



**THE FACTORS THAT INFLUENCE FACEBOOK USAGE
AMONG SMALL AND MEDIUM ENTERPRISES (SMEs) IN
KELANTAN**

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JOHOR**

JUNE 2018

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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"DECLARATION OF ORIGINAL WORK"

I, Puteri Nur Salfarina bt Tuan Salim, (I/C Number:960415-03-5976)

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: Puteri Nur Salfarina bt Tuan Salim

Date: 28th JUNE 2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
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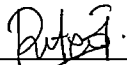
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Factors That Influence Facebook Usage Among Small and Medium Enterprises (SMEs) In Kelantan" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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ABSTRACT

This study purposed to identify the most significant factor that influences the usage of Facebook among small-medium enterprises (SMEs) in Kelantan. In addition, it also examine the additional factors and the differences in term of sales performance after using Facebook for their business. This study integrated between compatibility, cost-effectiveness, trust, and interactivity, which is the factor that are more likely influence SMEs to use Facebook and the differences after using Facebook in term of sales performance. Statistical analyses were based on the data information gathered, through questionnaire survey from 103 SMEs in Kelantan. Correlation analysis was used to identify the most significant factor that influence Facebook usage while coefficient analysis was used to test the hypotheses. From the findings, it was found that interactivity is the most significant factor among those four factors and Facebook usage effect their sales performance after using Facebook. Additionally, compatibility, cost-effectiveness and interactivity were identified as factors that influence Facebook usage among SMEs. This study is limited in selection of samples. The samples only covered one state only which is in Kelantan. Future research can be conducted for whole SMEs in Malays. The outcomes might be accurate as more state involves in future research. This study investigated the differences after the company use Facebook in term of sales performance and also investigated the additional factors that might influence them use Facebook compare to the four factors that involved in this study.

Keywords: *Facebook, Small and Medium Sized Enterprises (SMEs), Social media*