THE FACTORS AFFECT USER TRUST IN SOCIAL MEDIA
PLATFORMS

BY

LIM JING

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requirement for the degree of

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| LIM JING | USER TRUST AND AWARENESS | BIN (HONS) | MAY 2024 |

DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is __11009_____.

Name of student: Student ID: Signature:

LIM JING   1906328

Date: 24/4/2024

ACKNOWLEDGEMENT

DEDICATION

The successful completion of this study owes much to the support and encouragement from the researcher's parents, relatives, and friends. I am deeply grateful to the friends who provided invaluable assistance and motivation throughout the research process. Additionally, I extend my heartfelt gratitude to Ms Logeswary a/p Maheswaran for her guidance, advice, and dedicated supervision.

In conclusion, this study is dedicated to all those who supported the researcher in its execution, to the teachers who offered guidance and aid, and to future researchers who may find this study beneficial as a reference.

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SMPS	Social media privacy settings
ILPS	Information leakage prevention strategies
UAP	User awareness programs
PTAR	Platform trustworthiness and reputation
UTSMP	User trust in social media platforms
DV	Dependent Variable (User trust in social media platforms)
SPSS	Statistical Package for the Social Science

PREFACE

This research paper is submitted as partial fulfilment of the requirements for the Bachelor's degree in International Business (Honours) from Tunku Abdul Rahman University (UTAR). Titled "The factors affect user trust in social media platforms," the study was supervised by Ms. Logeswary a/p Maheswaran. While this project was completed solely by the author, the research results of others were utilized as sources cited in the references.

This study introduces the significance of user trust in online environments and its impact on user engagement and platform success through the examination of the relationship between dependent and independent variables.

ABSTRACT

The aim of this study is to investigate users' trust in social media. Causal research methods were employed to establish the causal relationship between independent variables (such as Social Media Privacy Settings, Information Leakage Prevention Strategies, User Awareness Programs, and Platform Trustworthiness and Reputation) and environmental variables, which in turn affect the Dependent Variable (User Trust in Social Media Platforms). A total of 300 questionnaires were distributed to user of social media through Google Forms, and data analysis was performed using IBM SPSS software. The analysis involved descriptive analysis, reliability testing, Pearson correlation coefficient analysis, and multiple linear regression to interpret the collected data.

The research findings indicate that User Trust in Social Media Platforms is influenced by social media privacy settings, information leakage prevention strategies, user awareness programs, and platform trustworthiness. Nonetheless, this study possesses certain limitations, which will be elaborated upon in subsequent chapters. Furthermore, suggestions for future research will also be proposed.

CHAPTER 1: INTRODUCTION

1.1 Research Background

Social media platforms have experienced a tremendous surge in popularity in recent years, becoming a staple in nearly everyone's online presence. These platforms now offer not just communication but also e-commerce, entertainment, and various other activities. As the social media business expands, industry players increasingly recognize the significance of user trust. They understand that fostering customer trust is pivotal for driving loyalty and achieving business success (Bishop, 2023).

Trust plays a crucial role, particularly in facilitating e-commerce activities. Users are more inclined to participate in transactions and financial dealings on platforms they trust. Such platforms typically ensure secure payment gateways, accurate product information, and reliable customer service. Gefen (2000) suggests that trust is a significant predictor of online interactions, underscoring its fundamental role in the digital market. Consequently, the importance of user trust in fostering stable platform growth cannot be overstated (Gefen et al, 2004).

Research indicates that customers' trust in social media platforms is closely linked to their privacy protection policies. There is a general belief that social media platforms may expose a considerable amount of personal information. Users entrust sensitive data to these platforms, makes the security concerns are particularly worrisome. Consequently, many social media platforms are now compelled to devise robust privacy protection solutions. They acknowledge that ensuring privacy security is crucial to gaining user trust and facilitating the platform's steady development (WhiteT & Arrieta A, 2022).

This study aims to bridge the existing gap in current literature by comprehensively exploring the multifaceted nature of user trust within social platforms. It endeavours to offer a nuanced understanding of trust dynamics, shedding light on the factors that influence users' perceptions of trust. Through an investigation into these factors, the study seeks to provide valuable insights into enhancing user trust within social platforms.

1.2 Research problem

Presently, social media platforms grapple with user trust issues, chiefly centred around inadequate privacy protection, information leaks, and online fraud. These hurdles significantly impede the establishment and sustenance of user trust within digital environments.

Instances of sensitive data compromise due to security breaches or insufficient platform protection have become all too frequent. Typically, leaked information is gathered, categorized based on user preferences, and subsequently sold to other companies for targeted marketing campaigns. However, this method of data collection is offensive to users as it inevitably leads to the problem of intrusive advertising. User aversion to extensive marketing activities reflects negatively on social media platforms, diminishing users' affinity for these platforms and causing a substantial decline in trust (Jamil et al, 2021).

Nevertheless, the primary concern troubling users isn't solely the inconvenience stemming from leaked personal information but rather illicit activities, such as criminals gathering data for fraudulent purposes. This has triggered a surge in online fraud, with criminals exploiting social media platforms for phishing, identity theft, and fraudulent schemes. This significantly undermines user trust in platform security, posing a substantial threat. Consequently, it not only erodes user confidence but also increase doubt regarding the legitimacy and trustworthiness of online interactions and shared information. According to the Federal Trade Commission, over 90,000 individuals fell victim to social media fraud in 2021 alone, resulting in a collective loss of $770 million (Hertler, 2023).

Moreover, the proliferation of online violence has further diminished user confidence in social media platforms. Users have observed that online bullies easily access their privacy settings, including photos and activities containing undisclosed personal information. Subsequently, cyberbullies exploit this information to perpetrate harassment and attacks through social media platforms. This not only evokes fear but also disappointment among users, leading to a loss of confidence in social media platforms. Users tend to perceive these platforms as contributing to the problem of online violence (Bergman, 2023).

Hence, there is an urgent need for more effective strategies to address privacy concerns, prevent information leakage, and combat online fraud within social media platforms. Implementing robust measures is pivotal to establishing and upholding user trust in these digital spaces. Cultivating and bolstering user trust in social media platforms demands a comprehensive approach that prioritizes safeguarding user data, coupled with a steadfast commitment to security and reliability. This ensures users are provided with a trustworthy and secure online environment.

1.3   Research objective

The objective of this paper is to examine the user trust in social media platforms in Malaysia and to determine if there is a correlation between the independent variable and dependent variable.

1. To determine the relationship between social media privacy settings and user trust in social media platforms.

2. To determine the relationship between information leakage prevention strategies and user trust in social media platforms.

3. To determine the relationship between user awareness programs and user trust in social media platforms.

4. To determine the relationship between platform trustworthiness and reputation and user trust in social media platforms.

