FACTORS THAT INFLUENCE THE SUCCESSFUL ONLINE BUSINESS AMONG STUDENTS IN CITY CAMPUS UNIVERSITI MALAYSIA KELANTAN

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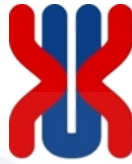NURSYAZWANI BINTI AZMI

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Acknowledgement

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List of Abbreviations

FKP	Fakulti Keusahawanan dan Perniagaan
FHPK	Fakulti Hospitaliti, Pelancongan dan Kesejahteraan
IT	Information Technology
MDEC	Malaysian Digital Economy Corporation
MoHE	Minister of Higher Education
MCO	Movement Control Order
SEOs	Search Engine Optimizers
SME	Small and Medium-sized Enterprises
TOC	Theory of Constraints
UMK	Universiti Malaysia Kelantan

Abstrak

Perkembangan Teknologi Maklumat (IT) membawa impak positif dalam kehidupan seharian termasuk cara orang ramai menjual dan membeli melalui atas talian atau dikenali sebagai perniagaan atas talian. Kajian ini adalah untuk mengenal pasti faktor yang mempengaruhi kejayaan atas talian dalam kalangan pelajar di Kampus Kota, Universiti Malaysia Kelantan (UMK). Rangka Kerja Penyelidikan yang terdiri dari pemboleh ubah bebas seperti kemahiran pemasaran digital dan pengurusan pengetahuan yang mempengaruhi perniagaan atas talian yang berjaya. Seramai 364 orang responden telah mengambil bahagian dalam penyelidikan ini dengan menggunakan kaedah metodologi quantitatif. Pakej Statistik Untuk Sains Sosial (SPSS) digunakan untuk menganalisis data yang dikumpul. Hasilnya, pelabagai metodologi, termasuk analisis deskriptif, kebolehpercayaan dan normaliti digunakan untuk menganalisis data yang diperoleh daripada tinjauan soal selidik secara atas talian. Keputusan menunjukkan bahawa pembolehubah bebas dan pembolehubah bersandar mempunyai hubungan signifikan.

Abstract

The development of Information Technology (IT) brings the internet a positive impact on daily life, including the way people sell and buy via online or known as online business. So, this study is to identify the factor that influence the successful online business among students in City Campus Universiti Malaysia Kelantan. A research framework comprising different variables like digital marketing skills and knowledge management which influence successful online business. 364 respondents took part in this research, which was done using quantitative research methodology. The Statistical Package for the Social Sciences (SPSS) was used to analyze collected data. As a result, numerous methodologies, including descriptive, reliability, and normality analysis, were used to analyze the data obtained from the online questionnaire survey. The results imply that the independent variables and dependent variables have a significant relationship.

CHAPTER 1

INTRODUCTION

1.1 Background of Study

The development in the Information Technology (IT) world widely nowadays, has changed the pattern and trend of people worldwide. It brings the internet as media to be applied in daily life by people to make life easier. Application of the internet brings a good impact and changes. The changes not only affected the way people communicate, deliver and receive information but also the way people sell and buy. Through this development of the internet day by day, selling and buying now run online. This also relates to modification in payment systems created by banks. Online business, including selling and buying, is sometimes referred to as e-commerce, and it promotes the idea of developing popularity among merchants and consumers in a nation.

Nowadays, online business has become a trend and favored among Malaysian. The community in Malaysia was beginning to accept and become more popular with online business. It does not stop there, because online business helps the development of the community's economy supported by Malaysian who love to buy online. A study by Bain & Company from the United States of America said almost 47% of consumers in Malaysia turn to online methods as the most frequently used channel to purchase goods (Zainuddin, 2021).

In addition, online business is not only conduct by large companies, but it includes small companies such as Small and Medium-sized Enterprises (SME). According to Amri (2021), more than 489,000 SMEs and micro have already implemented e-commerce in their business while 378,000 SMEs have been trained in e-commerce through initiatives organized by Malaysian Digital Economy Corporation (MDEC). University students are among the group who run businesses. Datuk Seri Dr Noraini Ahmad, The Minister of Higher Education (MoHE)

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said in 2016 to 2019, a total of 49,983 students run a business and 7,148 graduates run a business. She adds, the field of entrepreneurship is indeed a priority of MoHE to implement now, especially digital entrepreneurship. To ensure the development of digital entrepreneurship, MoHE is expanding cooperation with National Institute of Entrepreneurship (INSKEN), National Institute of Entrepreneurship (MDEC) (Ibrahim and Karim, 2020).

1.2   Problem Statement

In fact, within a month after the Movement Control Order (MCO) was enforced on March 18 last year, online trading activity increased by 28.9 percent, according to news reports. According to SME Corporation Malaysia chief executive officer Rizal Nainy, e-commerce participation among SMEs increased by three percent between March and October 2020 compared to the previous year's corresponding period. And, between March 1 and Oct 31 last year, a total of 373,213 entities registered their businesses with the Companies Commission of Malaysia under the online category (BERNAMA, 2021). Nowadays, online business has been chosen by many people as the source of income because of the availability of the Internet. The Internet changes organizations beyond the physical constraints of their traditional distribution channels and creates a worldwide online community in which small and medium sized companies can compete with large (Melody et al., 2011).

Online business is highly encouraged, especially among students, especially students of higher learning such as IPTA and IPTS. However, starting an online business is not as easy as expected and planned. Students are interested in entrepreneurship and want to open a business at the university (Othman et al., 2009). Online business is also like other offline businesses where it still requires a business site, capital, business items and even promotion for the traded goods. The only difference is the platform. In starting a business there will be constraints that will be faced by entrepreneurs. Online businesses are growing in popularity and receiving positive reception from young entrepreneurs especially among university

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students. The speedy development of information and communication technologies has opened the door for the young entrepreneurs to compete at international business level, introducing new business processes at the same time creating wealth to the country. Students are the ones who are being more courageous in their attempts to establish new ideas in online businesses.

So, young entrepreneurs should focus on this area to take advantage of the opportunity that lies beyond the demand from the huge interest even though they are still studying. This has made online business the first choice by young and fresh graduate students as well to involve themselves in the world of business (Beheshti et al., 2006). In a recent online survey conducted by University of Wollongong (UOW) Malaysia KDU School of Business during the first three phases of the Movement Control Order (MCO). The survey showed that students that were from university tend to choose business as their first career compared to others because of ease of marketing as what happened nowadays. Nowadays, most students can earn money themselves by beginning an internet business. It is because online business was increasingly popular among students in recent years. The challenges of operating an online business are more than one may imagine. This is due to the difficulties they will face starting and running their business. This problem arouses the interest to study what are the factors that influence successful online business among young entrepreneurs, especially among students in Universiti Malaysia Kelantan (UMK).

1.3   Research Questions

The following is the main research question:

1. What is the significant relationship between students' digital marketing skills and the successful online business?

2. What is the significant relationship between students' knowledge management and the successful online business?

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1. 4   Research Objectives

The overall research objective is to identify factors influencing the successful online business among students in Universiti Malaysia Kelantan. The specific research objectives are as follows:

1. To identify the significant relationship between digital marketing skills and successful online business.
2. To identify the significant relationship between knowledge management and successful online business.

1.5   Scope of Study

The focus of this study is on the factors of successful online business among students. As we know online businesses are developing today whether public or university students. This research is to identify the factors influencing the successful university students in online business. As a result, the sample for this research was limited to students in UMK City Campus in Faculty of Entrepreneurship and Business (FKP) and Faculty of Hospitality, Tourism and Wellness (FHPK). Students from other universities are not being covered in this study. Researchers generally distribute the questionnaire to students of UMK City Campus because avoiding the wrong data of students running an online business. However, this way can help researchers to get the data of online merchants among UMK City Campus's students. The research about factors that influence successful online business is run in UMK. The independent variables of this study are digital marketing skills and knowledge management.

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1.6 Significant of Study

This research is significant for universities students especially Universiti Malaysia Kelantan's students either on their current or future business. It is also significant to new online businesses to run and develop their business well. They were able to identify that digital marketing skills and knowledge management has been influenced a successful online business.

This study is also important for implementation by students on any level of education. A good understanding toward factors influencing a successful online business among students will help them on running an online business well. This research were elaborate how digital marketing skills and knowledge management can help students succeed in online business.

