



**SOCIAL RELATIONSHIP FACTORS INFLUENCING ELECTRONIC WORD
OF MOUTH ENGAGEMENT AMONG SOCIAL MEDIA USER**

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ABSTRACT

This study was conducted to study the social relationship factors influencing electronic word of mouth engagement among social media user in southern Malaysia which are Negeri Sembilan, Melaka, Johor Baru and Selangor. This study will discuss how social relationship factor give an impact to electronic word of mouth engagement among social media user. In this study, the researcher decided to use factor of, tie strength, homophily, trust, and interpersonal influence on electronic word of mouth engagement among social media user. The population of the study is social media user which total 52 people have participated in this study as a respondents. The researcher also used the Statistical Package in the Social Science Software (SPSS) version 20.0 for purpose of running the data gathered. In conclusion, the result in this study can help the other researcher to explore the associations between social relationship factors with electronic word of mouth engagement. The findings of this research revealed that there are significant and positive relationships between social relationship factors and electronic word of mouth engagement. The result shows that interpersonal influence has the strongest impact on electronic word of mouth engagement.

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