1.4 Research questions

There are several research questions that will be asked as the following:

1. How is the relation between social media privacy settings and user trust in social media platforms?

2. How is the relation between information leakage prevention strategies and user trust in social media platforms?

3. How is the relation between user awareness programs and user trust in social media platforms?

4. How is the relation between platform trustworthiness and reputation and user trust in social media platforms?

1.5 Research Significance

Research endeavours aimed at understanding the intricate factors that influence user trust in social media platforms. its play a pivotal role in shaping the digital landscape. By delving into the determinants of user trust among users of social media, these studies offer valuable insights that are instrumental for social media platforms. Understanding these factors not only enables platforms to augment their profits and expand their market share but also empowers them to leverage robust security measures as a competitive edge. Consequently, they can attract a larger user base, further catalysing a ripple effect in the digital realm. As competitors take notice and emulate similar strategies, the collective online environment stands to witness substantial improvements.

Moreover, a concerted focus on prioritizing privacy and security across all social platforms bears significant implications. The mitigation of numerous cybercrimes on a global scale becomes plausible when security measures are diligently implemented. As users become more informed about safeguarding their privacy and understand the importance of secure digital interactions, the overall vulnerability to cyber threats diminishes.

Furthermore, the ripple effects of this research extend beyond the realms of social media and user interactions. Educational institutions benefit by incorporating these insights into their curriculum, thereby nurturing students' awareness of pertinent online environment issues and the nuances of user trust. This not only enriches educational discourse but also prepares students to navigate the intricacies of the digital landscape with informed perspectives.

Additionally, the implications of such research are invaluable for law enforcement agencies. Gaining a comprehensive understanding of the prevailing network dynamics and user concerns equips these agencies to comprehend the intricacies of cybercrime within Malaysia. Armed with these insights, policymakers can craft and implement targeted strategies to combat cyber threats effectively. This proactive approach not only bolsters national security but also contributes to fostering a more cohesive and manageable societal fabric. Ultimately, the far-reaching impact of research on user trust in social media platforms transcends mere technological advancement, fostering a safer, more informed, and harmonious digital society

CHAPTER 2: REVIEW OF LITERATURE

2.1 Introduction

The chapter comprises a comprehensive literature review that delves into user trust in social media platforms, exploring key facets such as social media privacy settings, information leakage prevention strategies, user awareness programs, and platform trustworthiness. The primary objective of this literature review is to elucidate the definitions, characteristics, and underlying concepts associated with these research topics. By assimilating and synthesizing existing knowledge, this review aims to establish a foundational understanding of these crucial aspects within the domain of user trust in social media.

Furthermore, within this chapter, a conceptual framework is introduced, drawing upon existing theories and models. This conceptual framework is adapted and refined to visually illustrate the hypothesized relationships between the independent variables (social media privacy settings, information leakage prevention strategies, user awareness programs, platform trustworthiness and reputation) and the dependent variable. This graphical representation encapsulates the proposed hypotheses, outlining the anticipated associations and interdependencies among these variables.

Concluding this section is the development of hypotheses, articulating the expected connections between the independent and dependent variables. These hypotheses are rooted in the insights gleaned from the literature review and conceptual framework, providing a theoretical foundation for subsequent empirical investigation and analysis. Ultimately, this chapter serves as a foundational building block, laying the groundwork for further empirical exploration and validation of the proposed relationships within the realm of user trust in social media platforms.

2.1.1 Dependent Variable: User Trust in Social Media Platform

Recent studies underscore a concerning trend: a significant decline in user trust within social media platforms (Muhammad, 2022) (Williamson, 2022). This waning trust primarily stems from mounting concerns surrounding privacy, safety, and the perceived relevance of advertisements (Muhammad, 2022) (Williamson, 2022). Among the pivotal factors impacting trust, the security of data and privacy stands at the forefront.

A survey conducted among 2,225 US adult social media users aged 18-76 in May-June 2022 painted a disheartening picture. Alarmingly low percentages of users felt that their privacy was adequately protected on the platforms they engaged with. Only 18% of Facebook users, 31% of LinkedIn users, and 30% of Pinterest users believed their privacy was sufficiently safeguarded (Williamson, 2022). Trust assumes a crucial role for social media platforms to retain their current user base and attract new users (Williamson, 2022). Consequently, immediate action is imperative for these platforms to bolster trust by addressing privacy and safety concerns, alongside ensuring the relevance of advertisements (Muhammad, 2022) (Williamson, 2022).

The prioritization of robust privacy and security measures is pivotal for safeguarding personal information and fostering a secure online environment. Platforms that prioritize these aspects tend to garner more user engagement (Edona, 2016). That is because trust significantly influences consumer behaviour and brand perception in the online market. A recent survey revealed that over 70% of consumers considered trust as the foremost determinant when making purchases from a brand (Edona, 2016). A study highlighted that 59% of customers expressed their intent to continue purchasing from a trusted brand, even when presented with a superior deal by a competitor (Edona, 2016).

Furthermore, trust in technology aids in embracing new online tools and enriching overall online experiences. Enhanced technology, alongside regulatory and industry changes, holds the potential to bolster trust in online platforms (Williamson, 2022). To effectively cultivate user trust, online and social media platforms must emphasize bolstering privacy and security measures, fostering transparent communication, and offering robust support when required (Suki et al, 2019). Addressing these concerns holds promise in augmenting user engagement and ensuring sustained success in the long run. (Suki et al, 2019)

2.1.2 Independent Variable: Social Media Privacy Settings

The impact of social media privacy settings on user trust stands as a crucial area of study and consideration in recent research. Various studies consistently emphasize the pivotal role of privacy concerns, encompassing data and privacy security, as fundamental factors influencing trust within social media platform. (Emmanuel Wusuhon & Daniel, 2020) (Alzaidi & Agag, 2022). Users who possess control over their information flow and benefit from adequate privacy protection are more inclined to trust social media sites (Emmanuel Wusuhon & Daniel, 2020). This control over personal information instils a sense of confidence and reliability among users, thereby positively influencing their trust levels.

To enhance user trust and privacy on social media platforms, individuals are encouraged to perform routine reviews of their privacy settings. Adjustments to limit the amount of shared information with third parties and ensuring visibility only to intended audiences can significantly bolster privacy protection. Regular updates to friend lists help maintain access solely to trustworthy individuals, turning off location sharing settings can prevents user accidentally sharing their whereabouts.

The correlation between privacy issues and users' trust beliefs is undeniable. Instances where privacy concerns remain unaddressed or mishandled can significantly erode consumer trust, particularly in the context of e-retail services (Koohang et al, 2018). The perceived adequacy or inadequacy of privacy measures directly impacts users' confidence in utilizing social media platforms for various services and transactions.

Hence, it becomes apparent that privacy settings wield substantial influence over users' trust and confidence in online environments. Platforms prioritizing and effectively implementing robust privacy settings tend to create a more conducive atmosphere for user trust and engagement. The capability to manage information sharing, set boundaries, and ensure data protection significantly contributes to users' overall trust in the platform. (Mathiyalakan et al, 2018)

Acknowledging the pivotal role of privacy settings, social media platforms should continually refine and enhance their privacy policies and tools. Ensuring transparent and accessible privacy settings empowers users to exert comprehensive control over their personal information. By prioritizing user privacy and addressing potential concerns, social media platforms can fortify trust and credibility among their user base, consequently fostering a more secure and trustworthy online environment.