1.7 Definition of Term

1.7.1 Digital Marketing Skills

Digital marketing is a new strategy in online marketing that affects consumers through a variety of channels of communication, including social media, mobile apps, blogs, emails, and even Search Engine Optimizers (SEOs), with the goal of fostering closer relationships with consumers through various forms of communication that convey advertising to them (Garcia et al., 2019). Additionally, digital marketing effectively increases the value of the brand by removing brand ambiguities as a result of customer exchanges of thoughts, views, and experiences that increase buy intent (Tham et al., 2019). As investing in the digital marketing sector needs a sizable expenditure, senior management frequently contrasts it with more established, mature, and successful traditional marketing channels (Teixeira et al., 2019). False digital marketing adoption by businesses is expensive, time-consuming, and uncompetitive in the marketplace since Malaysia currently lacks digital marketing expertise (Gaur, 2019). In this research, we focusing channel of communication, relationships with customer and advertising.

1.7.2 Knowledge Management

Knowledge management is the capacity to gather, use and exchange data, and it is directly tied to an online business's profitability (Xu & Ma, 2008). Asset engagement and information exchange among online business partners is a factor that fosters their shared experiential learning process and, as a result, is a crucial asset for every firm (Harris, 2008). A successful application of electronic systems depends on an online business's capacity to gather, maintain, and continuously improve knowledge (Xu et al., 2008). The accumulated knowledge must be valuable and relevant to online business operations to have a positive impact on the organizational management (Dubelaar et al, 2005). In this research, we are focusing on knowledge level and knowledge application.

1.8 Organization of Thesis

In general, the research thesis proposed is divided into three chapters. The introduction to the research is covered in the first chapter. Introduction, study background, problem statements, study objectives, research questions, operational definitions, study scope and constraints, and study significance are all described in the first chapter. The second chapter examines the literature review that is pertinent to the study as well as the earlier investigations that have been done. This chapter makes a significant contribution to the body of knowledge in this field while simultaneously concentrating on the literature gaps. The third chapter also discusses the research methodology employed in this study. It includes the fieldwork procedure, data collection and analysis methods and research design.

The analyses from the fourth chapter are both qualitative and quantitative. First, the data from the general practitioner and the knowledge of Islamic banking will be analyzed using the qualitative technique. The second method is quantitative, and it gathers data from Malaysian undergraduates participating in Islamic banking program at Malaysian UAs. The

fifth chapter, in addition, concentrates on the research results from the investigation that used the constant comparative approach. The research objectives and questions have been met by the findings analysis. The sixth chapter, which serves as the study's conclusion, summarizes the entire thesis. Nevertheless, despite the recommendation for further investigation, this chapter includes implications.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

According to Beheshti & Salehi-Sangari, online platform are systems that offer Internet-based electronic enterprises that serve as a platform for connecting with clients, business partners, and suppliers online. Online commerce is useful since it provides a means for suppliers and customers to communicate with each other as well as with each other. Therefore, vendors can use the internet for all their commercial objectives. They can communicate with their suppliers and market their items both online. The use of the internet in daily life is one of the technological advancements made in the modern period. The pattern of human life has changed as a result of the rapid advancement of communication technologies. It is frequently said that "the world is at your fingertips" to characterize the circumstance. Everything that has to be done on a daily basis may be done online. Due to the fact that individuals are too busy with their jobs these days and some of them do not have time to go shopping for hours, online businesses are able to draw customers' attention.

Busy people like them may buy the things they want from home without having to bother going to the convenience shop or supermarket thanks to online businesses, which offer a wide variety of products and simply ask the consumers to place orders via the Internet. To select and complete transactions for online purchases, users only need a computer, laptop, or mobile phone. Numerous university students are currently bravely starting small-scale businesses in Malaysia with the intention of growing into larger-scale entrepreneurs. For instance, several fashion pioneers, particularly in Islamic design, have been subdued by students who, for the most part, start their businesses exclusively utilizing online platforms like Facebook, Instagram, and Twitter before building an empire that is well-known throughout the

entire world. For instance, King Oden was initially only a modest business operated at the UMK small stalls. With persistence and tenacity, their sacrifice was rewarded with the vast empire they currently possess offline and online business (MetroTV,2021). "Alhamdulillah, our strategy paid off when we were able to sell 30,000 to 40,000 packets of King Oden which were distributed throughout the country every month through 500 agents appointed for the market online as well as offline", he said when met in Kampung Salor. Thus, made them young millionaires as well. This is evidence that an entrepreneur university like Universiti Malaysia Kelantan (UMK) has raised successful young entrepreneurs among students.

2.2 Underpinning Theory

Theory of Constraints (TOC)

Theory of constraints (TOC) established by Eliyahu M. Goldratt in a book titled *The Goal* in 1984 is describes as a management philosophy with a constant focus that enhances organizational performance (Inman et al., 2009). TOC is mechanism for an organizational reform that is concentrated on increasing profits. The TOC also specifies a collection of instruments that change agents can employ to control restrictions and boost profits (Rattner, 2006). By using TOC, it can help business to become more profitable and more efficient in achieving their goals. Based on Figure 2.2, TOC consists of five focusing steps which are to identify the constraints, exploit the constraint, subordinate everything else to be constraints, elevate the constraint and repeat by finding the next constraint (Goldratt, 1990).

In five focusing steps of Theory of Constraints, first is to identify the constraint faced (Goldratt, 1990). In this study, the constraints that UMK students have are digital marketing skills and knowledge management. Second is to exploit constraints or also known as optimizing the constraints that way to resolve the issues. Third is subordinate everything else to the constraint by making changes effectively and working to support the constraints. Fourth

is to elevate the constraint by investing more resources to increase its capacity or output. Fifth is to repeat by finding the next constraint which it's no longer a constraint at this stage and find another constraint to solve and repeat steps 1 to 4 (Goldratt, 1990).

Figure 2.2: 5 Focusing Steps of Theory of Constraints

2.3   Previous Studies

2.3.1   Successful Online Business

In Malaysia, starting an online business is strongly encouraged especially among students at higher education institutions. However, running a business, specifically an online business is not as simple as it may seem, and it has many challenges that have to be faced by students. According to Hamdan & Hasan (2018), the main challenges faced by entrepreneurs

in Malaysia are competition because businesses must fulfill customer needs according to trend and compete in a crowded industry with experienced competitors.

Besides, a study conducted by Malhotra (2014), stated one of the challenges faced by online business is cash on delivery as preferred payment mode among customers. This is due to the low credit card access and low trust in online transaction. It would be faced by online business sellers in running their business.

Therefore, a study by Collins et al. (2004), to establish a business, students need experience. The experience can be obtained by students with the opportunities and support provided by the institution. The experience can help students on managing their online business well until success.

2.3.2   Digital Marketing Skills

The study by Chaffey et al. (2009, 2013), defines digital marketing activities as the use of digital technologies to accomplish marketing skills. The use of technologies to support marketing efforts with the goal of improving customer knowledge by meeting their demands is known as digital marketing. According to Song (2001), online advertising is a potent marketing tool for creating brands and boosting visitors for achieve a success business. It can be related to students who are running an online business. Students can succeed in online business by using online advertising to establish a name and increase traffic.

In India, the use of digital marketing is rising day by day due to the largest internet population in the world. It is supported by a study of Kaushik (2016) stating the reason for rise in digital marketing is because of the increase of internet penetration in the country. Since the method offers a cost-effective marketing platform with the capacity to sift through millions of clients in a short amount of time, it has a favorable effect on digital marketing. This proves that

digital marketing skill is an effective method to be used in this technology era to ensure a business success either offline or online business.

In this study had focused on channel of communication, relationships with customer and advertising. Social media platforms like Facebook, Twitter, and LinkedIn were the most popular ones utilized by companies' organizations to recruit new customers and create relationships with customers. (Michaelidou et al., 2011) also as a channel of communication among businesses organization and customers. According to Valos et al., (2010) only half of the participating businesses in a UK study of advertising believed their interactions with digital media were successful, indicating a need for skill development.

These studies on digital marketing skills have been found to show the effectiveness of digital marketing skills. However, this research focused study the relationship between digital marketing skills and successful online business among students in UMK City Campus.

