.0
	Female	82	82.0
Race	Malay	80	80.0
	Indian	16	16.0
	Chinese	4	4.0
Age	Below 20	10	10.0

	21 – 30	43	43.0
	31 – 40	38	38.0
	Above 40	9	9.0
Frequency Online Purchase (monthly)	1 – 2	53	53.0
	3 – 4	34	34.0
	5 – 6	8	8.0
	More than 6	5	5.0

Table 4.1.1 shows the respondent's profile by gender, race, age, likeability and purchase frequency. Table 4.1.1 has shown that there are 18 male respondents whom had responded on the research that made up 18% of it, whereas another 88% of the respondents were made up of female respondents. It indicates that, female respondents are higher than male respondents.

As per the respondent's demographic by race, those who answered the questionnaire were mostly Malay (80%), followed by Indian (16%), and lastly Chinese (4%).

The respondent's age group are shown in the table above. The most contribution of respondents came from the age group of 21 to 30 years old with a result of 43 respondents at 43%, followed by age group between 31 to 40 years old (38%), age group between 18 to 20 years old (10%) and lastly above 40 years old (9%).

Lastly, for purchase frequency by 100 respondents, it is shown that more respondents do purchase through Facebook 1 to 2 times per month which is 53%, followed by 3 to 4 times (34%). Next, respondents that bought the desired items about 5 to 6 times (8%) and lastly, who actively used Facebook Commerce above 6 times (5%).

## 5.2 Reliability Analysis

Table 2 shows the reliability results for all measurements tested in the study. There was substantial variation of Cronbach's Alpha values for all variables ranging from 0.753 to 0.934.

**Table 2: Reliability Statistics**

Variable	Number of Items	Number of Deleted Items	Cronbach's Alpha
Performance expectancy	4	-	0.916
Effort expectancy	4	-	0.904
Social influence	4	-	0.903
Facilitating condition	4	-	0.792
Trust	4	-	0.753
Purchase intention	4	-	0.934

Nunnally and Bernstein (1994) suggested that when the Cronbach's alpha values are greater than .70, they are generally considered desired or adequate. Thus, this shows that all five (5) variables in this study met the threshold of the analysis. This suggests

that the measurements of **performance expectancy, effort expectancy, social influence, facilitating condition and trust** were acceptable, valid and reliable.

### 5.3 Correlation Analysis

Based on the test that have been conducted, the highest correlation that all of the variables could have with the purchase intention is between the level of high correlation and the factors which are effort expectancy which shows a  $r=0.954$ , then followed by social influence factor that yields result of  $r=0.777$ , and lastly performance expectancy which is represented by  $r=0.720$ .

Meanwhile, there is a moderate correlation between the facilitating condition and purchase intention with the number  $r=0.601$ . On the other hand, the result also shows another moderate correlation between trust and purchase intention with  $r=0.690$

**Table 3: Pearson Correlation Analysis**

	Performance expectancy	Effort expectancy	Social influence	Facilitating condition	Trust	Purchase intention
Performance expectancy	1	.954**	.751**	.415**	.483**	.720**
Effort expectancy			.794**	.478**	.545**	.803**
Social influence				.628**	.798**	.777**
Facilitating condition					.704**	.601**
Trust						.690**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.439	.280		-1.565	.121
	Performance expectancy	-.398	.190	-3.65	-2.098	.039
	Effort expectancy	1.023	.207	.922	4.950	.000
	Social influence	.068	.140	.059	.486	.628
	Facilitating condition	.120	.086	.102	1.391	.167
	Trust	.304	.122	.244	2.498	.014

a. Dependent Variable: INT

Purchase intention						1
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\*\* Sig.level at 2 tailed

### 5.4 Multiple Regression Analysis

To reject or accept the hypothesis, the requirement needed is by looking at the sample statistic. This means if a sample does not support about the null hypothesis, then the alternative hypothesis is accepted. Even so, the acceptance here does not mean that there is an acceptance of null hypothesis but it only means that the sample given

which are independent variables does not have a significant relationship with the dependent variable. In order to identify the relationship between a dependent variable and independent variables, the p-value must be less than 0.05 ( $p < 0.05$ ).

**Table 4: Multiple Regression Analysis**

**Table 5: Hypothesis Results**

VARIABLES	NULL HYPOTHESIS	RESULT
Performance expectancy	There is no significant relationship between performance expectancy and purchase intention.	$p=0.039$ which is less than 0.05 <b>HoREJECTED</b>
Effort expectancy	There is no significant relationship between Effort expectancy and purchase intention.	$p=0.000$ which is less than 0.05 <b>HoREJECTED</b>
Social influence	There is no significant relationship between Social influence and purchase intention.	$p=0.628$ which is more than 0.05 <b>HoACCEPTED</b>
Facilitating condition	There is no significant relationship between Facilitating condition and purchase intention.	$p=0.167$ which is more than 0.05 <b>HoACCEPTED</b>
Trust	There is no significant relationship between Personality Traits – planning and entrepreneurial intention	$p=0.014$ which less than 0.05 <b>HoREJECTED</b>

## 6. Conclusions and recommendations

The first objective is to study the major factor that influences purchase intention towards DAS Facebook Commerce. Based on the findings, it can be concluded that all of the variables have their own significance level towards the dependent variable such as purchase intention. Through that, among those three significant variables, it can be concluded that effort expectancy is the major contributing factor that influences purchase intention of DAS Facebook Commerce. This is because effort expectancy has the highest unstandardized coefficients (Beta) with purchase intention whereby the Beta = 1.023 in value. This is consistent with the past researches that stated the effort expectancy will have a significant effect to use new technology and system (Muk, 2007, Dickinger&Kleijnen, 2008; Venkantesh, Thong & Xu, 2012).

On the other hand, the second objective is to investigate the relationship between performance expectancy, effort expectancy, social influence, facilitating condition and trust with purchase intention toward DAS Facebook Commerce. The findings indicate that only three variables which are performance expectancy, effort expectancy and trust are significant to the purchase intention while social influence and facilitating condition proved otherwise. Therefore, social influence and facilitating condition should be eliminated as the factors that influenced purchase intention towards DAS Facebook Commerce. This is supported by Jones and Leonard (2008) who said that to build trust among company, firm and consumer, the company must be improved by the content that shared on Facebook.

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**INSIGHT JOURNAL**  
Universiti Teknologi MARA Cawangan Johor

eISSN: 2600-8564