

Influence of Online Social Networking on Entrepreneurial Intention Among UTHM Diploma Students

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Abstract

Online social networking (OSN) has increasingly attracted university students' attention and has become a platform for students to do business and engage with entrepreneurs. Furthermore, it has encouraged them to have entrepreneurial intentions. Since online social networking has become a vital part of our daily lives where everything is done online, especially for young entrepreneurs with online business accounts, this study identified how online social networking affects the entrepreneurial intentions of UTHM Diploma students. In this research, the aim is to define the influence of online social networking on entrepreneurial intention among UTHM diploma students, identify the online social networking factors of entrepreneurial intention among UTHM diploma students, and determine the relationship between online social networking and entrepreneurial intention among UTHM diploma students. This research is done among the current active UTHM Diploma students. Google Forms are used to distribute the questionnaire, and the Statistical Package for Social Sciences (SPSS) is used to analyse the data in this study. According to the results obtained, most of the students utilise online social networks to communicate with entrepreneurs and are motivated to pursue entrepreneurial ventures. As a summary, it can be concluded that the diploma students at UTHM are interested in entrepreneurial intention and that factors such as interest lead them to pursue it more.

1. Introduction

For the past decade, the usage of online social networking (OSN) has become increasingly popular among internet users. OSN or social media such as Twitter, Instagram and TikTok has been popular among the youths these days such as university students. Social media has been described as the use of dedicated websites to interact with other users with similar interests as one's own. Social media has also been defined as "a group of Internet-based applications that build on the theoretical and technical foundations of Web 2.0 and enable the creation and exchange of user-generated content." [1]. Because of this social media has become one the main ways for people to communicate with one another other than using phone calls or sending messages via short message service (SMS).

When talking about entrepreneurship it has been defined as an innovative and creative process where there is potential to add value to products, create job opportunities, raise productivity, revitalize, and diversify markets,

improve social welfare, and more broadly develop the economy [2]. Entrepreneurial Intention (IE) is different than entrepreneurship. EI is a conscious state of mind that precedes one's action that directs their attention toward entrepreneurial behavior such as starting up a business and being an entrepreneur [2]. A lot of people have the intention to start a business of their own but not everyone does it.

Social media has become an important part of our everyday lives, and it is deeply integrated with our daily routines. Even university students who are busy with their school life will find time to unwind on social media. People use it to communicate and there are those who use it to gain an additional income by becoming an affiliate or even starting their own business selling their own brand of products. As such, social media has helped many young budding entrepreneurs to promote their products and reach out to potential customers. Many of those entrepreneurs are university students who are searching for ways to make some extra pocket money while at the same time focusing on their studies. There are many entrepreneurs cum influencers on social media that could have encouraged these students to start their entrepreneurship journey.

Hence, the goal of this study is to identify the online social networking factors of entrepreneurial intention among UTHM diploma students, define the influence of online social networking on entrepreneurial intention among UTHM diploma students, and determine the relationship between online social networking and entrepreneurial intention among UTHM diploma students.

2. Research Methodology

This section explains how the research was carried out, including the population and sample, the instrumentation used for the research, and the statistical analysis of the result obtained from the material used.

2.1 Population and Sample

Population refers to a set of all the units which share the variable characteristics under investigation and for whom research findings can be generalized. The population is essential to establish the boundaries and features to ensure the validity and generalizability of the findings. Meanwhile, a sample is part of the population, and sampling is the process of selecting a sample from the population [3] [4].

To achieve the objective of the research, the probability sampling method was used where every person of the population was selected, and the type of probability sampling used was cluster sample. Cluster sampling is dividing the population into groups with similar characteristics to the whole sample [3][4]. The cluster sampling was used to collect data from the active diploma students of UTHM. There are around 2,237 active diploma students and this population was rounded off to 2,200 students. To choose the precise amount of sample size Krejcie & Morgan, 1970 "Determining Sample Size of a Known Population" table was used [5]. According to [5] when the population size (N) is 2,200, the sample size (S) is 327. Fig.1 shows the flow of the sampling method.