2.3.3 Knowledge Management

Knowledge management is important to be applied in an organization or businesses because it is a key driver for successful performance. Supported by a study of Bosua & Venkitachalam (2013) stated, successful companies increasingly recognize the importance of managing knowledge, have plans in place to achieve this goal, and invest time and resources into doing so. This is because knowledge management has been identified as a major factor in determining how well an organizational performs. Knowledge management has generated considerable interest in business and management circles due to capability to deliver to organizations, strategic results relating to profitability, competitiveness and capacity enhancement (Chua, 2009; Jeon, Kim & Koh 2011).

In others study, knowledge management also must be applied in SME. Undeniably, implementation of knowledge management in SMEs is low. According to Daft (2007), they tend to be informal, non-bureaucratic and there are few rules. Control tends to be based on the owner's personal supervision and formal policies tend to be absent in SMEs. In addition, activities related to knowledge management like knowledge sharing are time-consuming and require a certain level of trust. According to Drust and William (2011) stated, many SMEs used slow staff turnover. It can aid in those efforts in a beneficial way.

In this study had focused on knowledge level and knowledge application. According to Cole et al., (2011) users with intermediate levels of knowledge about their task fail to select available documents during browsing compare others who have the higher knowledge. Knowledge application of organizational practice, production practice and marketing strategy toward new product and services can experience a sustained competitive advantage to firms. (Costa & Monteiro, 2016).

Many studies on knowledge management have been found show the application of knowledge management in an organization. However, this research focused study on the relationship between knowledge management and successful online business among students in UMK City Campus.

2.4   Hypothesis Statement

In this research, the hypotheses are:

H1: There is a significant relationship between digital marketing skills and successful online business among students.

H2: There is a significant relationship between knowledge management and successful online business among students.

2.5   Research Framework


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┌──────────────────────────────────────────────────────────────────┐
│                                                                    │
│   Independent Variables                                            │
│                                                                    │
│   ┌─────────────────────────────┐                                 │
│   │  Digital Marketing Skills   │                                 │
│   │  - Channel of Communication │───┐      Dependent Variable      │
│   │  - Relationships with       │   │                             │
│   │    Customers                │   │   ┌────────────────────────┐ │
│   └─────────────────────────────┘   ├──▶│ Successful Online      │ │
│                                     │   │ Business               │ │
│   ┌─────────────────────────────┐   │   └────────────────────────┘ │
│   │   Knowledge Management      │   │                             │
│   │  - Knowledge Level          │───┘                             │
│   │  - Knowledge Application    │                                 │
│   └─────────────────────────────┘                                 │
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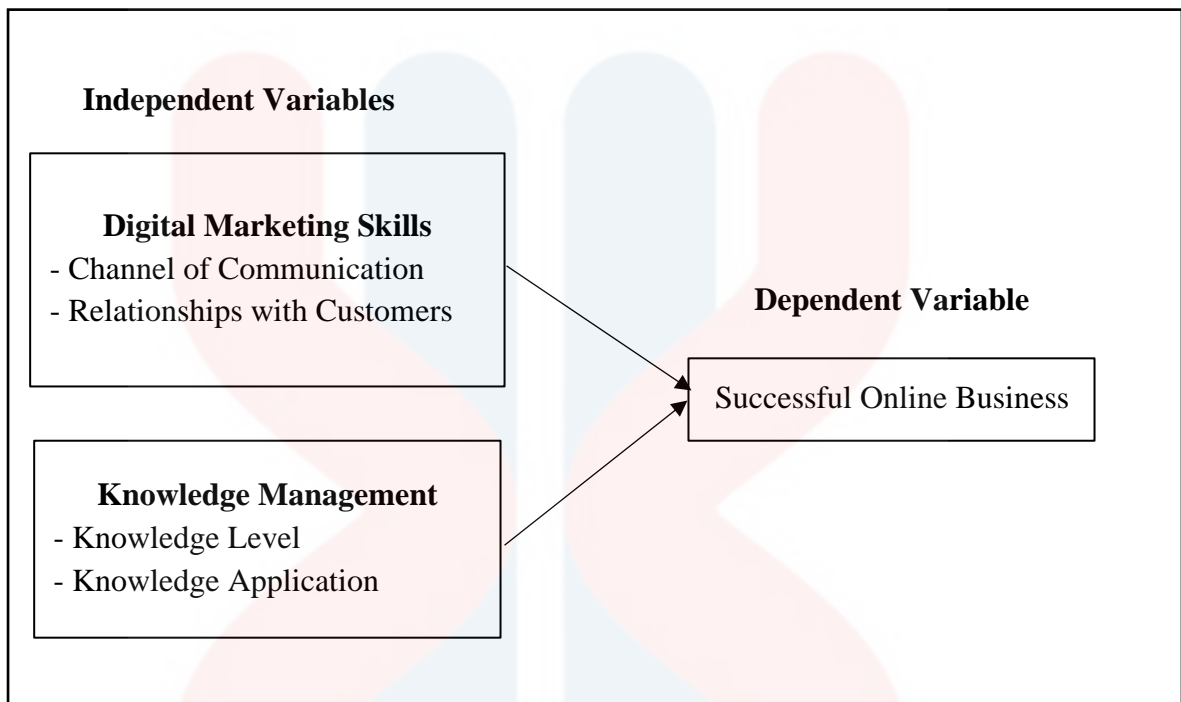
Figure 2.5 Research Framework

Figure 2.5 shows the conceptual framework of this study which is the relationship between independent variables and dependent variables. There are two independent variables and one dependent variable. Each independent variable influences the successful online business among students.

2.6   Summary

In this chapter, a priori statement develops and supported by the empirical and theoretical evidence. There are two independent variables chosen in this research. There are digital marketing skills and knowledge management. There are also two hypotheses that were created before the research began.

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CHAPTER 3

RESEARCH METHODS

3.1 Introduction

Research methodology is a way to systematically solve the research problem defined by Kothari (2004). Research methodology refers to a systematic approach to clarifying research design, collecting data, study population, sample size, sampling technique, research instrument development, measurement of the variable, analyzing data, and drawing certain conclusions in the form of solutions to relevant problems and generalizing certain theoretical formulas.

3.2 Research Design

A research design is the procedure for collecting, analyzing, interpreting, and reporting data in research studies (Creswell & Plano Clark,2007). As explained by Robson (2002), there are three possible forms of research which are exploratory, descriptive, and explanatory. In this study, the researchers used a quantitative research approach. Quantitative research is research that uses information or data that can be measured through a measurement process and requires measurement tools such as questionnaires. In this study, researchers have collected large amount of data. Therefore, quantitative research is the most appropriate method for this study.

3.3 Data Collection

In this research, the method that has been used to collect data was questionnaire survey which is to create a Google form and send it to the respondents. Google form is a free and convenient tool that we can create and survey right with our mobile phone or web browser. It doesn't have a time limit and it is easy for respondents to answer the question anytime anywhere. The researcher had distributed the questionnaire via google form through WhatsApp and any online platforms.

3.4 Study Population

Study population is the operational definition of target population (Henry, 1990; Bickman & Rog, 1998). Researchers are rarely able to study the entire target population, which is not always readily available. The research includes the students of Universiti Malaysia Kelantan (UMK) Pengkalan Chepa in 2022. The population of the students is 6,174. The respondents in this research are students of UMK, including Faculty of Entrepreneurship and Business (FKP) 3,451 people while Faculty of Hospitality, Tourism and Wellness (FHPK) about 2,723 people. All the data was got from FKP and FHPK of UMK in November 2022.

3.5 Sample Size

Sample size is the number of completed responses survey receives. While there are no hard and fast rules around how many people should involve in research, some researchers estimate between 10 and 50 participants as being sufficient depending on type of research and research question (Creswell & Creswell, 2018). Therefore, in this study, according to the total population of 6,174 people, the questionnaire needs to distribute to a sample size of 364 people referring to Krejcie & Morgan (1970) sample size table. However, the questionnaire of this study has distributed to 400 people of students in City Campus, UMK because it was an extra standby to filter the outliers respondents. Then, the return and specific number of respondents in return was exact 364 of people.

