

# INSTRUMENT VALIDATION TO DETERMINE THE RELATIONSHIP BETWEEN SOCIAL MEDIA ACCEPTANCE AND *CUTI-CUTI 1 MALAYSIA* FACEBOOK USER ENGAGEMENT

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## ABSTRACT

*The organisation is struggling to find a way to use social media effectively as it creates much interest and could offer so many things to users. Thus, many organisations have changed to use social media to keep up with the current trend and to stay relevant. The online community tends to be influenced by social networking tool and its interactive ability. Social media content for tourism for example can become an alternative source of information for users to plan their holiday to the preferred destinations. Facebook also acts as main user source of information because they could get direct and most recent feedback from the Facebook community. Thus, this study is conducted to determine the relevance variable related to Facebook user involvement to search for information. Relevance variables are identified using factor analysis for its validity and reliability. The analysis omitted 31 items from 61 in total after the validation and reliability test. Thus, the study found that only subjective norms, perceived behaviour control, Facebook user experience, Facebook user response, and Facebook user engagement are the remaining variables that are relevant in this research context. In addition, correlation test results indicate that there is a relationship between the subjective norms and perceived behaviour control with Facebook user experience, the Facebook user experience and Facebook user response with Facebook user engagement.*

**Keywords:** *Subjective norms, perceived behaviour control, user experience, user response, user engagement*

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## 1. Introduction

Communication technology revolution, mainly the social media, are found to have changed the way internet users finding, sharing, and making decision on their holiday destinations. Internet users are prone to make a fast decision based on the available information contributed by other users on the internet. A social media that contain tourism information provide relevance guide to the tourists to plan their holiday appropriately. Also, available data on social media is adequate to promote an exciting tourism destination in Malaysia. For example,

Facebook *Cuti-Cuti 1 Malaysia* is offering a variety of information to guide tourists who might be interested to visit Malaysia. The information is usually available to the tourists even before their holiday. It is also now possible to be able to get word of mouth references through social media sites. Thus, making the decision becomes easier, and it also supports the decision-making for travel destination. The idea of *Cuti-Cuti 1 Malaysia* Facebook is similar to the approach of online advertising, which is a promotional method using the internet as a medium to communicate with the public. Due to massive competition amongst internet users and service provider, promoting services or product into the market becomes very challenging (Kahthivaran, 2017). This *Cuti-Cuti 1 Malaysia* official Facebook page indicated to only have 10,859 followers. The number of followers is relatively small if compared to total Facebook users that have reached 97% of the 24.6 million social networking users in Malaysia (Malaysian Communications and Multimedia Commission, 2018). To use technology efficiently is important to avoid loss of resources in the tourism industry. The Edge Malaysia Weekly in 2016 reported that tourism industry failure to monetise their online content had caused a loss of US\$14 billion because the industry relies on phone calls and text messaging (Balasubramanian & Ragavan, 2019). The public and private sectors are competing to provide quality information to the consumer to enhance their market position. Thus, this article focuses in reaching social media application through the proper instrument by analysing the validity and reliability criteria of tourism that Facebook has to offer

## 2. Literature Review

### 2.1 Theoretical background

A thorough literature review is done in order to construct the instrument to be used in this study. The questionnaire was designed based on Theory Planned Behaviour Model (TPB) and the Technology Acceptance Model (TAM) to investigate consumers intention to engage with specific behaviours. TPB and TAM framework are adopted to evaluate the decision of respondents, for instance, to change consumer attitude so that they will use the intended service.

Theory Planned Behaviour is an extension of the Technology Acceptance Model (TAM). Ajzen (1991) created the theory to predict and explain human behaviour in a specific condition or purpose. According to Ajzen & Fishbein (1980), the intention is the main factor to trigger an action. The intention triggered by three main factors, namely attitude, subjective norm, and perceived behavioural control. However, the factors gave different influence when it is applied in research (Ho *et al.*, 2015). TPB has been adopted in many studies, especially information technology and psychology (Jun & Arendt, 2016). The empirical finding indicated user intention to use social media would influence user attitude to use social media.