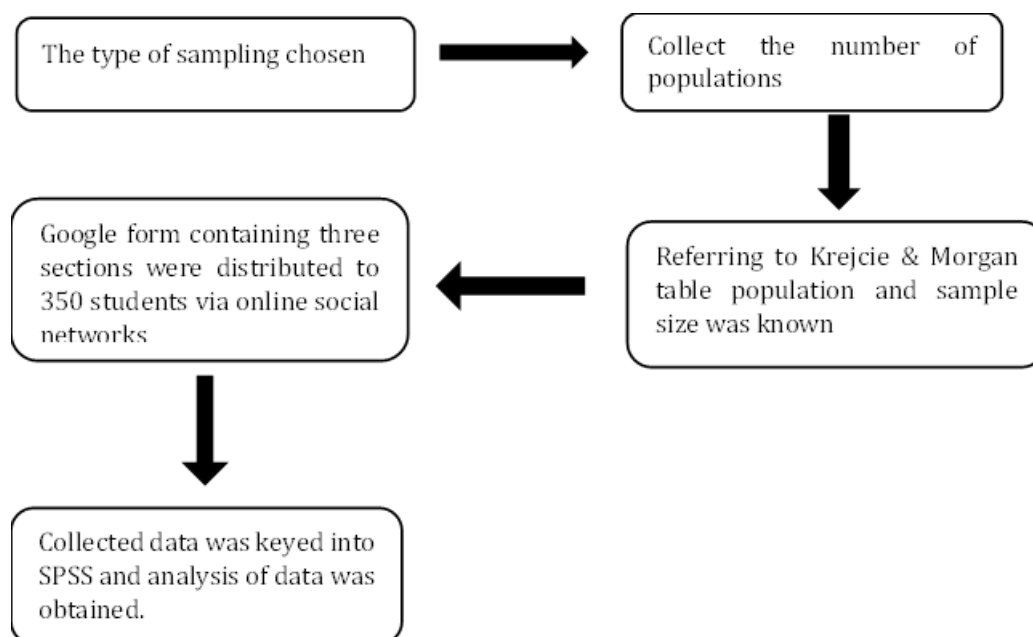


Fig. 1 Flowchart of sampling method

2.2 Variable of the Research

2.2.1 Independent Variable

The independent variable of the research is the OSN of diploma UTHM students. The first conceptual framework of the independent variable is the social networking characteristics where social network features have the structural features of an online social network. The network size, density, diversity, and heterogeneity are the factors to consider. The second independent variable is social interaction and communications in which the social interactions and communication variables focus on how people interact with one another in an online social network. This covers the communication forms like text and calls, interaction frequency and intensity of social interaction, and the availability of social support and emotional display inside the network. Thirdly, social influence mechanisms also become an independent variable where social influence mechanisms refer to the various ways in which individuals on an online social network are influenced by others. Variables like viral material and trends that spread swiftly through the network propose content or connection to the influence of popular or influential individuals [6]-[9].

2.2.2 Dependent Variable

The dependent variable of the research is the entrepreneurial intention of diploma UTHM students. The first conceptual framework of the dependent variable is their personal characteristics. Personal qualities as dependent variables investigate human traits and attributes that influence entrepreneurial intention. These can include self-efficacy, the need for achievement, innovation, and creativity. Secondly, the influence of the social environment and cultural context on entrepreneurial intention is considered as dependent variable relating to social and cultural aspects where social networks, family support and entrepreneurial assistance become examples of variables. Thirdly, environmental factors become a dependent variable when it investigates the impact of the external environment on entrepreneurial intention. Economic condition, market possibilities, and access to resources like financial become examples of such variables [10].

2.3 Instrument of the Study

In order to collect the data needed, Google Form was distributed through an online social network such as WhatsApp, Instagram, Telegram and Twitter. Although the targeted audience for the research is 327, the data were collected from 350 respondents of diploma UTHM students. The questionnaire consisted of three main parts which are:

- Demographic information
- Online social networking behavior
- Factors influencing online social networking & entrepreneurial intention

The questions were asked in a rating scale where (1= Strongly Disagree and 5= Strongly Agree) using simple words to avoid any confusion. The questionnaire was distributed for three weeks period, and the data was collected after the three weeks. Then, cleansing and cleaning of the data was performed. Later, the collected data was key into SPSS to obtain the statistical results.

