

UNIVERSITI TEKNOLOGI MARA

**USERS' SATISFACTION TOWARDS
LIBRARY FACEBOOK SITE: A
STUDY OF SABAH STATE
LIBRARY**

SITI RINAWATY BINTI AWANG ALI

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ABSTRACT

The evolution of Information Technology and the rise of the digital era since 2000 has been a challenging mission for libraries all over the world to be still relevant in providing information in all kinds of forms. Since the year 2020, the social media platform has grown rapidly and it has been the most visited site on the internet. Sabah State Library as a responsible library for all the districts in Sabah, Malaysia needs to take the challenge in order to remain relevant in this field. Despite this, librarians, library staff and the users need to be supportive and cooperative to implement the new processes and to achieve an impactful outcome. Problems arise along the process such as digital literacy skills, perceived usefulness, perceived ease of use, facilitating condition and behavioural intention might be hindrances to the users and it might affect the users' satisfaction. Hence, this research aims to investigate the users' satisfaction towards the Facebook site platform. At the end of the study, this research will propose a framework to determine the level of users' satisfaction. There is significant relationship between digital literacy skills, perceived usefulness, perceived ease of use, facilitating condition and behavioural intention with the users' satisfactions. Research findings show that although the respondents have high digital literacy skills, they believe that this factor would be one of the elements in affecting the user's satisfaction towards the library social media site. Besides, the research revealed that digital divide occurs in certain areas in Sabah and this influences the social media usage among the Sabah State Library users. The research also found that the activeness of the Sabah State Library social media site is average but the respondents are strongly agreed that the social media site itself will influence the users' satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the chapter

Chapter One discusses the research background and introduction of social media, especially in the librarianship field. Further discussion involves social media in Malaysia and Sabah and research conducted in Malaysia and worldwide. This chapter then presents the problem statement, the purpose of this study, the research questions, and the objectives. The significance of the research, the scope of the study, the limitations of the study, and the definition of variables are also discussed.

1.2 Research Background

Social media is characterized by user-generated content, which is a key feature of platforms such as Facebook, Twitter, YouTube, and Instagram. These platforms provide various features that promote social interaction, enabling users to share their thoughts publicly and express emotions through photos, music, videos, and private messages. Researchers stated that these are the most visited sites on the internet and have proliferated in the past few years (Alexa, 2008). Statista Research Department (statista.com) reported that in January 2024, eighty-three point one per cent (83.1%) of the Malaysian population were active social media users. Facebook is the leading social media platform popular among Malaysians.

Social media are internet-based applications and websites that enable users to interact, communicate, and share content in real-time. These platforms facilitate user-generated content, such as posts, comments, and multimedia, and allow for networking and community building among individuals and organizations (Kietzmann et al., 2011). In the early days of the internet, the World Wide Web was primarily one-sided, with most websites offering only static information (Goh et al., 2013). However, in the early 2000s, internet users began to engage more actively by commenting, asking questions, and contributing content. This shift marked the emergence of the Social Web or Web 2.0 (Kaplan & Haenlein, 2010).