Thus, in this research, subjective norm refers the fact that the user is influenced by others whenever he/she intends to search for information, as suggested by Baker & White (2010). While in this research context, perceived behavioural control is considered as a user capability to do something that will benefit them as an individual (Ajzen,1991). Then, the study defines user attitude as feedback to explain a specific situation (Ajzen & Fishbein, 2005). It is also proposed that Facebook user experience is to replace the original variable, intention because according to Ajzen & Fishbein (1980), there is a possibility that the user will use new technology if he/she already has experience with almost similar technology in the past. Similarly, user experience refers as previous knowledge the user had when he/she operated almost similar technology in the past.

Additionally, the study also adopted the Technology Acceptance Model (TAM) to explain how Facebook usage is related to users' desire to use Facebook. According to Davis (1989), the application of TAM in research merely to explain reasons a user to accept the use

of an information system or computer and it helps to predict the user action. TAM is an emphasis on user Perceive Usefulness (PU), and the user Perceives Ease of Use (PEOU). However, a generic model is unable to explain the use of Facebook due to a different information system that has a specific function and features. Due to the uniqueness of every system, a relevant variable must be included in the model. Norazah & Ramayah (2010) said that whenever a new technology is being present to users, relevant variables also need to be introduced because the variables will influence the research findings. Thus, besides PU and PE, other variables are included as part of perception such as benefit, trustworthy, enjoyable and information quality.

Therefore, in this research context, PU is referring to user perceives Facebook is useful for them to search for information, and PEOU is referring to user perceives that the Facebook page is easy to navigate to find information. The study defines benefit as user perceived Facebook is benefiting to them to be used as a medium to search for information and to perform the online transaction while trustworthy is referring to Facebook users' willingness to trust others' opinions posted on Facebook. The definition is parallel with Mayer *et al.* (1995) views. In this study, enjoyable is perceived to be fun to use social media with friends and the user pleasure feeling because it is able to help others (Hsu & Lin, 2008) and information quality as the relevance of the information provided by others on Facebook. Information quality is referring to the output that can produce whenever the user participates to the extent that the information meets the user needs (Cauter *et al.*, 2017). Finally, in this the effect derived from the causal factors, as mentioned earlier, can be translated into user engagement, where user engagement as user action to search and share information on *Cuti - Cuti 1* Malaysia Facebook page as defined by Khan (2016) and Riley *et al.*, (2017) in their study.

## 2.2 Definition and potential of social media to search tourism information

New media can be conceptualised as one of the communication technologies which can connect individuals in many ways. The new media is related to the wide application of information technology such as visuals, computers, storage, and face to face communication (Rice & Atkin, 2009). The technology advancement allows the new media also known as web 2.0 to assist users in retrieving and in sharing information amongst users, including the tourism information that is of interest of many people (Ridings *et al.*, 2002). Previous research has proved that social media show some potential to allow tourist to retrieve and to share information without barriers (Doolin *et al.*, 2002). Besides, tourism information also can be uploaded fast and effective using social media (Brown & Chalmers, 2003). Thus, the study reckons web 2.0 users show the potential ability to influence the Facebook user action to retrieve tourism information. It is also shown that web 2.0 users voluntarily participate in activities online, such as sharing comments and opinion about tourism for the benefits of other users.

Social media can always grab user attention due to it can be used to share, interact, and socialise. The rapid changes and development of social media have proved that organisations are facing competition and become a forceful factor for the organisations to be more creative in creating new and broader opportunities to cater the online services (Safko & Brake, 2010). Social media changed the business environment and its surrounding; as it expands its use rapidly.

Social media popularity also creates an opportunity for the individual, organisations, and society to stay connected with each other. At the same time, quality enhancement for social media is one of the factors that enables social media to remain popular among users. On top of that, social media require simple technical necessity and acquired small cost to be used (Hanna *et al.*, 2011). For example, to acquire relevance information for a new product or

services, social media users can obtain the information by checking on other social media user status and comments (Safko & Brake, 2010).

### **2.3 Facebook functions**

Similar to other social media platform, Facebook allows easy communication between Facebook users (Lampe *et al.*, 2006). Facebook allows users to interact with each other via chat, messages, and wall post. Facebook users have their profile which allows the users to create a network with other Facebook users personally or groups through exchanging messages, comments, upload photos, and clip video, and invited other users to be in their online friend networking (Lee & Fung, 2007). Also, Facebook introduced a new feature that allows the third-party application to be associated with the Facebook current platform (Weaver & Morrison, 2008). The Facebook user also shared their personal information such as their name, age, date of birth and many more (Tong *et al.*, 2008). Once Facebook users become friend, the system allows both parties to view each other personal details and their networking (Tong *et al.*, 2008).