3. Results and Discussion

3.1 Demographics

There are three demographic sections related to the biodata of the 327 respondents who answered the questions given via Google Form. Based on data that collected, five sections in demographics are gender, age, program studied, year of study, and online social platform used.

Table 1 Gender and age

	Category	Frequency	Percentage (%)
Gender	Male	171	52.3
	Female	156	47.7
Age	18	45	13.8
	19	102	31.2
	20	160	48.9
	21	20	6.1

From Table 1, there are 171 male respondents of 52.3% and female respondents of 156 students which is 47.7% who have answered the questions given. In terms of age, there are respondents who are 18 years old, where they are active students and have just entered the university world. 13.8% of the respondents are 18 years old, which is a total of 45 students. In addition, there are 102 (31.2%) 19-year-old students, the highest of which is 160 (48.9%) 20-year-old students who have answered and there are 6.1% of 21-year-old students, which is a total of 20 people.

Table 2 Program and year of study

	Category	Frequency	Percentage (%)
Program of study	DAA	47	14.4
	DAE	38	11.6
	DAG	36	11
	DAK	40	12.2
	DAM	48	14.7
	DAT	61	18.7
	DAU	57	17.4
Year of study	1	130	39.8
	2	133	40.7
	Final	64	19.6

Based on Table 2, there are seven diploma programs in UTHM that are active. Among them are DAA (Diploma in Civil Engineering) where 47 students (14.4%) have answered, DAE (Diploma in Electrical Engineering) 38 students (11.6%) have answered. In addition, there are students from the DAG program (Diploma in Animation Technology) as many as 36 students (11%), DAK (Diploma in Chemical Engineering) as many as 12.2% which is a total of 40 students. There is also a DAT program which is a Diploma in Information Technology and has been answered by 61 people (18.7%) and a DAU (Diploma in Applied Science) which has been answered by a total of 57 students (17.4%).

As for the year of study category, there are 130 (39.8%) active year 1 students including gender, age and program taken. Apart from year 1, there is also year 2, which is a total of 133 respondents (40.7%) as well as end-of-year students who are undergoing industrial training, a total of 64 people (19.6%) who have answered questions through the Google Form that has been prepared.

Table 3 Online social platform

Category	Frequency	Percentage (%)
Instagram	141	43.1
Twitter	30	9.2
Facebook	13	4
TikTok	56	17.1
WhatsApp	52	15.9
Telegram	35	10.7

Table 3 shows online social platform preferred by the respondents. There are various platforms available in this 21st century era. In Malaysia, users usually use Instagram, Twitter, and other platforms to communicate. Instagram is the highest platform among other platforms which is as much as 43.1% (141 people) among students. In addition, the Twitter platform was used by 30 students (9.2%), while Facebook was used by 4%, which is 13 people. The TikTok platform is used by 17.1% (56 people) of respondents. In fact, there is also a WhatsApp platform that is used by students, which is as much as 15.9% (52 people) in making their business successful and 10.7%, which is a total of 35 students have used the Telegram platform.

3.2 Online Social Networking Behaviour

Behavior is something that we always do or do in our daily lives. Temperament is an attitude shown by an individual as a reflex that exists in oneself. The data is shown in Table 4.

Table 4 *Online social networking behaviour among students*

Statement	Mean	Standard Deviation (SD)
I actively use online social networking platforms for personal purposes.	3.88	0.693
I actively use online social networking platform to connect with other UTHM students.	4.18	0.505
I actively use online social networking platforms to connect with potential business partners or entrepreneurs.	3.89	0.757
I regularly post about entrepreneurial topics or ideas on online social networking platforms.	4.21	0.473

From Table 4, the statement for “I actively use online social networking platforms for personal purposes” has a relatively high level (mean: 3.88, SD: 0.693). They usually use the platform as a personal purpose that becomes their daily routine and some also use the platform as a work or business they carry out and make it a place to grow their business. For the second statement is that “I actively use online social networking platforms to connect with other UTHM students” have found that at a high level (mean: 4.18, SD: 0.505) where they use their platform as a place to connect with other UTHM students to communicate or discussion with each other. The third statement is that “I actively use online social networking platforms to connect with potential business partners or entrepreneurs” at a relatively high or satisfactory level (mean: 3.89, SD: 0.757) also for communication between to strengthen the business and the last statement is that “I often posting about entrepreneurial topics or ideas on online social networking platforms” is at a high level (mean: 4.21, SD: 0.473) because they can share ideas about business.