2.1.3 Independent Variable: Information Leakage Prevention Strategies

Information leakage prevention strategies constitute a cornerstone in upholding and reinforcing user trust within social media platforms. The implementation of robust measures to prevent data breaches plays a pivotal role in safeguarding sensitive information from inadvertent exposure, subsequently amplifying user trust and confidence in the platform (Emmanuel Wusuhon & Daniel, 2020) (Koohang et al, 2018) (Williamson, 2022).

Organizations and social media platforms can significantly fortify their data breach prevention strategies by adopting various effective practices. These practices include but are not limited to identifying critical data repositories, assessing risks posed by third-party associations, fortifying all endpoints within the network, employing encryption protocols for data protection, and instituting continuous monitoring mechanisms for access and user activity (Emmanuel Wusuhon & Daniel, 2020) (Koohang et al, 2018) (Williamson, 2022). Such comprehensive policies and procedures are indispensable in shielding sensitive information from unauthorized access or exposure, thereby minimizing the risk of data breaches.

The implementation of these robust prevention strategies also serves as a testament to an organization's steadfast commitment to data security. Demonstrating such a commitment not only helps in mitigating potential risks but also goes a long way in fostering and preserving user trust within social media platforms (Despina, 2023).

Moreover, the implications of data breaches extend far beyond immediate consequences. They can result in significant financial losses, erode brand credibility, and cause irreparable damage to the trust and confidence users place in a platform. Consequently, the adoption of stringent prevention strategies becomes imperative to fortify the platform's integrity and maintain a secure environment for users. (Sun et al, 2018)

By prioritizing and effectively implementing these proactive data breach prevention measures, social media platforms can reassure users about their commitment to protecting sensitive information. As a result, users are more likely to engage and interact on platforms they perceive as secure and reliable, thereby bolstering trust and contributing to sustained platform success. (Sun et al, 2018)

2.1.4 Independent Variable: User Awareness Programs

Enhancing user security awareness through comprehensive training and education programs holds significant potential to bolster trust in social media platforms. By deepening users' understanding of online threats and imparting best practices to mitigate these risks, these programs can instil confidence and reliability in users' interactions on social media platforms. (O' Bien, D & Torres, A. M, 2012)

Empowering users to identify and respond effectively to security threats like phishing attempts, malware, and social engineering tactics renders them less vulnerable to cyberattacks. This heightened awareness creates a more secure environment, enabling users to navigate social media platforms with increased caution and vigilance (Marín et al., 2022). Moreover, as users become adept at recognizing and responding to potential threats, they are inclined to trust platforms that prioritize and advocate for security awareness initiatives. Platforms investing in educating their user base demonstrate a commitment to user safety and data protection. Consequently, users place greater trust in these platforms, knowing they prioritize safeguarding information and ensuring a secure online experience. (Rainie, 2017)

An instance of this commitment is evident in Facebook's recent redesign of its "Privacy Centre" menu, simplifying the interface to educate users about data collection and privacy options. Clearer navigation guides are now available to enhance users' understanding of the entire platform (Ravie, 2022). Incorporating security awareness programs contributes to a more informed user base. (L. F. Chen and R. Ismail, 2013) Educated users can better evaluate information credibility, detect potential scams, and make informed decisions on social media. This collective increase in user security awareness may foster a positive ripple effect within social media communities. As more users become vigilant about security threats and take proactive steps to secure their online presence, the overall security stance of social media platforms can improve. This collective effort toward a safer online environment can nurture community trust and confidence among users. (Rainie, 2017)

In conclusion, strengthening user security awareness not only equips individuals to protect themselves but also fosters a culture of trust and security within social media platforms. By educating users and promoting a more security-conscious community, these initiatives play a pivotal role in enhancing overall user trust in social media environments.

2.1.5 Independent Variable: Platform Trustworthiness and Reputation

The credibility and reputation of a platform are intricately linked to the trust users place in a social media platform. Research indicates that users' trust in social media platforms is influenced by perceived competence, benevolence, and integrity. Generally, users tend to gravitate towards well-established social platforms with a significant user base, as these factors not only signify the platform's trustworthiness but also serve as a preventive measure against potential phishing software crises. (Zloteanu et al, 2018) Additionally, this perception is significantly shaped by various elements, including past security incidents and the collective user experience. When a platform encounters a security breach or incident, it profoundly impacts user trust, casting doubts on the platform's capability to safeguard data and ensure a secure environment (Harvey et al, 2018).

Transparency plays a pivotal role in shaping the credibility of social media platforms. How a platform communicates its privacy policy, data handling practices, and implemented security measures can significantly influence user perceptions. Platforms that communicate openly, clearly, and transparently tend to instill greater confidence in their users. This includes providing comprehensive details about how user data is collected, stored, and utilized, as well as the security protocols safeguarding this data from unauthorized access or manipulation. (Harvey et al, 2018)

Furthermore, past events and a platform's response to them are crucial in determining its overall reputation. Social media platforms that promptly address security breaches, proactively engage with users, and take concrete steps to rectify and prevent future occurrences tend to be more successful in rebuilding trust. Transparent acknowledgment of errors and a clear commitment to rectifying them can positively influence users' perceptions of a platform's reliability and dedication to user safety, thereby enhancing its reputation and credibility (Zloteanu et al, 2018) (Raquel, 2019).

Most social platforms built on trust and reputation rely on a rating system, such as those in the Google Play Store or Apple Store, which significantly impact users' assessments of their credibility. However, direct ratings come with drawbacks, including reduced incentives for positive ratings, unfair assessments, and malicious user behaviours manipulating the system. Fortunately, online social networks offer alternative information sources for inferring trust and reputation among users. User experience also plays a crucial role in shaping a platform's reputation. (Bulut et al, 2016) Positive experiences with secure interactions, dependable privacy controls, and transparent communication contribute to a platform's reputation for trustworthiness. Therefore, it is imperative for platforms to maintain stability and long-term security, as failure to do so could hinder attracting new users and result in market elimination as existing users lose trust (Raquel, 2019).

In summary, the trustworthiness and reputation of a social media platform are intricately tied to its transparency in communicating privacy policies, data handling practices, and responses to past security incidents. Platforms that prioritize open, clear communication, resolve vulnerabilities promptly, and prioritize user safety tend to cultivate trust among users, leading to a more favourable reputation within the digital community (Pang et al, 2016) (Bulut et al, 2016).