Facebook is a social facility that helps to facilitate users to communicate effectively between the users. For example, between friends, colleagues, and families. Facebook allows users to create a complete personal profile. The profile can be updated with the user's latest information (Ganster & Schumacher, 2009). Facebook page interface is unique because it shows the Facebook users profile (Spomer, 2008). Besides that, Facebook also introduced unique features for users to share pictures, clip videos, comments, and discussion (Sokoloff, 2009). The function is a resemblance to a fan base. Other than that, Facebook also introduced a news feed feature to allow users to update their current status regularly. The Facebook function is parallel to the Page (2010) suggestion that social media users or organisation prefer to update their status and is recommended to perform it always.

### **2.4 Measures of Facebook function in its user decision-making process**

It is imperative to have valuations tools with adequate and rigorous content and metrics to address the research problem. In recent years, there are many instruments to assess the effectiveness of social media function for a variety of industries. Data show that one out of two respondents in Malaysia (46%) say Facebook is vital to influence and motivate their decision making. Malaysians are more likely to use Facebook, Twitter, and other social media as much as 26% in getting ideas and inspiration for travel destinations, vacation activities, hotels, restaurants, and exciting places to stay (Text100, 2018). Besides, tourism organization who is not using social media will lose its competitiveness (Schegg *et al.*, 2008; Wang *et al.*, 2002). A consistent trend shows that social media in Malaysia greatly influenced the decision to travel.

However, the analysis of the trends in the selected journals indicated only 79 articles related to social media studies published in Malaysia from the total of 3014 articles in 2008 to 2015 (Rahman *et al.*, 2017). This research reckons a more structured study is required to categorise a suitable Facebook dimension to cope with rapid communication advancement. The rapid changes of user interest in social media for the tourism industry is a deficiency and requires the latest study to understand such behaviour. The items to measure tourism Facebook quality and influencing factors to their decision-making process are adopted from the previous studies and adapted in this research in order to assess the local users. This is to overcome the content limitation of the published questionnaire in the previous research. The finding is hoped to be able to contribute to the current definition of the construct, it types and effect to the relevance user attitude, and to produce a measurable construct to use in the relevant research and industry. Together, the instrument will be a guideline for the industry to

apply in the actual context. In this study the best model to represent tourism Facebook user responses in the decision-making process to select the best tourism spot is made up of five constructs (subjective norms, perceived behavioural control, Facebook user experience, user response, and user engagement).

### 3.0 Methodology

#### 3.1 Participants

The response of 237 *Cuti-Cuti 1 Malaysia* Facebook users were analysed. The respondents consist of 41.8% male and 51.9% of female, and the age is between 18 to 60 years old. The respondents are chosen through convenience sampling and narrowed down to only Facebook users who have experienced browsed the official *Cuti-Cuti 1 Malaysia* Facebook. This is because only by asking the respondents directly, it allows the study to obtain user opinion with regards to specific scope of the study (Maleki, 2011).

#### 3.2 Measures for Facebook user engagement to *Cuti-Cuti 1 Malaysia* Facebook page

The questionnaire is a self-reported tool consisting 61 items; each one represents Facebook users' level of acceptance to use *Cuti-Cuti 1 Malaysia* Facebook page in finding the relevance information. The respondent manifests their response on 21 items for user behaviour which they consider an essential construct to give specific experience. Salim & Abdullah (2017) used the same measurement for the respondent to express their level of agreement based on the items available in the survey. Whereas there are ten (10) items describing Facebook user experience, 30 items to describe Facebook user response on the experience they have gained, and five items to determine Facebook user engagement with the *Cuti-Cuti 1 Malaysia* Facebook page. All the constructs are rated on a similar 5 points Likert-type scale (1 – strongly disagree, 2 - disagree, 3 – somewhat agree, 4 – agree, 5 – strongly agree).