3.3 Factors Influencing Online Social Networking

There are three factors influencing in online social networks which are perceived usefulness, social influence, self-efficacy.

3.3.1 Perceived Usefulness

Perceived usefulness describes a person who feels that he is useful to others and confident in himself.

Table 5 *Perceived usefulness*

Statement	Mean	Standard Deviation (SD)
Using online social networking platforms enhances my entrepreneurial knowledge and skills.	4.21	0.523
Using online social networking platforms provides valuable about entrepreneurship opportunities.	4.22	0.464
Using online social networking platforms helps me to establish connections with influential entrepreneurs or industry professional.	3.99	0.422
I find it easy to navigate and use online social platforms for entrepreneurial purpose.	3.98	0.492

Table 5 illustrates the confidence that the respondent has. Statement 1 is that using online social networking platforms increases my entrepreneurial knowledge and skills to a high level (mean:4.21, SD:0.523) where entrepreneurs are confident that using online social networking can strengthen their skills such as through widespread distribution. videos. In addition, using online social networking platforms provides valuable entrepreneurial opportunities to a high degree (mean: 4.22, SD: 0.464) because online social networking is a place of communication for every individual such as family, friends, and business. With the existence of this social network, it is easier for a business to grow because the OSN platform is large and widespread throughout the world. After that, the statement that using online social networking platforms helped me establish relationships with influential entrepreneurs or industry professionals to a satisfactory (relatively high) level (mean:3.99, SD:0.422). This is because there are many successful and influential entrepreneurs in the business world regardless of where they are, as well as successful entrepreneurs among our family, friends, and acquaintances. This OSN can help people in connecting with successful entrepreneurs in the industry to know the secrets of their success and the second statement is that I think it is easy to navigate and use online social platforms for

entrepreneurial purposes at a moderate or satisfactory level (mean:3.98, SD:0.492) because the existence of this online social platform can help them to achieve their business goals and can help in further developing the business.

3.3.2 Social Influence

Social influence is a common thing in the 21st century because technology is becoming more sophisticated. The platform is used to expand their influence on the whole world and their business more influence.

Table 6 *Social influence*

Statement	Mean	Standard Deviation (SD)
The opinions and recommendations of my peers influence my use of online social networking platforms for entrepreneurship purpose.	3.8	0.520
I am encouraged to use online social online networking platforms for entrepreneurial purpose by individuals in my social networking (e.g. family, friends, mentors)	4.09	0.668
I find it easy to interact and engage with others on online social networking platforms for entrepreneurial purpose.	4.11	0.605

Social influence can be proven among the community especially young entrepreneurs because the platform is used easily and quickly. From Table 6, the first statement is “the opinion and suggestions of my peers influencing the use of my online social networking platform for entrepreneurial purposes” is at a moderate level which is satisfactory (mean: 3.80, SD: 0.520) because it is usually the influence on the family or the environment where they can know how the business online can further increase their business. In addition, the statement is that “I am encouraged to use online social networking platforms for entrepreneurial purposes by individuals in my social network” (e.g. family, friends, mentors) at a high level (mean: 4.09, SD: 0.668) because of the influence or guidance from the closest people makes them enthusiastic and confident in themselves in developing the business and the final statement is that “I think it is easy to interact and engage with other people on online social networking platforms for entrepreneurial purposes” at a high level (mean: 4.11, SD: 0.605) due to the fact that the platform can connect with anyone to interact and customers who want to buy their sales products.

3.3.3 Self-efficacy

Self-efficacy is a person's perception that he is able to do something important to achieve a goal. This includes the feeling of knowing what needs to be done and being able to do it emotionally.