2.2   Theoretical Framework

Figure 2.2: The factors affect user trust in social media
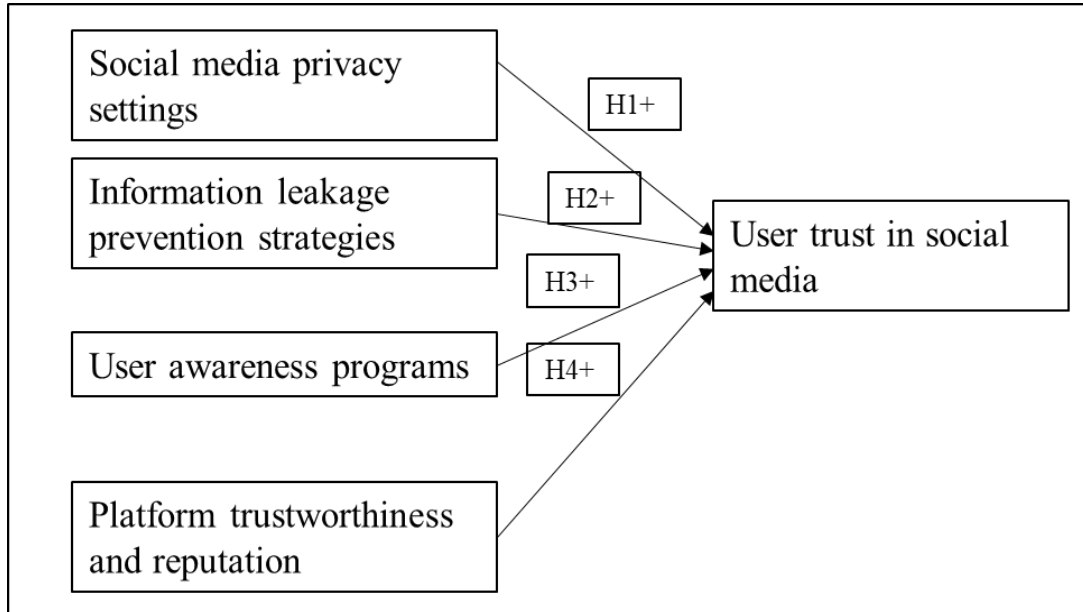
2.3 Hypotheses Development

Social media privacy settings, Information leakage prevention strategies, User awareness programs, and Platform trustworthiness and Reputation are the four independent variables in this study, while user trust in social media is the dependent variable. Most researchers found that all independent variables have a strong positive relationship with the dependent variable.

2.3.1 Social media privacy settings

The hypothesis will be developed as social media privacy settings affects user trust in social media platform if hypothesis is accepted. The assertion will be disproven if the hypothesis is incorrect. If the hypothesis is confirmed, social media privacy settings will be shown to influence the user trust in social media platform, If the hypothesis is rejected. The opposite will be demonstrated. Before posing the question for this hypothesis, careful consideration will be given to create the groundwork for a better explanation of whether this is a factor that will not caret but also become more important as our research progresses.

H1-: There is no relationship between SMPS and UTSMP.

H1+: There is relationship between SMPS and UTSMP

2.3.2 Information leakage prevention strategies

The hypothesis will be developed as growth of Information leakage prevention strategies affects the user trust in social media platform if hypothesis is accepted, the assertion will be disproven if the hypothesis is incorrect. If the hypothesis fails, the statement will be rejected. If the hypothesis is confirmed, the Information leakage prevention strategies is one of the factors affecting user trust. The question for this hypothesis would be carefully asked and considered and will be provided to lay the foundation for a more thorough discussion of whether or if this is a factor that will not only be proven true but also become more significant as our research advances.

H1-: There is no relationship between ILPS and UTSMP.

H1+: There is relationship between ILPS and UTSMP

2.3.3 User awareness programs

User awareness programs the hypothesis will be developed as "User awareness programs" contributes to the antecedents of user trust if the hypothesis is accepted. If the hypothesis fails, the statement will be rejected. User awareness programs being occurs in many different platforms at the current time. The question for this hypothesis will be carefully considered before being asked, establishing a foundation that will help clarify if this is a factor that will not only be proven correct, but will also play a larger role as our research continues. It is best to understand and take the aspect into account as it may play a crucial role especially to younger individuals.

H1-: There is no relationship between UAP and UTSMP.

H1+: There is relationship between UAP and UTSMP

2.3.4 Platform trustworthiness and reputation

Several research have been conducted platform trustworthiness and reputation as the degree factor to antecedents of user trust. Most of the consumers find platform trustworthiness and reputation to be the primary factor when user trust in social media. A user's trust can be influenced by platform trustworthiness and reputation. The hypothesis will state that the platform trustworthiness and reputation factor did play a role in contributing to the antecedents of user trust if accepted.

H1-: There is no relationship between PTAR and UTSMP.

H1+: There is relationship between PTAR and UTSMP

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter covers many aspects of conducting the research. Through this chapter, we can learn about the research design, research instrument, sampling design, data collection method, data processing, construct measurement, and data analysis. However, since this study aims to understand the Malaysian users' trust towards social media platforms therefore, we will use data collection to achieve this. The method of collecting primary data is through the distribution of questionnaires, which is our main research instrument. We will through google form to collect the questionnaire.

3.1 Research Design

Research design is a strategy for using empirical data to answer research questions. This stage of research design is very critical, so when we create the research design, we must first understand the overall research objectives and methods, and then identify whether the data collected this time is primary data or secondary data. Then we need to formulate sampling methods and standards for selecting subjects to ensure that the data provided by the subjects is valuable for the research. (George, 2024) The data collection method is also very important. We must follow certain procedures when collecting, which is more conducive to data analysis. Therefore, our study adopted quantitative and causal research methods, and a total of

300 questionnaires will be distributed to respondents. We believe that a well-planned research design ensures that the methods used are consistent with the research objectives and that the correct type of analysis is performed on the data.

3.1.1 Quantitative Research

This study used quantitative research. Quantitative research is a process of collecting and analysing numerical data. It collects data that can be quantified and makes predictions, tests cause and effect relationships, and derives results. Quantitative research is a method that uses data provided by a sample population to study questions about the sample population. Generally, narratives and/or open-ended observations are collected and analysed through questionnaires, interviews, focus groups or ethnography. For example, the questionnaire method used in this study is logical. Because the sample population can be used as a representative of the entire population, surveying the sample population is enough for us to obtain valuable and scientific data.

3.1.2 Causal Research

There are also several variables and principles in causal research, which include independent variables. An independent variable is a variable that may cause another variable to change directly. In this study, the independent variables are social media privacy settings, information leakage prevention strategies, user awareness programs, and platform trustworthiness and reputation. Next are the dependent variables, these are measurable variables that change or are affected. For example, in this study, our dependent variable is users' trust in social media. The most important thing in causal research is its causal relationship. We can prove its existence through the research process.

3.2 Sampling Design

3.2.1 Target population

The target population refers to the sample population that participates in the survey and is observed in the study. In this study, the target audience is Malaysian users who use social media. We chose to contact participants and collect data via Google Forms, asking respondents to voluntarily participate in the survey. The survey will be distributed to young residents in Kuala Lumpur and Selangor, Malaysia. Based on research on resident in Kuala Lumpur and Selangor, we found that their participation in social media is very high, and Selangor is the state with the most registered social media in Malaysia, young people occupy most social media platform's users on there. According to statistics, they are curious and worried about the credibility of social media, and preventing privacy leaks and online tracking are their focus. (Akman, 2023) Therefore, this research will focus on this young people segment, amount 18-30 years old. This group of people represents the level of trust of Malaysian users in social media. They believe that using different strategies can prevent their privacy from being leaked to the greatest extent, which helps to be more accurate to analyse the reasons that affect their trust in social media. All respondent data will be used for academic research purposes only and will not be used for any commercial gain. The reason for focusing on this population is that many of them are highly engaged with social media, which will help ensure that the data collected when examining users' trust in social media is reliable and accurate.

