



**FACTORS CONTRIBUTING TO THE ADOPTION OF SOCIAL MEDIA AS A  
BUSINESS PLATFORM  
AMONG UiTM STUDENTS ENTREPRENEUR**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**CAWANGAN MELAKA**

**KAMPUS BANDARAYA MELAKA**

**JULY 2018**

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**Submitted in Partial Fulfillment of the**

**Requirement for the**

**Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

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**JULY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS AND MANAGEMENT**

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**“DECLARATION OF ORIGINAL WORK”**

I, Nur Farah Afiqah Binti Azizi, (I/C Number : 960717-08-6648)

Hereby, declare that:

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

## **LETTER OF SUBMISSION**

2<sup>nd</sup> July 2018

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business and Management

Universiti Teknologi MARA Cawangan Melaka

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah 75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached above is the project paper entitled “**FACTORS CONTRIBUTING TO THE ADOPTION OF SOCIAL MEDIA AS A BUSINESS PLATFORM AMONG STUDENTS ENTREPRENEUR IN UTM CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank You.

Yours sincerely,

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NUR FARAH AFIQAH BINTI AZIZI

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BBA (Hons.) International Business

## **ABSTRACT**

The purpose of this research is to examine the factors contributing to the adoption of social media as a business platform among UiTM students entrepreneur. This study examine adoption of social media as a business platform with five independent variables consists of performance expectancy, perceived ease of use, social influence, perceived enjoyment and facilitating condition. The respondents were students entrepreneur in UiTM Cawangan Melaka Kampus Bandaraya Melaka. The data had been collected from 181 respondents which withdrawn from the total 311 element of population by using simple random sampling method. The method used in this study are reliability analysis, descriptive statistics, correlational analysis and multiple regression analysis by using SPSS software. Thus, Multiple Regression analysis indicates that there are significant relationship between independent variable (performance expectancy, perceived ease of use, perceived enjoyment and facilitating condition) and dependent variable (adoption of social media as a business platform). Regression analysis also reveals that facilitating condition is the most influential factors towards adoption of social media as a business platform. This research are beneficial to Small Medium Enterprise (SMEs) and students entrepreneur to improve their business their business by using social media platform. Besides, Companies Commission of Malaysia and researcher will have the knowledge and data regarding students entrepreneur in Malaysia. Consumers will have the advantage to gain knowledge on products sold by students entrepreneur in Malaysia.