3.6 Sampling Techniques

The sampling technique that was applied in this study was non-probability convenient. This convenient sampling was chosen because this study was expected to examine the factors that influence successful online business among students in City Campus, UMK, so the questionnaire of this study is only open to students in City Campus, UMK. This is because

students in UMK are more exposed to the background of entrepreneurship education that allows them to answer questions related to online business.

3.7   Research Instrument Development

Research instruments is a tool that was used to collect data in this study. Research instruments used in this study namely questionnaire methods. Set questionnaires for this study were developed and distributed to the respondent to know the factors influence in successful online business among students UMK. The set of questionnaires play a role to get the research findings in effective ways while having the relevant opinion from the respondents regarding the topic. The questionnaire was taken from a previous research study and the questions were adopted from several existing articles.

The questionnaire consisted of three sections: Section A, B and C. For section A, it required questions that relate to demographic information of respondents that consisted of seven (7) questions. While for section B, is the part that includes the questions involving dependent variables which are related to successful online business among students in City Campus, UMK that consists of five (5) questions. Then for section C, it included the questions that involve independent variables which are factors that influence successful in online business such as digital marketing skills and knowledge management that consisted of eight (8) questions.

3.8   Measurement of The Variables

Measurement of the variables in this study is to construct every questionnaire in the questionnaire in section A, B and C. The questionnaire was based on questions that had been used by various previous researchers. All questions were generated with clear and normal language usage to make sure respondents understood the questions.

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Table 3.8.1: **Contents of Questionnaire**

Section	Description	Item	Source
A	Demographic Profile	7	(Takin et al., 2021)
B	Successful Online Business	5	(Lee et al., 2007)
C	Digital Marketing Skills	4	(Bermeo-Giraldo et al., 2022)
	Knowledge Management	4	(Gold et al., 2001) (Lee et al., 2007)

In this study, nominal scales and interval scales were used in this set of questionnaires. Nominal scales were used in Part A because it allows researchers to assign certain groups or categories especially for demographic profile sections. Then, interval scales were used in Part B and C. A 4-point Likert scale has been used for these two sections to measure the categories of variables which is (1= Strongly Disagree, 2= Disagree, 3= Agree and 4= Strongly Agree). This study has been used a 4-point Likert scale in the questionnaire because the previous studies found that similar topic to this study also using 4-point Likert scale. Besides that, 4-point Likert scale is most suitable for the study because it is easy to analyze findings results at the end of the research (Blog, 2019). For this study, a close-ended questionnaire was used to make it easier for respondents to answer in a short time.

Table 3.8.2: Likert Scale

Variable	Likert Scale
Strongly Disagree	1
Disagree	2
Agree	3
Strongly Agree	4

3.9   Procedure Data Analysis

In this study, procedure data analysis is to identify the process and procedure in analyzing the data. The data will be analyzed using various methods through Pilot Test, Reliability Test, Pearson Correlation and Descriptive Analysis.

3.9.1   Pilot Test

The first method used in procedure data analysis is the pilot test. Pilot test was conducted before a set of questionnaires used in the actual study to identify the validity and reliability of the questionnaire. This pilot test was conducted to 30 random respondents. Pilot test was conducted to 30 random respondents because it takes from 10% of sample size respondents (Takin et al., 2021). Thus, the pilot test is a function to test the suitability of the questions and will be analyzed through Cronbach's Alpha test.

3.9.2   Reliability Analysis

After analyzing the data through a pilot test, reliability analysis will be used in this study. Reliability is used to identify the internal consistency of the measurement instruments to calculate the correlation between specific scale items (Sekaran & Bougie, 2019). Since this

study is using Likert scale, researchers need to know the consistency of the answer of the respondents. Cronbach's Alpha method will be used to test the suitability of the questionnaire using Statistical Package Social Science (SPSS). According to Table 3.9.2.1, the good Cronbach's Alpha should be the value range 0.7 to 0.9. It's the suitable method to measure the sample frequency distributions for the one variable to one another. Besides that, Cronbach's Alpha was used to identify the level of understanding for items in the questionnaire among respondents.

Table 3.9.2.1: Coefficient of Cronbach's Alpha

Coefficient of Cronbach's Alpha	Reliability Level
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9	Excellent

Source: Hair et. al (2015): Essential of Business Research Methods

3.9.3   Spearman Correlation

According to the hypothesis of this study, the research objective is to test the significant relationship between independent variable and dependent variable. In this study, after settling the part of data analysis in Cronbach's Alpha, the data has been analyzed using Spearman Correlation to detect the significance relationship between one variable to another variable. It is because this study works to know whether factors of digital marketing skills and knowledge management give the positive relationship to successful online business or not. Spearman correlation has been measured using monotonic relationship. "r" is called the correlation

coefficient. It ranges from -1.0 to +1.0. It is functions to interpreting either relationship is monotonic. A positive correlation indicates that the two variables tend to rise as one rises. When two variables are negatively correlated, it means that if one variable rises, the other tends to fall. Values close to -1 or +1 represent stronger relationships than values closer to zero.

Table 3.9.3.1: Interpretation the Size of Correlation Coefficient

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	Little if any correlation

Source: Hinkle, 2003; Applied Statistics for the Behavioural Sciences

3.9.4   Descriptive Analysis

In this study, descriptive analysis will be used for analyzing data from Part A (demographic sections) from questionnaires. In demographic sections, there's gender, age, faculty of study, course of study and additional questions of respondent's background. So here, descriptive analysis has been to identify the total characteristics of the demographic. The data has been analyzed through three average mean, median and mode. Thus, descriptive analysis was used to gather information about the properties of items (Bougie & Sekaran, 2019).

3.10   Summary

In this chapter, it brings a deep clarification that research methodology plays an important role to study research. The research method that has been used for this study is

quantitative research by using questionnaires as research instrument tools. The methodology steps used to identify the data collection and to analyze using various measurements such as Cronbach's Alpha and Pearson Correlation. Besides that, the method used is to study the significance between independent variables and dependent variables. Therefore, this chapter has become guide for collecting data for the results and discussion data part.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1   Introduction

In this chapter, researchers will use the Statistical Package for Social Sciences (SPSS) software to analyze the results of the collected questionnaires. All results will be shown in tables and figures. This chapter includes six parts: preliminary analysis, demographic profile, descriptive analysis, validity and reliability test, normality test, and the relationship between independent variables and dependent variables. A total of 364 respondents were collected through the questionnaire.

4.2   Preliminary Analysis

To ensure clarity of instructions, questions, and scale items, the survey measurement which is use pilot tested on the same types of people that will be used as respondents in the main study. Therefore, pilot testing was conducted to identify any questions or items that might offend potential respondents and to identify any issues that might have arisen throughout the data collection process. Therefore, a questionnaire survey was conducted among 30 respondents, and they were asked to express their opinion about the study after completing the questionnaire.

4.3   Demographic Profile of Respondents

Based on the survey results, the demographics of the respondents will be provided in this section such as gender, age, department of study, course of study and several questions about the online business.

4.3.1 Demographic by gender, age, faculty and course of study

Table 4.3.1 Demographic

Items	Frequency	Percentage (%)
Gender		
Male	147	40.4
Female	217	59.6
Age		
19-20 years old	51	14.0
21-22 years old	126	34.6
23-24 years old	173	47.5
25 years old and above	14	3.8
Faculty of Study		
Fakukti Keusahawanan dan Perniagaan (FKP)	249	68.4
Fakukti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK)	115	31.6
Course of Study		
SAK	103	28.3
SAL	41	11.3
SAR	42	11.5
SAB	25	6.9
SAE	20	5.5
SAA	18	4.9
SAP	39	10.7
SAH	46	12.6
SAW	30	8.2

For gender, here are a total of 217 (59.6%) female respondents and 147 (40.4%) male respondents. The percentage shows that female respondents are much higher than male respondents.

For age, there are 4 ranges which are 19-20 years old, 21-22 years old, 23-24 years old and 25 years old and above. The range of 23-24 years old is most of the respondents which is 173 (47.5%). The range of 21-22 years old are the second highest respondents which is a total of 126 (34.6%). The range of 19-20 years old and 25 years old and above are the minority respondents with 51 (14%) and 14 (3.8%).

For faculty of study, Fakulti Keusahawanan dan Perniagaan (FKP) are the majority in this study which is 249 (68.4%) and Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK) is 115 (31.6%).