The items are adopted from the previously published questionnaire (refer to Table 1). After the validation and reliability test, only 31 items have remained. The original questionnaire consists of 61 items for seven (7) constructs. The factor analysis yielded six (6) constructs; with one construct is found unfit. Thus, the unfit construct is removed. Factor analysis is used to confirm the factor structure theoretically since the items in this study were adopted from other researchers. Factor analysis is employed independently for every variable to evaluate the adequacy of generated items representing their variable (Mohammed & Sharipuddin, 2017).

Table 1. Source of Items for A Research Instrument

No	Construct	Sources
1	Subjective Norms,	Dhume et al. (2012)
2	Perceived behavioural control	Julian et al. (2013); Dhume et al. (2012)
3	Facebook user experience	Vasalou et al. (2010); Dhume et al. (2012)
4	Facebook user response	Julian et al. (2013); Dhume et al. (2012)
5	Facebook user engagement	Zhou et al. (2010); Dhume et al. (2012)

#### 3.3 Data Collection Procedures

At first, the questionnaire to measure *Cuti-Cuti 1 Malaysia* Facebook engagement constructs was designed. Then, the questionnaire went through the content validity test by experts from the Department of Communication in Universiti Putra Malaysia. Before the actual data collection, the questionnaire was tested on 35 respondents for the pre-test purpose. The reliability value indicated after the pre-test showed that the questionnaire is ready for actual

data collection. Hence, the data collection process was conducted online and offline at the Tourist Information Centre in Kuala Lumpur. The respondents were briefed on the purpose of the survey, and their details were kept anonymous. The data collection took six months to complete from February to July 2013.

A survey with questionnaires is used because it is a popular method to gather information from a specific group or person and been used in a variety of fields like marketing, economics, psychology and others (Choi, 2019). Ariffin & Daud (2019) applied a survey questionnaire as the primary method to identify respondents' opinions in their research. Hence, the study adopted a similar data collection method based on the success of previous research.

### 3.4 Data analysis

As there is passable theoretical and empirical evidence to posit the dimensions that establish the *Cuti-Cuti 1 Malaysia* Facebook user engagement, factor analysis is used to confirm the construct dimensionality of the scale which also applied by the previous researchers (Di Gangi & Wasko, 2016). Besides, structural equation model (SEM) also allows validating the relationship between variables. All the analysis is done using Analytical Moment of Structure (AMOS)

The study determined data normality based on suggested value for skewness and kurtosis. The data considered normal if the skewness value is at the range of +/- 2, while the Kurtosis value is at the range of +/- 7 (Tabchnick & Fidell, 2007). The normality test indicated data skewness is between -0.101 until 0.954, and the data kurtosis is at the range of -1.007 until -0.266. Therefore the data is considered normal in this study. The degree of fit of the tested model is determined using root mean square error of approximation (RMSEA) and goodness fit index (GFI) from the absolute fit category, chi-square/df ( $X^2/\text{degree of freedom}$ ) from parsimonious fit category and comparative fit index (CFI) from incremental fit category. The model is considered fit when RMSEA value  $\leq .08$ , GFI value  $\geq .9$ ,  $X^2/\text{df}$  value  $< 5.0$ , and CFI value  $\geq .9$  (Hair et al., 2010; Awang, 2015).

While for the model, discriminant validity is determined by analysing the correlation between its factors. The constructs involved in this study is considered discriminant, no possibilities or redundancy or collinearity the r-value is  $< 0.85$  (Kline, 2015). Construct discriminant also can be determined via analysis variance extract (AVE) value for each construct must be greater than their squared correlation ( $r^2$ ) value.

After determining the constructs that fit into the model and and the discriminant validity, each item factor loadings value was checked. According to Hair et al., (2014), factors loading value for each factor should be higher than 0.5 to be considered as acceptable and suitable for use (Salim & Abdullah, 2017) Hence, any item that does not meet the factor loading value requirement will be removed.

A reliability test to determine the items' internal consistency is also checked and a variable is reckoned to be satisfactorily reliable and internally consistent when it is between 0.7 to 0.9 (Hair et al., 2017; Jie et al., 2017; Rauf et al., 2016; Dhaha & Ali, 2014). Once the relevant variables have been determined, the study conducted a correlation test to identify a relationship between the variables. The result of the correlation test is explained in the following section.

