



THE DETERMINANTS OF FACEBOOK USAGE AMONG SMEs IN MALAYSIA

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DECLARATION OF ORIGINAL WORK



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I, Nurfatihah Binti Yusrey, (IC Number : 971022065350)

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: _____ Date: _____

LETTER OF SUBMISSION

Dr. Nur Melissa Binti Mohamad Faisal Wee

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business Management

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Dear Dr. Nur Melissa Binti Mohammad Faisal Wee,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled '**The Determinants of Facebook Usage Among SMEs in Malaysia**' to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Your Sincerely,

Nurfatihah Binti Yusrey

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Abstract

The purpose of this study to identify the determinants of Facebook usage among SMEs in services sector in Malaysia. The information of SMEs were obtained from Majlis Amanah Rakyat (MARA). In this study, there are three independent variables which are interactivity, cost effectiveness, and compatibility.

This research has adopted the descriptive research or known as correlational studies. The sampling design used in this study is non-probability sampling which is convenience sampling. Data from 84 respondents had been collected, thus researcher used Statistical Package for Social Science (SPSS) for data analysis. The analysis includes descriptive analysis, reliability analysis, and regression analysis.

The finding from this study demonstrates that cost effectiveness and compatibility are accepted, while interactivity is rejected. In conclusion it shows that interactivity, cost effectiveness, and compatibility are related to Facebook usage among SMEs.

Keywords: Small-Medium Enterprise, Social Media, Interactivity, Cost Effectiveness, Compatibility.