For the course of study, respondents from SAK are the majority which is a total of 103 (28.3%). Respondents from SAH are the second highest which is 46 (12.6%). Respondents from SAR were the third, which is a total of 42 (11.5%) and respondents from SAL is 41 (11.3%) with only 1 respondent different. Respondents from SAP are 39 (10.7%). Respondents from SAW are a total of 30 (8.2%). Respondents from SAB are 25 (6.9%) and respondents from SAE are 20 (5.5%). Respondents from SAA are a total of 18 (4.9%) which is the lowest.

4.3.2 Are you currently running a business?

Table 4.3.2 Number of respondents running a business.

Item	Frequency	Percentage (%)
Yes	113	31.0
No	251	69.0
Total	364	100.0
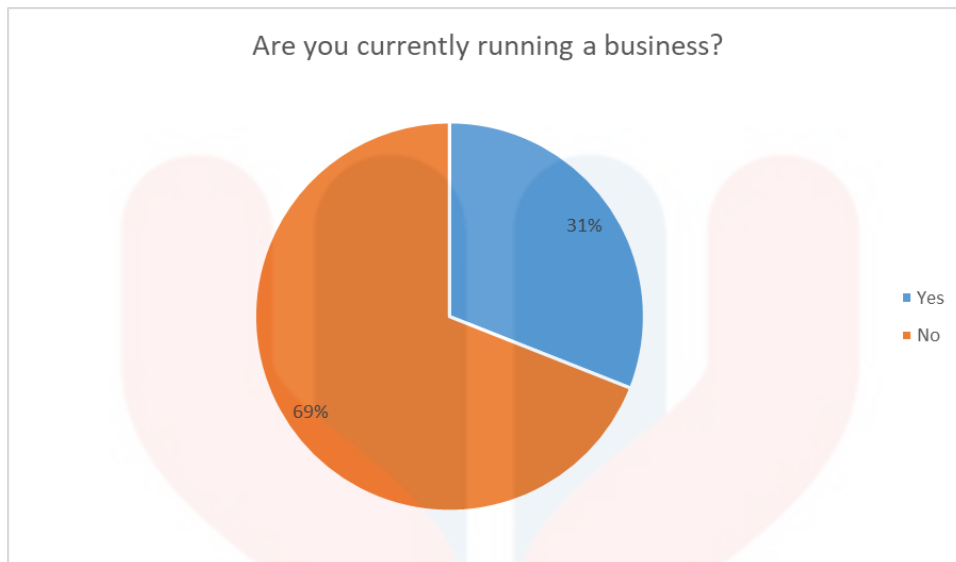
Figure 4.3.2 Percentage of respondents running a business

In this study, the figure shows that the majority respondents are not running a business which is a total of 251 (69%) and it is a total of 113 (31%) respondents who are running a business.

4.3.3 Do you have a family member that is involved in online business?

Table 4.3.3 Number of respondent's family member involved in online business

Items	Frequency	Percentage (%)
Yes	196	53.8
No	168	46.2
Total	364	100.0
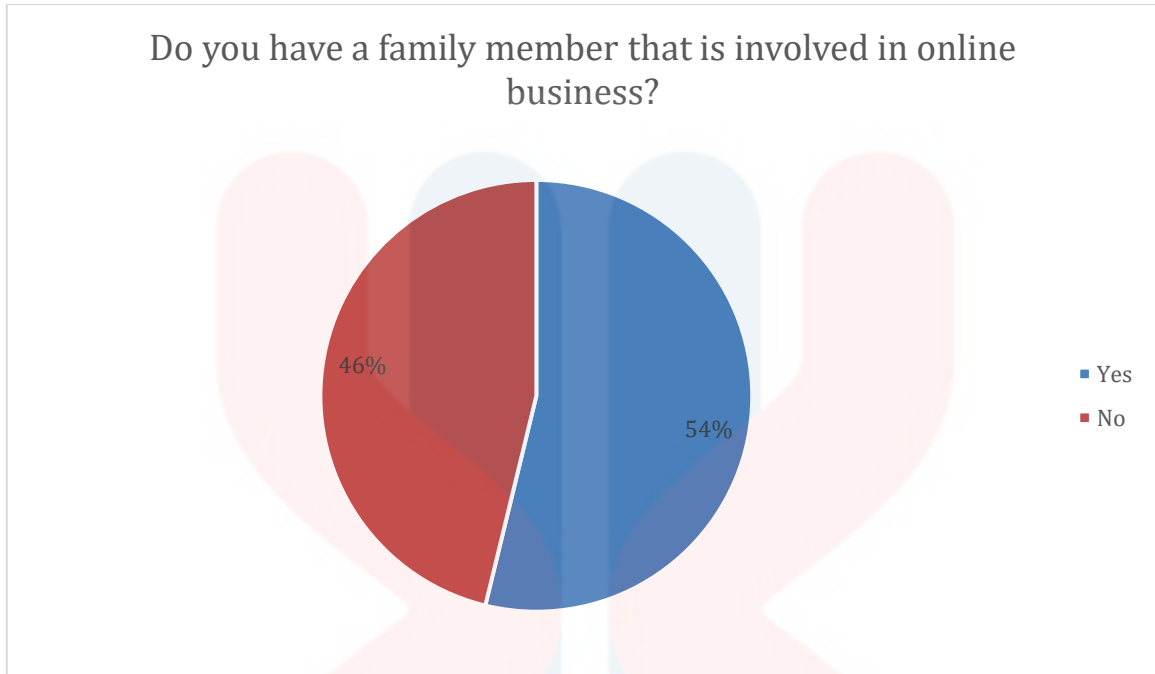
Figure 4.3.3 Percentage of respondents by family member involved in online business.

From the figure 4.3.3 shows that most of the respondent's family members were involved in online business which is a total number of 196 (53.8%) and total number of 168 (46.2%) respondent's family members were not involved in online business.

4.3.4 Do you ever made an online purchase?

Table 4.3.4 Number of respondents who has made an online purchase.

Items	Frequency	Percentage (%)
Yes	350	96.2
No	14	3.8
Total	364	100.0

Do you ever made an online purchase?
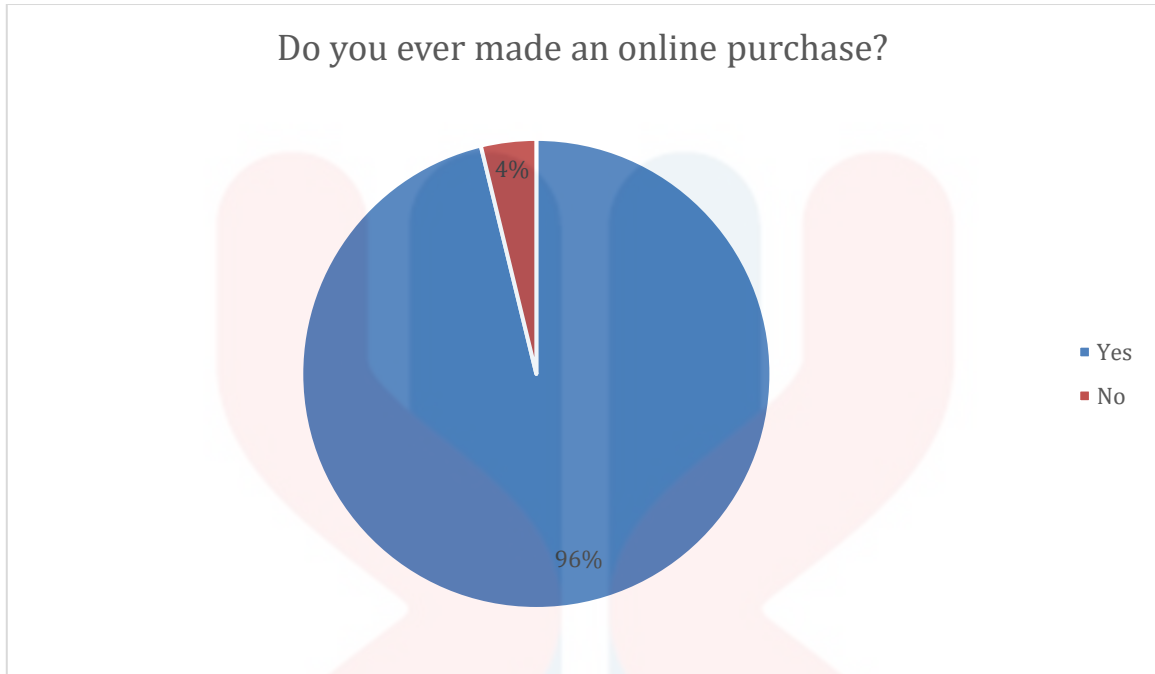
Figure 4.3.4 Percentage of respondents who has made an online purchase.