Table 7 *Self-efficacy*

Statement	Mean	Standard Deviation (SD)
I believe I have the necessary skills and abilities for effectively use online social networking platforms for entrepreneurial purposes.	3.97	0.567
I am confident in my ability to leverage online social networking platforms to enhance my entrepreneurial intentions.	3.64	0.620

Self-confidence allows a person to move forward because confidence will be a benefit to themselves in the future. In Table 7, the first statement is that “I believe I have the necessary skills and abilities to use online social networking platforms effectively for entrepreneurial purposes” at a satisfactory or moderate level (mean: 3.97, SD: 0.567) because everyone has their own expertise. through various platforms used. There are respondents who have skills and there are also those who are less skilled in online business because they do not know how to use it. After that, there is a statement that “I am confident in my ability to take advantage of online social networking platforms to increase my entrepreneurial intentions” at a satisfactory level (mean: 3.64, SD: 0.62) with the platform being able to guarantee costs and save time in business. With the ease that is available, it can give rise to the intention of entrepreneurs to advance their business.

3.3.4 Entrepreneurial Intention

Entrepreneurial intention is a good thing that can give rise to a deep interest in business as well as high knowledge in the field. Entrepreneurs who want to be successful will pursue their intention to advance their business

tirelessly and happily to improve their economy. Table 8 shows the entrepreneurial intention among the respondents.

Table 8 *Entrepreneurial intention*

Statement	Mean	Standard Deviation (SD)
I intend to start my own business in the future	3.80	0.665
I actively seek out entrepreneurship opportunities and resources.	3.85	0.585
I am motivated to pursue entrepreneurial ventures and take risks.	3.83	0.623
I have clear vision and plan for my entrepreneurial endeavors.	3.70	0.744

Based on Table 8, the first statement is "I intend to start my own business in the future" at a moderate level (mean: 3.8, SD: 0.665) because with a high intention in entrepreneurship can create a sense of interest and plan to enter in business world. After that, the statement is that "I actively look for entrepreneurial opportunities and resources" at a satisfactory level (mean:3.85, SD:0.585). In addition, the third statement is that "I am motivated to continue entrepreneurial efforts and take risks" at a moderate level (mean: 3.83, SD: 0.623) because having a deep interest can create motivation among entrepreneurs and dare to take future risks as well as the statement "I have a clear vision and plan for my entrepreneurial endeavors" at a moderate level (mean: 3.7, SD: 0.744) because with intention, their vision and planning well in the business field.

3.4 Discussion

This study investigated the level of influence of OSN on entrepreneurial intention among UTHM diploma student. Findings showed that, by distinguishing between alpha (0.05) set with a sample size of 327 from a population of 2,237 taken according to Krejcie and Morgan's table to find out the required sample size. For differentiation and determine whether to reject H_0 ($p > 0.05$) or not in SPSS. The result found for the online social networking factor is for the perceived usefulness section is ($p: 0.208 > 0.05$). P greater than 0.05 allows to reject H_0 . In addition, for social influence is ($p: 0.443 > 0.05$) where p is greater than 0.05 which is reject H_0 . After that, for the self-efficacy section, reject H_0 because ($p: 0.100 > 0.05$) and reject H_0 for the entrepreneurial intention section ($p: 0.730 > 0.05$).

4. Conclusion

From this study, it is concluded that the factors influencing OSN on entrepreneurial intentions among UTHM diploma students. These determinants find out about defining the influence of online social networking among diploma students and the relationship between online social networking and entrepreneurial intentions. From the results of this study, the majority of the diploma students agree that online social media can improve their business. Therefore, online social networking can influence business worldwide because it is easy and fast to communicate with their customers through the various platforms available.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Nur Aini Syakirah Mohd Fazil, Siti Zuraidah Athira Amran, Pammella Carol, Norliza Ghazali; **data collection:** Nur Aini Syakirah Mohd Fazil, Siti Zuraidah Athira Amran, Pammella Carol, Norliza Ghazali; **analysis and interpretation of results:** Nur Aini Syakirah Mohd Fazil, Siti Zuraidah Athira Amran, Pammella Carol, Norliza Ghazali; **draft manuscript preparation:** Nur Aini Syakirah Mohd Fazil, Siti Zuraidah Athira Amran, Pammella Carol, Norliza Ghazali. All authors reviewed the results and approved the final version of the manuscript.

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