3.2.2 Sampling Frame and Sampling Location

In research work, having a well-defined and appropriate sampling frame ensures that the population select accurately reflects the actual target audience of the study. This can help us eliminate sample bias or randomly select people we don't need to survey. (Kayode-Sanni, 2023) This greatly increases the generalizability of our research results because the sample frame is a representative population sample of the general population's views, through which we can generalize the conclusions to a larger population and improve the external validity of the study. (Howe, 2024)

However, for the Sampling Location, there are no specific sampling location, the questionnaires had been distributed to respondent through Internet, such as email and social media due to large area, long instance and inconvenient. The questionnaire will be distributed to the resident in Kuala Lumpur and Selangor, Malaysia.

3.2.3 Sampling Element

The sampling element is the unit of investigation used in research. The list of sample elements is called a sampling frame. The sampling frame of this study is residents of Kuala Lumpur and Selangor who use social media. The sampling element of this study is each resident, including their gender, age, monthly income and other demographic information.

3.2.4 Sampling Size

According to the advice given by statisticians, we understand that the appropriate sample size must be more than 30 and less than 500, and at least 100 samples are needed to obtain meaningful results. Because if we have insufficient data, such as less than 100 samples, false negative values may occur, also known as type II error. If there is too much data, more than 500 samples, false positive values may occur, which is the first type of error. (Psychiatry, 2009) We must maintain a rigorous attitude during the data collection process and have a comprehensive understanding of statistical analysis to obtain accurate results. Therefore, based on the number of questions in this study, we set the sample size according to recommendations to be 5 to 10 times the number of questions, that is, 300 questionnaires. This sample size meets the standards given by statisticians, which is greater than 30 and more than 100 but less than 500 questionnaires. It's can keep the sample error at an acceptable level. We finally chose to send 300 questionnaires to Malaysian users in Kuala Lumpur and Selangor through Google Forms in order to better study the trust level of Malaysian users in social media.

3.2.5 Sampling Technique

3.2.5.1 Non-probability Sampling

This study used a non-probability sample because we found that using a non-probability sample made it easier to recruit voluntary participants, which made it easier to meet our sample size of 300, and since we were limited in time, a higher participation rate means the more efficient. (Team, 2023)

Although some bias may be introduced into the study through non-probability sampling, we have appropriate weighting in the sampling frame to prevent over-representation from distorting the results and reduce the occurrence of bias. We will also sample certain sub group to avoid the problem of insufficient coverage. We believe that as long as appropriate time and resources are spent on recruiting participants, a certain number of participants and participation levels will be attracted, and it makes practical sense to use non-probability sampling rather than probability samples.

3.2.5.2 Convenience Sampling

In addition, this study also involves convenience sampling. Convenience sampling is a sampling method that saves time and resources. We can complete our sample size by sampling from people who are convenient to contact. This sampling method does not have any specific criteria or requirements, and respondents are selected based on their own willingness to participate.

3.3 Data Collection Method

3.3.1 Research Instrument

Research tools are the tools we use when conducting research to help us collect, measure, and analyse research data. We will select the most suitable research tool for us based on its nature. This can be non-just one tool. We can use a variety of different research tools to collect data, such as interviews, surveys, focus groups or observations, etc.

Based on various factors, we chose self-administered questionnaire. Through this method, researchers do not need to participate in the survey and can be completed independently by the interviewees. This can maintain the privacy of the interviewees to a certain extent and avoid some biases. It is also a method to collect more data in a limited time.

3.3.2 Questionnaire design

The questionnaires for this survey were all designed in English, because English is suitable for all ethnic groups in Malaysia and is an easier language to communicate with respondents. The questionnaires all used optional questions and did not include any open-ended questions because we believe this will make it more efficient to collect primary data and make it easier for respondents to complete the questionnaire.

We will explain the purpose of this survey at the beginning of the questionnaire, which can help our respondents understand the content of the survey more clearly. Then the questionnaire is mainly divided into two parts, namely Part A and Part B. Part A is mainly It is demographic information, which mainly asks basic questions such as the respondent's gender, age, income and whether they have social media. Through these questions, we can grasp the most basic respondent information and help us reduce bias. As for Part B, it is constructed measurement, including four IVs and one DV. We will use the data obtained in the questionnaire to test the relationship between them, and ask the respondents to answer the questions on a five-point Likert-scale, among which It ranges from "strongly disagree" to "strongly agree" and respondents have to make their choice according to their wishes.

Ultimately, 300 online surveys will be distributed via email and multiple other social media platforms. Before taking the survey questions, the respondents will be consulted for consent and informed of the way the data will be used, which can make the respondents more confident in the questionnaire and improve the accuracy and reliability of the data.

3.3.3 Primary data

This study aims to collect primary data on the level of trust in social media among Malaysian users. The target population of this study is Malaysian users who use social platforms. The survey will consist of two parts, Part A is the demographic data and Part B is the dependent and independent variables. The survey will be distributed via email and various social platforms to 300 respondents in Kuala Lumpur and Selangor, Malaysia.

3.3.4 Pilot Test/ Reliability Test

Pilot testing is an important procedure that can help us identify problems in its questionnaire design, procedures or data collection tools, and is the necessary adjustment before starting formal data analysis. It can effectively evaluate the feasibility of the research and ensure the feasibility of the research success. Solving the problem as early as possible helps us save time and resources, because we can estimate the sample size and cost required for the study through pilot testing. Table 4.8 provides Cronbach's Alpha coefficient results ranging from 0.697 to 0.741. The highest Cronbach's Alpha value for "User trust in social media platforms" is 0.741, and the highest Cronbach's Alpha value for "Social media privacy settings" is 0.717. This is followed by the Cronbach's Alpha coefficients of "Information leakage prevention strategies" and "User awareness programs", which are 0.712 and 0.707 respectively. "Platform trustworthiness and reputation" are slightly lower in comparison, at 0.697. However, all constructs showed high correlations, so we believe that all results of this study are relatively accurate.

Table 3.1: Summary of Reliability Test

Construct	Cronback's Alpha	N of items
UTSMP	**0.741**	**3**
SMPS	**0.717**	**3**
ILPS	**0.712**	**3**
UAP	**0.697**	**3**
PTAR	**0.709**	**3**

3.3.5 Construct Measurement

All constructs in research must be measurable. We can "measure" the constructs through some interval scales, such as the Likert-scale rating, which is most commonly used in research.

3.3.5.1 Origin of Construct

The constructs and their origins in this study, these variables come from several literatures.

Table 3.2: Origin of Construct Measurement

Variable	Source
User trust in social media platforms	(Suki et al, 2019)
Social media privacy settings	(Mathiyalakan et al, 2018)
Information leakage prevention strategies	(Sun et al, 2018)
User awareness programs	(O' Bien, D & Torres, A. M, 2012).
Platform trustworthiness and reputation	(Bulut et al, 2016)

Source: Developed for research

3.3.5.2 Likert-Scale Rating Scale

Likert scale is a rating scale, a measurement tool used in this questionnaire, which helps us measure the opinions of the respondents. We can ask questions and then use a scale to provide 5 to 7 options to the respondents. The options are basically from one extreme to the other. This design allows the respondents to express their opinions simply, unlike Open-ended questions require too much time to think and state, which helps improve the efficiency of data collection. In this study, we chose a 5-point Likert scale. Its option design basically ranges from one extreme "strongly disagree" (assigned value is 1) to the other extreme "strongly agree" (assigned value is 5).