In this study, it shows that majority of respondent has made an online purchase which is a total of 350 (96.2%) and only a few respondents which is a total of 14 (3.8%) respondents are not ever made an online purchase from the figure 4.3.4

4.3.5 The platform you often use for online purchase.

Table 4.3.5 Number of platforms often use for online purchases.

Platform	Frequency	Percentage (%)
Shopee	178	48.9
Instagram	23	6.3
Lazada	28	7.7
Facebook	30	8.2
Tiktok Shop	88	24.2
Zalora	17	4.7
Total	364	100.0

The platform you often use for online purchases

Legend:
- 1st Qtr
- Instagram
- Lazada
- Facebook
- Tiktok Shop
- Zalora
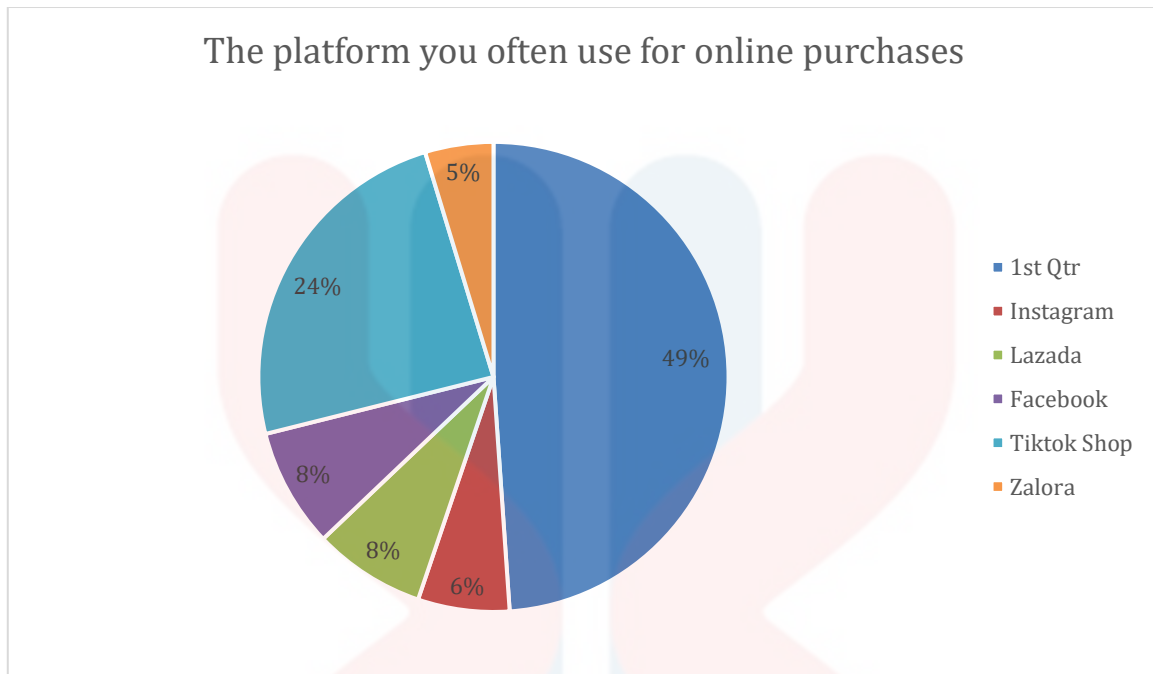
Figure 4.3.5 Percentage of respondents by platforms for online purchases

As figure 4.3.5 indicates that Shopee is the most popular platform for online purchases with a total number of 178 (48.9%). Tiktok shop is the second highest platform which is 88 (24.2%) for online purchase. Respondents who chose Facebook for online purchases were the third, which is a total of 30 (8.2%). For the following platforms which is Lazada, Instagram and Zalora with a total number of 28 (7.7%), 23 (6.3%) and 17 (4.7%) respectively are chosen by respondents as platform for online purchases.

4.4   Descriptive Analysis

A descriptive analysis was performed on the independent and dependent variables. It shows the mean and standard deviation for each question and finds out the factors influence the success in online business.

Table 4.4 Descriptive Statistic of all IV and DV (N=364)

Variables	Importance	
	Mean	**S.D**
DIGITAL MARKETING SKILL (IV1)		
DMS1 Digital marketing skill helps me reach larger audience compared to traditional marketing method	3.58	0.648
		0.63
DMS2 Digital marketing skills helps me use the right content to generate engagement with public/people/audience	3.56	
		0.694
DMS3 Digital marketing skill helps me directly communicate and interact with customer	3.51	0.639
DMS4 Digital marketing skills helps me expand and open new opportunities in the market	3.59	
KNOWLEDGE MANAGEMENT (IV2)		
KM1 I think high level of knowledge can help to exchange the idea with people	3.60	0.633
		0.582
KM2 I think it is important to have knowledge before starting something new	3.63	0.60
		0.583
KM3 I have applied the knowledge in solving my problems	3.60	
KM4 I am satisfied with my outcomes after learning some new Knowledge	3.62	
SUCCESSFUL ONLINE BUSINESS (DV1)		
SOB1 Successful online business will increase market share	3.64	0.63
SOB2 Successful online business will improve customer service	3.60	0.63
SOB3 Successful online business will provide better product services	3.49	0.69
SOB4 Successful online business will enhance business efficiency	3.56	0.62
SOB5 Successful online business will enhance business productivity	3.58	0.644

From the table shown, all the variables have a mean score above 3.00. This is the indication that the majority respondents are neutral with the statement based on each variable.

In Digital Marketing Skill, DMS4 has the highest mean which is 3.59 with standard deviation 0.639 and DMS3 are the lowest scored 3.51 with standard deviation 0.694.

In Knowledge Management, KM2 scored the highest mean 3.63 with standard deviation 0.582. KM1 and KM3 scored the same mean 3.60 with standard deviation 0.633 and 0.601 respectively.

In Successful Online Business, SOB1 scored the highest mean 3.64 with standard deviation 0.639 and SOB3 scored the lowest mean 3.49 with standard deviation 0.694.

4.5   Reliability Test

Reliability test was used during the data collection process to measure the reliability of the questionnaire collected. For reliability tests commonly used a measurement reliability scale. This reliability analysis was used to test the consistency of the questions that distributed to the respondents.

Table 4.5.1 Summary of Cronbach's Alpha value of variable

	Variables	Number Of Item	Cronbach's Alpha Value
IV1	Digital Marketing Skill	4	0.853
IV2	Knowledge Management	4	0.871
DV1	Successful Online Business	5	0.891

A good Cronbach's Alpha value should be between 0.7-0.9. Therefore, from the table 4.5.1 shows that all the variables are >0.8 which is good. In summary, the results of the reliability tests support the adequacy of the tools used through this study and the concepts tested are applicable to this study.

4.6   Normality Test

Researchers use the test normality technique to test the normalization of the hypothesis which is spent in this study. To see the normalization of this hypothesis, the researcher focuses on Kolmogorov-Smirnov and Shapiro-Wilk by looking at the p-value = significant, if the p-

value exceeds from 0.01 means hypothesis is not dictated and if the p-value than 0.01 means reject hypothesis.

Table 4.6.1 Test of Normality

	Kolmogorov-Smirnov [a]			Shapiro-Wilk		
Tests of Normality						
	Statistic	df	Sig.	Statistic	df	Sig.
Successful online business	.247	364	.000	.779	364	.000
Digital marketing skills	.244	364	.000	.785	364	.000
Knowledge management	.259	364	.000	.748	364	.000

In table 4.6.1, the outcome in each test shows that all the significant value, p is 0.000 which is less than 0.05 thus making the data as abnormal because does not follow a normal distribution. Due to the result in this test, to define the relationship between two variables in this study, Spearman correlation analysis should therefore be applied in hypothesis testing instead of Pearson correlation analysis.