## 4 Finding and Discussion

### 4.1 Factor validity

Before determining the relationship between the variables, it is important to determine the variable validity and reliability. At first, the study determines specific set of parameters which define a good model fit assessment. Then, the study performed factor analysis to reduce the individual item to ensure absolute item contribution to the assigned construct. Reducing some of the items will give an effect on the model fitness. Items reduction is only applicable if the item indicates factor loading value lower than 0.5. Table 2 shows the variable fit indices value when several items have been reduced to meet the model fitness requirement. The indices in bold are suggested to indicate the variable fitness since they are often used (Awang, 2015).

Table 2. Measurement model fit

Name of category	Model Fit Indices	Recommended Value	Fit indices value
Absolute Fit	RMSEA	$\leq .08$	<b>.054</b>
	GFI	$\geq .9$	.845
Parsimonious Fit	X <sup>2</sup> /df	$< 5.0$	<b>1.680</b>
Incremental Fit	AGFI	$\geq .9$	.817
	CFI	$\geq .9$	<b>.947</b>
	NFI	$\geq .9$	.880
	TLI	$\geq .9$	.942

### 4.2 Factor loadings and standard errors

In the approved model fit, the standardised factor loading of the items must be above 0.50 (as presented in Table 3). The factor loading value is crucial to indicate that the items are contributing to measure the target variable. It is found that the majority of the items contribute more than 60% in measuring the target variable. In addition, the study also indicated average variance extract (AVE) value, as shown in Table 3. The Fornell-Lacker criterion indicated that an AVE value more than 0.5 indicates that more than half of the items could explain the construct. It clearly seen in Table 3 that all the items show a high level of convergent validity. Therefore, all the items in the construct are validly converged to measure the target variable.

Table 3. Factor Loadings Value

No	Items	Factor Loading (> 0.5)	AVE
	<b>Subjective norms</b>		
1	I shared information with a friend in <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.703	0.58
2	I used <i>Cuti-Cuti 1 Malaysia</i> Facebook page due to friend's encouragement	0.813	
3	My friend expected me to use <i>Cuti- Cuti 1 Malaysia</i> Facebook page to search for tourism information	0.695	
4	I think it is wise to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.826	
	<b>Perceived behavioral control</b>		
1	I found it is easy to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.741	0.59
2	I found it is easy to participate in the activities on <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.763	
3	I feel competent to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.845	
4	I seldom facing problem to use <i>Cuti-Cuti 1 Malaysia</i> Facebook	0.758	

	page		
5	I know how to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.735	
	<b>Facebook user experience</b>		
1	To post previous holiday experience	0.7	0.53
2	To read for current holiday posted by other users	0.544	
3	To evaluate the own holiday experience□	0.803	
4	To share holiday experience with other users	0.805	
5	To buy holiday package online	0.755	
	<b>Facebook user response</b>		
1	<i>Cuti-Cuti 1 Malaysia</i> Facebook page provided me with trustworthy information	0.773	0.601
2	<i>Cuti-Cuti 1 Malaysia</i> Facebook page provided me with quality information	0.781	
3	<i>Cuti-Cuti 1 Malaysia</i> Facebook page provided me with a lot of information	0.776	
4	<i>Cuti-Cuti 1 Malaysia</i> Facebook page can save a lot of my time	0.831	
5	I feel easy to share information using <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.855	
6	<i>Cuti-Cuti 1 Malaysia</i> Facebook page gives me many benefits	0.837	
7	<i>Cuti-Cuti 1 Malaysia</i> Facebook page provided priceless benefits	0.844	
8	Using <i>Cuti-Cuti 1 Malaysia</i> Facebook page made me happy	0.812	
9	I feel excited when I browse <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.798	
10	I feel satisfied when I browse <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.808	
11	<i>Cuti-Cuti 1 Malaysia</i> Facebook page provided me with enough information	0.714	
12	I found <i>Cuti-Cuti 1 Malaysia</i> Facebook page has extra value	0.767	
13	Using <i>Cuti-Cuti 1 Malaysia</i> Facebook page made me competent to search for tourism information	0.745	
14	<i>Cuti-Cuti 1 Malaysia</i> Facebook page helps me to plan my holiday efficiently	0.631	
15	<i>Cuti-Cuti 1 Malaysia</i> Facebook page has increased my productivity to search for information	0.605	
	<b>Facebook user engagement</b>		
1	It is profitable to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.852	0.711
2	It is relevance to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page to search for tourism information	0.873	
3	It is beneficial to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.837	
4	It is meaningful to use <i>Cuti-Cuti 1 Malaysia</i> Facebook page	0.81	

### 4.3 Discriminant validity

The study justified the variables discriminant validity using correlation, r value. It is found that each construct has a clear distinct due to correlations value between constructs is low, in between 0.625 to 0.84. Kline (2015) recommended that r value should be < .90 between the constructs to indicate discriminant validity. Thus, the finding shows discriminant validity is established and proved the construct is not represented by other constructs in this study.