A 5-point Likert scale can be used to measure consistency, likelihood, frequency, importance, quality, etc. This study is a good example of using a 5-point Likert scale, because we want to investigate users' trust in social media. Through the 5-point Likert scale, we can measure the trust of construct from users.

3.3.5.3 Nominal Scale

Nominal Scale is one of the tools commonly used in questionnaire surveys. Nominal variable is called attribute data and categorical data by analysts. This is because nominal scale can classify data according to attributes or characteristics, but the naming of data has no natural order. of. People can use nominal data to define the data groups they want to compare, such as the performance scores of students A and B. There are many examples of using nominal scale, such as gender, income status, etc. In Part A of this survey, nominal scale was also used and respondents were asked to provide demographic details such as gender and income level.

3.3.6 Data Processing

In a study, the accuracy of the data is important, so we can confirm reliability through data inspection. In this study, we will conduct data inspection through pilot test, which can ensure the accuracy of the questionnaire and whether there are problems with the constructed variables, and reduce the chance of bias. In addition, my supervisor, Ms Logeswary, also reviewed my questionnaire thoroughly and provided comments and instructions so that I could ensure the accuracy and suitability of the questionnaire.

3.3.7 Data encoding

Before conducting SPSS data analysis, we must assign numeric codes to all non-numeric data to group them. In Part B of this questionnaire, we used a five-point Likert-scale rating to code the data. The codes are listed in the table below, ranging from 1 to 5, ranging from "strongly disagree" to "strongly agree."

Table 3.3.5 points Likert-Scale

5 points Likert-scale	Coded
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Developed for research

3.4 Proposed data analysis tools

3.4.1 Descriptive analysis

Descriptive analytics constitutes a fundamental component within the realm of data analysis, concentrating on scrutinizing historical data to furnish a comprehensive depiction of events or phenomena. This analytics elucidates past occurrences, typically conveyed through easily interpretable mediums such as visualizations—comprising reports, dashboards, and bar charts. It stands as the cornerstone of analytical techniques, capable of functioning independently or serving as an initial step to compile a condensed overview of data, facilitating subsequent investigations, assessments, or actions undertaken by alternative forms of analytics.

3.4.2 Inference analysis

Inferential statistics are a very important tool in research because they allow us to draw conclusions about the broader population based on the sample data we have. Using this type of analysis can help us shorten the time of collecting samples and save resources, because we only need to use the characteristics of the sample to predict the population and draw conclusions.

3.4.3 Pearson correlation coefficient analysis

The Pearson coefficient is a mathematical correlation coefficient (r), used to express the relationship between two variables. X and Y are used to represent the variables. There is a certain degree of linearity between the two. The higher the similarity between the scatter plot and the straight line. , the higher the correlation strength. Under normal circumstances, we will use the Pearson correlation coefficient to understand the relationship between variables. We can know the correlation through the value of the variable. For example, +1 means positive correlation, -1 means negative correlation, and 0 means irrelevant. There is no linear correlation. But the Pearson coefficient shows correlation, not causation.

3.4.4 Multiple regression analysis

Regression modelling serves as a statistical tool aimed at unravelling the relationships between variables by identifying the optimal line that aligns with the data. Its primary objective lies in gauging how alterations in independent variables impact the dependent variable. Among its various forms, multiple linear regression analysis emerges as a prominent technique, accommodating two or more independent variables simultaneously. This method not only quantifies the extent of interconnection between independent and dependent variables but also pinpoints the most influential predictors. In specific contexts, such as analysing user trust in social media, multiple linear regression aids in discerning the relative impact of factors like platform trustworthy and reputation, social media platform setting et al. (Bevans, 2022)

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter mainly introduces the different analysis methods, first presenting all the results of an online survey conducted using Google Forms, and then starting to investigate the trust of Malaysian users in social media platforms. We can use SPSS software, a commonly used statistical analysis tool, to analyse previously collected data. This chapter will present the analysis results generated in SPSS through different tables and charts, which can make it easier for people to understand. We will use descriptive analysis of the summary of survey responses. Through descriptive analysis, we can know the results such as standard deviation and mean. Pearson correlation analysis can examine the relationship between several variables and the strength of the relationship. Finally, by using multiple regression analysis, we can determine the factors most relevant to users' trust in social media platforms. The hypotheses proposed will be tested and discussed based on the results of these analyses.

4.1 Descriptive Statistics

The descriptive method serves as a prevalent approach in research for summarizing and delineating the characteristics inherent within a given dataset. When dealing with questionnaire Section A, employing the descriptive method facilitates the clear and apt presentation of findings. Tables represent a common avenue for illustrating descriptive data, offering a succinct and well-organized format conducive to reader comprehension. Through tables, numerical data can be efficiently displayed, fostering ease of interpretation among readers. Moreover, tables enable the comparison of various variables, thereby illuminating patterns or trends present within the dataset. To recap, leveraging the descriptive method effectively communicates the findings of questionnaire Section A. Tables, along with graphs, charts, and illustrations, collectively contribute to elucidating the data in a manner both appropriate and comprehensible to the audience.

Table 4.1: Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
DV	299	4.6388	.50238
IV1	299	4.6511	.50771
IV2	299	4.5619	.55779
IV3	299	4.6198	.53236
IV4	299	4.5942	.54917
Valid N (listwise)	299		

Source: Developed for research

4.1.1 Demographic Profile of the Respondents

Based on our questionnaire, the responders need to answer a few questions about their demographics. The questions like "Gender" "Income level" "Age" and "Experience of used social media" are being asked in the questionnaire for this study.

4.1.1.1 Gender

Table 4.2 Gender

Gender			
	Frequency	Percent	Cumulative Percent
Male	131	43.7	43.7
Female	169	56.3	100.0
Total	300	100.0	

Source: Developed for research

Figure 4.1: Gender
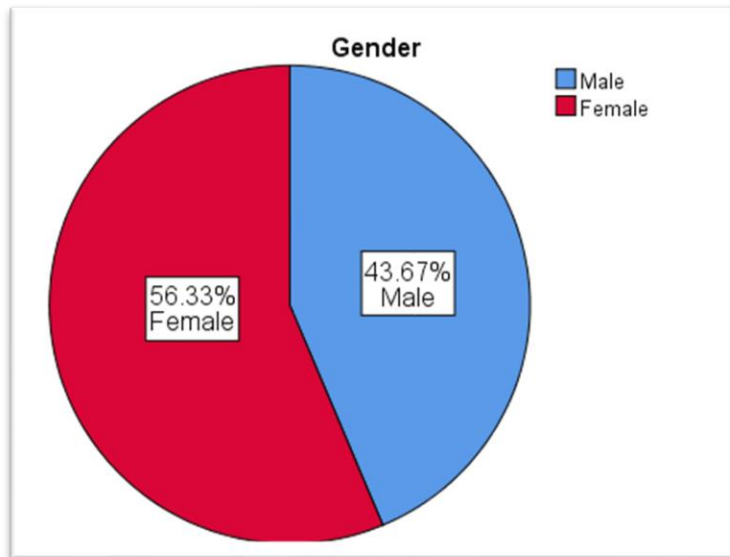
Source: Developed for research

According to the results of the study, Table 4.2 and Figure 4.2 show that the respondents who participated in this survey were mainly female, accounting for a total of 161 respondents (56.33%), while there were fewer males, accounting for only 139 respondents, which is 43.67% of the total sample size of 300 people. From this we can infer that women trust social media more than men.