4.7   Hypothesis Testing

To define the relationship between independent variables and dependentvariables, this study used correlation analysis. The independent variables were the variables that defined digital marketing skills and knowledge management. The dependent variables were defined the successful online business.

Table 4.7.1 Results of Spearman Correlation Analysis

Correlations			Successful Online Business	Digital Marketing Skills	Knowledge Management
Spearman's rho	Successful Online Business	Correlation Coefficient	1.000	.745**	.690**
		Sig. (1-tailed)	.	.000	.000
		N	364	364	364
	Digital Marketing Skills	Correlation Coefficient	.745**	1.000	.746**
		Sig. (1-tailed)	.000	.	.000
		N	364	364	364
	Knowledge Management	Correlation Coefficient	.690**	.746**	1.000
		Sig. (1-tailed)	.000	.000	.
		N	364	364	364

**. Correlation is significant at the 0.01 level (1-tailed).

Tables 4.7.2 Summary of Status of Hypothesis

	Hypothesis	Results	Spearman Correlation	Status
H1	There is a positive significant relationship between digital marketing skills and successful online business.	$p < 0.01$	0.745	Accepted
H2	There is a positive significant relationship between knowledge management and successful online business.	$p < 0.01$	0.690	Accepted

Table 4.7.2 showed the relationship factors that influence successful online business among students in Universiti Malaysia Kelantan (UMK). The p-value was 0.000, which was lessthan the significant level of 0.01. The correlation coefficient is 0.745, indicating that there was a high positive relationship between digital marketing skills and successful online business. The correlation analysis supports that personal norms have a significant relationship between digital marketing skills and successful online business. In conclusion, hypothesis 1 is accepted.

The second hypothesis is the relationship between knowledge management and factors that influence successful online business among students in Universiti Malaysia Kelantan (UMK). The p-value was 0.000, which was less than the significant level of 0.01. The correlation coefficient is 0.690, indicating that there was a moderate positive relationship between knowledge management and successful online business. The correlation analysis supports that personal norm have a significant relationship between knowledge management and successful online business.

4.8   Summary

Overall, for this chapter, researchers can summarize every data used to run analysis using data obtained from questionnaires answered by 364 respondents who are students in City Campus in Universiti Malaysia Kelantan. The data obtained from the questionnaires are included in the SPSS to do analysis. As a result of the analysis of the pilot test, frequency, descriptive analysis, reliability analysis, and spearman test is to enable researchers to get more accurate data and facilitate researchers in collecting analysis data from 364 respondents. Therefore, the analysis results show that the data obtained is valid and the hypothesis in this study has a significant positive relationship with dependent variables, changing business patterns.

CHAPTER 5
DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter will further discuss finding of this study and discussion of analyzing the hypothesis supported by the data obtained in the previous chapter. In addition, the implication of study, limitations of the research and recommendations for future research of factors that influences the successful online business among students will be covered. Researchers will draw a conclusion about the study in this chapter.

5.2 Key Findings

Based on the study, key findings that can be observed are that all the objectives can be developed. Digital marketing skills and knowledge management are the two variables that were examined in this study. Based on the result of this study, the researcher has known that these two main factors have influenced the successful online business among students in City Campus Universiti Malaysia Kelantan. Surveys and questionnaires were used to collect data for the quantitative research method from the respondents. Using descriptive statistics, a reliability test, and correlation, each piece of data was examined.

5.3 Discussion

5.3.1 Hypothesis 1

H1: There is a significant relationship between digital marketing skills and successful online business among students.

Based on the result, it is proven that there is a positive significant relationship between digital marketing skills and successful online business. According to the result shown in Chapter 4, the correlation coefficient value is 0.745 which means there is a high positive correlation between digital marketing skills and successful online business. The results show that the regression value for digital marketing skills is $p=0.000$ which is very significant to

digital marketing skills because the regression value is less than 0.01, where p<0.01. The H1 is accepted as a result.

This result is supported a study by Nuseir & Aljumah (2020) which prove that digital marketing positively influences business performance. Besides, digital marketing which existing in internet marketing is significant with business especially in seller-customer relationship aspect (Grubor & Jaksa, 2017). This reinforces the results of the study that the digital marketing skills influences the successful online business among students in UMK, City Campus. The marketing skills includes channel of communication and relationship with customers being a key of successful online business.

5.3.2 Hypothesis 2

H2: There is a significant relationship between knowledge management and successful online business among students.

Based on the result, it is proven that there is a positive significant relationship between knowledge management and successful online business. According to the result shown in Chapter 4, the correlation coefficient value is 0.690 which means there is a high positive correlation between digital marketing skills and successful online business. The results show that the regression value for digital marketing skills is p=0.000 which is very significant to digital marketing skills because the regression value is less than 0.01, where p<0.01. The H2 is accepted as a result.

This result is supported by Lin & Lee (2007) which prove knowledge management positively influences e-business. A study by Chong et al (2013) also stated the application of knowledge management have a positive influence on the ade-business. This supports the study's findings that the knowledge management has a significant relationship between

knowledge management and successful online business. Sellers who run an online business with applying knowledge management can be successful and it includes knowledge level and knowledge application.

5.4   Implications of the Study

The purpose of this study was to look at the factors of successful online business among students in City Campus, UMK. The implication of this study is to know and understand the factors that involve students in UMK about the exposure of factors that influence students in successful online business. Since Universiti Malaysia Kelantan is a university that focuses on entrepreneurship, then this study helps to recognize and understand the factors. However, this study has found factors that strongly influence the successful online business among UMK students are digital marketing skills and knowledge management. From these factors, it has been found that digital marketing skills give the good inner skills in some students to be involved in successful online business. Besides that, knowledge management also gives the good impact of factors that influence students in successful online business because it helps in creating business from zero to hero using entrepreneurship background of knowledge.

The findings of this study may be important for practice and policy because the exposure of factors that influence successful online business will influence other students to involve in business online. Besides that, this study may be crucial to people because people will know the most important facts that influence someone to be involved in online business. Starting from nothing will help an individual to gain a lot in the platform of business. It helps more in go through the process in creating a business and combine the factors of digital marketing skills and knowledge management at once.

5.5   Limitations of the Study

In this study, there are some limitations that need to be faced during completing this research. The major limitation in this study is limited sources. Limited sources of articles that

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related to topic successful online business has limited in getting more sources that can support this research. Meanwhile, articles that relate to this topic focus on larger industries while this study is focused on students. Then, it shows that sources of this topic have been limited. However, there are articles that convince and support this topic as being the main article.

Second limitation of this study is the limit of target respondents. It is because this study only focuses on UMK students. The target respondents for study are about 400 people of UMK students, then it needs extra energy to get the respondents in two weeks to collect the data from UMK students while students are not able to fill the questionnaire through google form. However, an alternative has been made by creating a QR code and collecting the data through students physically at campus. It helps a lot to gain respondents as targets in a short time.

Then, the minor limitation of this study is the limitation of time. During collecting data from respondents, it took a long time to make sure the respondents were sufficient until it was dragging time to complete the research on time. Then, it was a bit rushed to complete the final complete report.

5.6   Recommendations/ Suggestion for Future Research

Future research should be to study the factors that influence the successful online business among students that are doing an online business. Then the suggestion for future research is to use a qualitative research method to make sure the results are exactly from the actual successful entrepreneur in online business. Then, the result will be more effective and efficient to influence other people involved in online business as well, especially students in university. In addition, the more exposure and support articles about successful online business will help a lot in making this research complete.

Furthermore, improvement from the sides of the questionnaire also will be a suggestion for future research because this type of questionnaire will contribute a lot in some research. Type of questionnaire that is short and clear in sentences will help the respondents to

understand the questionnaire and get actual responses and results. From the actual and exact answers from the respondents will give the best results and the study will be conducted in a good results and condition.

From the other side, for the future research may focus on the sample size that includes the three campuses of Universiti Malaysia Kelantan since UMK has three campuses including City Campus, Jeli Campus and Bachok. Since the course of study background is different than it can be studied from different study backgrounds such as successful online business from the aspect of science industry and art industry.