#### 4.4 Reliability of items

The analysis on the reliability of the items indicated that the items to measure tourism Facebook users in a questionnaire are considered as satisfactorily reliable. The reliability value for each item is in between of 0.846 to 0.957 (as shown in Table 4). Referring to Nunnally and Bernstein (1994) and Tavakol *et al.*, (2011), a value between 0.60 to 0.70 is considered acceptable, and value at a range of 0.70 to 0.90 is considered as satisfactory. Thus, the items have passed the reliability test.

Table 4. Reliability value

Items	Reliability value (CR > 0.7)
User response	0.957
User engagement	0.908
Perceived behaviour control	0.879
User experience	0.847
Subjective norms	0.846

For this study, the questionnaire was designed to evaluate the *Cuti-Cuti 1 Malaysia* Facebook users' level of agreement to search Malaysia tourism information using the *Cuti-Cuti 1 Malaysia* Facebook page. The objective of the study is to analyse *Cuti-Cuti 1 Malaysia* Facebook user involvement toward certain factors that will influence their activities in using Facebook to search for tourism Malaysia information. The study has produced a satisfactory model that valid made of 5 factors (subjective norms, user experience, perceived behaviour control, user engagement, and user response) in which 30 items discarded from 61 items in total. Attitude is discarded from the proposed model due to failure to meet the model fit suggestion.

It is also found that the constructs in this research are different but interrelated. The convergence validity test indicated that the items in the constructs statistically contributed to measuring for specific construct while discriminant validity test clearly shows the constructs are different from one to another. The reliability values pointed out that the items are satisfactorily reliable.

The current study represents a contribution to the social media study in Malaysia. The validated questionnaire has overcome some content limitation in the previous study. In contrast with other Facebook study questionnaire, this study has introduced a new construct supported by strong empirical justification. The study brings together user experience as a new construct to be included, especially to study Facebook user involvement using Facebook to search for information. Besides, the study also included perceived behaviour control as a mediator to identify if a person believes that they can control any given behaviour; they will become confident to use Facebook to search for the information. While for the methodological part, the questionnaire has been validated with broad Facebook user samples and tested based on convergence, discriminant, and model fit test.

#### 4.5 Variables relationship

The user engagement to use *Cuti-Cuti 1 Malaysia* Facebook to search for information could be influenced by several factors such as subjective norms, perceived behaviour control, Facebook user experience, and user response. Table 5 shows the result of the relationships between of subjective norms and perceived behaviour control with Facebook user experience. While Table 6 indicates the relationship of Facebook user experience and user response with user engagement to use *Cuti-Cuti 1 Malaysia* Facebook to search for information.

Table 5. Result of the Regression Path Coefficients and Its Significance Based On P-Value < 0.05 For Subjective Norms and Perceived Behaviour Control

			<b>Estimate</b>	<b>P value</b>	<b>Result</b>
Subjective norms	→	User experience	.470	***	Sig
Behaviour control	→	User experience	.557	***	Sig

The result in Table 5 shows there is a relationship between subjective norms and perceived behaviour control with Facebook user experience. The findings are parallel with Rose *et al.* (2011) and Hasbullah *et al.* (2016). The possible explanation to this scenario is the majority of the Facebook respondents have agreed that the people surrounding them are the key persons that have influenced them to use Facebook to search for information. The respondents also have agreed that it is wise for them to search and to share information using Facebook. Thus, it gave the respondents a positive experience that can be translated as satisfaction as suggested by Isaac *et al.* (2016).

Also, the possible explanation of the significant relationship between perceived behavioural control and user experience is because the respondent capability to use Facebook page easily either to search or to share and information. Respondents feel positive when they can use the Facebook page easily. This explanation is parallel with a definition made by Ajzen (1991) that users' capability to do something will give an important effect to themselves. Thus, in this study, it refers to the respondents' experience of using the *Cuti-Cuti 1 Malaysia Facebook*.