4.1.1.2 Age

Table 4.3: Age

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
18 years old	81	27.0	27.1	27.1
19-25 years old	133	44.3	44.5	71.6

26-30 years old	85	28.3	28.4	100.0
Total	299	99.7	100.0	
Missing	1	.3		
Total	300	100.0		

Source: Developed for research
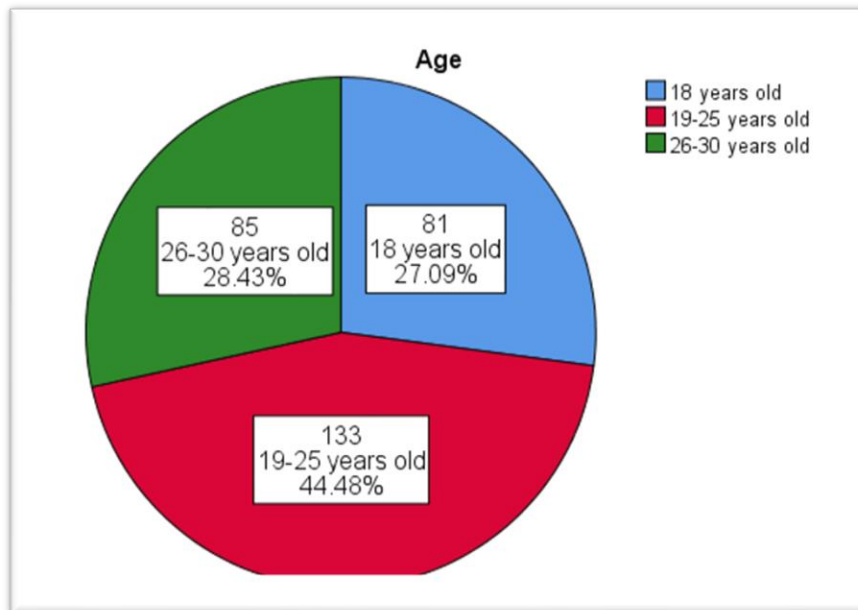
Figure 4.3：Age

Source: Developed for research

According to the results of the study, Table 4.3 and Figure 4.3 show that 44.48% of the respondents who participated in this survey were aged between 19-25 years old, including 133 respondents. Respondents aged 26-30 years old were followed by 85 respondents (28.43%) and 81 respondents age of 18 (27.09%). The study sample has a total of 300 respondents, except for one missing sample. We can know that among all age groups, people aged 19-25 account for the highest proportion, indicating that people in this age group have the highest trust in social media. This is followed by those aged 26-30 years old and age 18 years old.

4.1.1.3 Income Level

Table 4.4: Income level

Income level				
	Frequency	Percent	Valid Percent	Cumulative Percent
RM1500 below	56	18.7	18.7	18.7
RM1501-RM2000	67	22.3	22.4	41.1
RM2001-RM2500	95	31.7	31.8	72.9
RM2501 above	81	27.0	27.1	100.0
Total	299	99.7	100.0	
Missing	1	.3		
Total	300	100.0		

Source: Developed for research

Figure 4.4: Income level
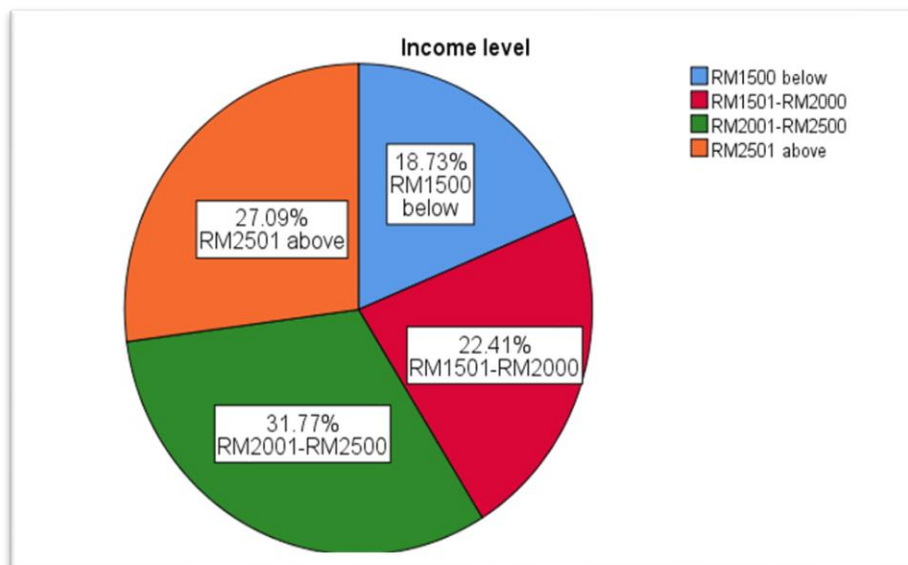
Source: Developed for research

According to Table 4.4 and Figure 4.4 derived from the research, most of the respondents participating in this survey have an income level of RM2001-RM2500, accounting for 95 respondents (31.77%) of the sample size. This is followed by 81 respondents (27.09%) who fall into the RM2501 and above category, 67 respondents (22.41%) whose monthly income is RM1501-RM2000, and 164 respondents (18.73%) whose monthly income is below RM1500. The total number of respondents in this study is 300. Excluding one missing person, people with an income level of RM2001-RM2500 have the highest trust in social media.

4.1.1.4 Do you use any social media platforms?

Table 4.5: Do you use any social media platforms?

Do you use any social media platforms?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	300	100.0	100.0	100.0

Source: Developed for research

Table 4.5: Do you use any social media platforms?
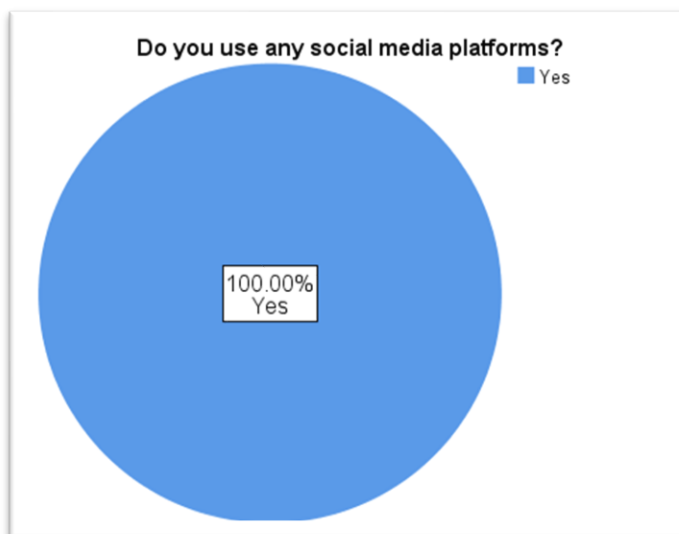
Source: Developed for research

Table 4.5 and figure 4.5 display that all the participant, comprising 100% of the entire sample, were have the experience of used social media which has the number of 300 respondent answered Yes.