5.7   Overall Conclusion of the Study

In conclusion, this study focuses on factors that influence the successful online business among students in City Campus, Universiti Malaysia Kelantan. This study has two factors which are digital marketing skills and knowledge management to measure the significance relationship with successful online business. The results show that H1 and H2 are supported. Digital marketing skills have a positive significance relationship with successful online businesses. The study found that respondents are more closely related to the factor of digital marketing skills because it related to itself with their own skills. It shows that digital marketing skills in itself will be contributed to in successful online business. Then, for the second factor which is knowledge management also has a significant relationship with successful online business. It shows that knowledge management is one of the crucial things that influence successful online business. Every starting up or creating something new needs to be in tandem with knowledge background. Overall, the results of this study give good results related to the topic of factors that influence successful online business among students in City Campus, UMK. May the future research that discuss the similar topic with this one could be made up with a better idea according to the recommendations and suggestion.

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FACTORS THAT INFLUENCE THE SUCCESSFUL ONLINE BUSINESS AMONG STUDENTS IN CITY CAMPUS UNIVERSITI MALAYSIA KELANTAN

Dear respondents,

We are Hew Hui Ru, Mohamad Haziq Bin Masri, Nordiana Binti Mohd Isa and Nursyazwani Binti Azmi students of Bachelor in Entrepreneurship (Commerce) from Universiti Malaysia Kelantan (UMK) conducting the research on **"FACTORS THAT INFLUENCE THE SUCCESSFUL ONLINE BUSINESS AMONG STUDENTS IN CITY CAMPUS, UNIVERSITI MALAYSIA KELANTAN"** as part of the requirement of our studies in UMK. This survey is designed for supplemental users and the questions are stated in bilingual.

Your participation in this survey questionnaire is highly appreciated. All the information provided will be confidential and will be used for academic purposes only.

Thank you very much for spending your precious time.

Responden yang dihormati,

Kami Hew Hui Ru, Mohamad Haziq Bin Masri, Nordiana Binti Mohd Isa and Nursyazwani Binti Azmi pelajar Ijazah Sarjana Muda Keusahawanan (Perdagangan) sedang menjalankan kajian tentang "FAKTOR YANG MEMPENGARUHI KEJAYAAN PERNIAGAAN ATAS TALIAN DALAM KALANGAN PELAJAR DI KAMPUS KOTA, UNIVERSITI MALAYSIA KELANTAN" sebagai sebahagian daripada keperluan pengajian kami di UMK. Tinjauan ini direka untuk pengguna tambahan dan soalan disediakan dalam dwibahasa.

Penyertaan anda dalam soal selidik tinjauan ini amat dihargai. Semua maklumat yang diberikan adalah sulit dan akan digunakan untuk tinjauan akademik sahaja.

Terima kasih banyak kerana meluangkan masa anda.

Section A: Demographic Profile

Bahagian A : Profil Demografik

Please tick (✔) on appropriate answer.

Sila tanda (✔) pada jawapan yang sesuai

1. **Gender /** *Jantina*

   ( ) Male / *Lelaki*
   ( ) Female / *Lelaki*

2. **Age /** *Umur*

   ( ) 19 - 20 years / *tahun*
   ( ) 21 - 22 years / *tahun*
   ( ) 23 - 24 years / *tahun*
   ( ) 25 years and above / *tahun dan ke atas*

3. **Faculty /** *Fakulti*

   ( ) Fakulti Keusahawanan dan Perniagaan (FKP)
   ( ) Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK)
   ( ) Others / *Lain-lain* : _____

4. **Course of Study /** *Kursus Pengajian*

   ( ) SAK
   ( ) SAL
   ( ) SAR
   ( ) SAB
   ( ) SAE
   ( ) SAA
   ( ) SAP
   ( ) SAH
   ( ) SAW
   ( ) Others / *Lain-lain* : _____

5. **Are you currently running an online business?**
   Adakah anda sedang menjalankan perniagaan atas talian?

   ( ) Yes / *Ya*
   ( ) No / *Tidak*

6. **Do you have a family member that is involved in online business?**
Adakah anda mempunyai ahli keluarga yang terlibat dalam perniagaan atas talian?

( ) Yes / *Ya*
( ) No / *Tidak*

7. **Do you ever made an online purchase?**
Adakah anda pernah membuat pembelian atas talian?

( ) Yes / *Ya*
( ) No / *Tidak*

8. **The platform you often use for online purchases.**
Platform yang sering anda gunakan untuk pembelian atas talian.

( ) Shopee
( ) Instagram
( ) Lazada
( ) Facebook
( ) Tiktok Shop
( ) Zalora
( ) Others / *Lain – lain* : _____

Section B: Successful Online Business

Bahagian B: Kejayaan Perniagaan Atas Talian

Please indicate your opinions on the following statements by tick (/) the number from the rating scale given below.

Sila nyatakan pendapat anda tentang pernyataan berikut dengan menandakan (/) pada nombor daripada skala penilaian yang diberikan di bawah.

1	2	3	4
Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*

Questions *Soalan*	**Scales /** *Skala* **(/)**			
	1	**2**	**3**	**4**
Successful Online Business *Kejayaan Peniaagaan Atas Talian*				
Successful Online Business will… *Perniagaan atas talian akan…*				
Increase market share. *Meningkatkan bahagian pasaran.*				
Improve customer services. *Meningkatkan khidmat pelanggan.*				
Provide better product services. *Menyediakan perkhidmatan produk yang lebih baik.*				
Enhance business efficiency. *Meningkatkan kecekapan perniagaan.*				
Enhance business productivity. *Meningkatkan produktiviti perniagaan.*				

Section C: Factors that Influence the Successful Online Business

Bahagian C: Faktor yang Mempengaruhi Kejayaan Perniagaan Atas Talian

Please indicate your opinions on the following statements by tick (/) the number from the rating scale given below.

Sila nyatakan pendapat anda tentang pernyataan berikut dengan menandakan (/) pada nombor daripada skala penilaian yang diberikan di bawah.

1	2	3	4
Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*

Questions *Soalan*	Scale / *Skala* (/)			
	1	2	3	4
Digital Marketing Skills **Kemahiran Pemasaran Digital**				
Digital marketing skills helps me… **Kemahiran pemasaran digital membantu saya..**				
Reach larger audience compared to traditional marketing method. *Menjangkau khalayak yang lebih besar berbanding kaedah pemasaran tradisional.*				
Use the right content to generate engagement with public/people/audience (everyone). *Menggunakan kandungan yang betul untuk menarik penglibatan dengan orang awam/ orang ramai/penonton (semua orang).*				
Directly communicate and interact with customers. *Berkomunikasi dan berinteraksi secara langsung dengan pelanggan.*				
Expand and open new opportunities in the market. *Mengembangkan dan membuka peluang baharu dalam pasaran.*				
Knowledge Management **Pengurusan Pengetahuan**				

I think a high level of knowledge can help to exchange ideas with people. *Saya fikir tahap pengetahuan yang tinggi boleh membantu untuk bertukar idea dengan orang lain.*				
I think it is important to have knowledge before starting something new. *Saya fikir adalah penting untuk mempunyai pengetahuan sebelum memulakan sesuatu yang baru.*				
I have applied the knowledge in solving my problems. Saya telah mengaplikasikan pengetahuan dalam menyelesaikan masalah saya.				
I am satisfied with my outcomes after learning some new knowledge. *Saya berpuas hati dengan keputusan saya selepas mempelajari beberapa pengetahun baru.*				

APPENDIX B

GANTT CHART

Tasks / Weeks	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10	W 11	W 12	W 13	W 14
- Meeting and discussion with supervisor - Identification of title, research area, and respondents	■													
Do problem statement, research objective, research questions		■												
Define the conceptual framework, Literature review			■											
Choose population, sample size, sampling techniques			■	■										
Instrument development, measurement of the variables				■										
Procedure for data analysis					■									
Drafting questionnaire					■									
Submission of Research Proposal Draft						■								
Submission of Final Research Proposal						■								
Distribute questions							■							
Actual data collection								■						
Key in data in SPSS								■						

Activity														
Data analysis and discussion of findings								■	■	■				
Conclusion, Recommendations											■			
Submission of Research Report Draft												■		
Submission of Final Research Report													■	

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