Table 6. Result of the regression path coefficients and its significance based on p-value < 0.05 for user experience, user response and user engagement

			<b>Estimate</b>	<b>p value</b>	<b>Result</b>
User experience	→	User engagement	.301	***	Sig
User response	→	User engagement	.569	***	Sig
User experience	→	User response	.749	***	Sig

Table 6 presents the relationship between Facebook user experience and user response with Facebook user engagement. The result shows there is a significant relationship between both respondent's experience and response with user engagement to use *Cuti-Cuti 1 Malaysia Facebook*. The respondents have agreed that they use Facebook for a variety of activities like purchased holiday package online, uploaded vacation pictures, shared relevance vacation information, and to see the latest vacation venues uploaded by other users. Thus, the user activities are encouraging them to participate to use *Cuti-Cuti 1 Malaysia Facebook*.

Further, the possible explanation to the significant relationship between user response and user engagement to use *Cuti - Cuti 1 Malaysia* to search for information is because the respondents reckoned to use the Facebook page as easy, useful, and enjoyable. The finding is parallel with the result obtained by Chung & Koo (2014) and Wu & Hsu (2015) that relevant information available on the Facebook and the enjoyable while using a Facebook has encouraged respondents to participate to use *Cuti-Cuti 1 Malaysia Facebook*.

However, Table 6 also indicated that user response is highly influenced by user engagement because according to Guilford Rule of Thumb, a value between 0.7 to 0.9 considered as a high relationship. While the relation of user experience and user engagement are considered as having low relationship and user response with user engagement is considered a moderate relationship. Therefore, the respondents' engagement is highly influenced by the relationship of user experience to user response, and user engagement.

Hence, the study reckoned that to encourage Facebook users to engage with *Cuti-Cuti 1 Malaysia* Facebook, the page must be able to increase users experience. The enjoyable experience will increase user satisfaction and encourage the users to use the *Cuti-Cuti 1 Malaysia* Facebook in searching or sharing information.

## 5. Conclusion

Studies on Facebook has increased since 2000. Many of the studies have contributed to a variety of purposes in Facebook use. Previous studies have addressed methodological and content-related limitations based on their research scope. This study attempted to overcome the limitation through statistical validation, yet the approach is confined only to its research scope and used a large sample as one of the approaches to minimise errors. For a statistical approach, this study used factorial analysis, validity, and reliability test in order to identify relevance items to be applied only in this research context. The analysis successfully disintegrates attitude as a non-relevant variable in this research based on statistical analysis although attitude was found empirically supported and significant in the previous research. Statistical validation does help to determine relevant variables applied in this research context, and it is part of the contribution to the Facebook study literature in a tourism research context. In addition, the validated instrument was also benefiting the key player in the tourism industry to enhance their promotional activities using Facebook as a medium.

This study also contributed to theoretical and practical implications. From the theoretical perspective, it contributes to the conceptual limits of the construct. The finding supports the hypotheses of existing theory as well as adding on to the empirical literature of the conceptual study framework and the suitability of the selected construct to be included to study the Facebook user action questionnaire. From the practical aspects, social media researcher could use the available assessment tool to apply in future related research. It will save cost and time using guarantees matric. The finding will bring benefit to related sectors to enhance their social media effectiveness as a medium to promote their products and services. Also, the finding will help Tourism Malaysia and the Ministry of Tourism, Arts and Culture to make a decision continuing to invest using Facebook as a promotional medium. Hence, this research contributing to the application of Facebook study in Malaysia.

Although this study has identified two limitations, first, the study found cooperation from the *Cuti-Cuti 1 Malaysia* Facebook user for the online and offline survey is depressing. Thus, the study must enhance and diversify multiple techniques to encourage respondent participation. Second, the study only involves one particular Tourism Malaysia social media, namely Facebook. It is suggested for future research; the study could focus on other types of social media and communication applications. Besides, it is recommended that more items should be included by considering a few factors of social media and communication application such as effectiveness, number of users, and interactivity. For future study, the research probably could focus on identifying factors related to contributing factors to encourage Facebook users to share stories of their holiday. The findings will benefit many parties involved in promoting their products and services to the online community.

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