4.1.2 Central Tendencies measurement of construct

We will use SPSS to perform calculations. First, we will calculate the mean and standard deviation values of the 15 items, and then use these values to measure the central tendency measure of the mean and standard deviation of the five structures. The above five Structures will be shown measured on an interval scale.

4.1.2.1 User Trust in Social Media

Table 4.6: User Trust in social media

User Trust in social media			
Statement	Mean	Std. Deviation	Rank
I trust social media platforms for providing information.	4.68	.593	1
I think it is more-or-less unsafe to use social media platform.	4.61	.594	3
I trust social media platform, because it is competent to help its users.	4.63	.661	2
Source: Developed for research			

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Based on Table 4.6, the statement "I trust social media platforms for providing information." has the highest mean score of 4.68. As for the lowest mean score, is it the statement "I think it is more-or-less unsafe to use social media platform." with the mean score of 4.61.

Table 4.7: Social media privacy settings

Social media privacy settings			
Statement	Mean	Std. Deviation	Rank
I will change privacy settings in social media to increase the security.	4.68	.615	1
I believe control privacy when I post out can decease some privacy information misused.	4.63	.640	3
I think regularly updating friend lists on social media platforms helps increase security.	4.65	.701	2

Source: Developed for research

Based on Table 4.7, the statement with the highest mean score is "I will change privacy settings in social media to increase the security." And then is "I think regularly updating friend lists on social media platforms helps increase security." The mean score is 4.68 and 4.65, and the statement with the lowest mean score is "I believe control privacy when I post out can decease some privacy information misused." with the mean score of 4.63.

Table 4.8: Information leakage prevention strategies

Information leakage prevention strategies			
Statement	Mean	Std. Deviation	Rank
I believe that the social media platform has authority in this social network that assures all information are disclose are in accordance in specification.	4.57	.679	2
I am concerned that people can find my privacy information on social media.	4.53	.715	3
The social media know how to protect the sensitive information stored on the platform.	4.58	.706	1

Source: Developed for research

Based on Table 4.8, the statement with the highest mean score is "The social media know how to protect the sensitive information stored on the platform." And then is "I believe that the social media platform has authority in this social network that assures all information are disclose are in accordance in specification." The mean score is 4.58 and 4.57, and the statement with the lowest mean score is "I am concerned that people can find my privacy information on social media." with the mean score of 4.53.

Table 4.9: User awareness programs

User awareness programs			
Statement	Mean	Std. Deviation	Rank
It is my responsibility to protect my information on Facebook.	4.61	.731	2
User should be careful when choosing name and profile photo because it is not protected under the privacy settings.	4.65	.620	1
The activities on social media platform can result in information being made available to other companies and websites.	4.61	.669	2

Source: Developed for research

Based on Table 4.9, the statement with the highest mean score is "User should be careful when choosing name and profile photo because it is not protected under the privacy settings." with mean score is 4.65. The lowest mean score is "It is my responsibility to protect my information on Facebook." and "The activities on social media platform can result in information being made available to other companies and websites." with the mean score of 4.61.

Table 4.10 Platform trustworthiness and reputation

Platform trustworthiness and reputation			
Statement	Mean	Std. Deviation	Std. Deviation
People will intend to recommend the social platform their regularly use to their friend because more trustworthy.	4.63	.661	2
I received positive things about the social media from other people.	4.36	.854	3
I will continually use trustworthy social media platform in the future.	4.79	.515	1

Source: Developed for research

Based on Table 4.10, the statement with the highest mean score is "I will continually use trustworthy social media platform in the future." And then is "People will intend to recommend the social platform their regularly use to their friend because more trustworthy." The mean score is 4.79 and 4.63, and the statement with the lowest mean score is "I received positive things about the social media from other people." with the mean score of 4.36.

4.2 Inferential Analysis

Inferential statistics allow us to use sample data to evaluate whether patterns contained in it are likely to exist in a broader population and to make predictions about that population, unlike descriptive statistics. Descriptive statistics summarize the sample data currently used, while inferential statistics also involves prediction. For example, our research explores users' trust in social media. If just want to determine the proportion of people using social media, then only need descriptive statistics. However, if we want to assess whether these proportions differ between users in the broader population, and the differences are not simply due to chance, we need to use inferential statistics.

4.2.1 Pearson Correlation Analysis

Table 4.11: Correlations

Correlations						
		User Trust in social media	Social media privacy settings	Information leakage prevention strategies	User awareness programs	Platform trustworthiness and reputation
User Trust in social media	Pearson Correlation	1	.653[**]	.665[**]	.671[**]	.741[**]
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	299	299	299	299	299
Social media privacy settings	Pearson Correlation	.653[**]	1	.592[**]	.624[**]	.647[**]
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	299	299	299	299	299

Information leakage prevention strategies	Pearson Correlation	.665**	.592**	1	.580**	.681**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	299	299	299	299	299
User awareness programs	Pearson Correlation	.671**	.624**	.580**	1	.667**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	299	299	299	299	299
Platform trustworthiness and reputation	Pearson Correlation	.741**	.647**	.681**	.667**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	299	299	299	299	299

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Developed for research

According to Table 4.11, SMPS (IV1), ILPS (IV2), UAP (IV3), PTAR (IV4) and UTSMP (DV) have positive correlation where their correlation values which is 0.653, 0.665, 0.671, 0.741 respectively. While p-values are smaller than the significance level therefore correlation is statistically significant at 0.001 level (2- tailed). It can conclude that there is proof that the correlation exists in the population.

4.2.2 Multiple Regression Analysis

Table 4.12: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806ᵃ	.650	.645	.29931

a. Predictors: (Constant), SMPS, ILPS, UAP, PTAR

Source: Developed for research

Table 4.13: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.874	4	12.219	136.391	<.001[b]
	Residual	26.338	294	.090		
	Total	75.212	298			

a. Dependent Variable: UTSMP
b. Predictors: (Constant), SMPS, ILPS, UAP, PTAR

Source: Developed for research

According table 4.12 and table 4.13, we can know that when Independent Variable area SMPS, ILPS, UAP, PTAR, and dependent variable which is UTSMP. The R square score, which is 0.650 in the table, indicates that social media privacy settings, Information leakage prevention strategies, User awareness programs, Platform trustworthiness and reputation account for 65% of the changes in UTSMP. In addition, the ANOVA table shows the F value of this research which is equivalent to 136.391 while the p-value is less than 0.05. It indicates that one independent variable is more closely associated to the dependent variable, which strengthens the research's accuracy and significance and supports the validity of the research model.

4.2.3 Hypotheses Testing

Table 4.14 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.612	.178		3.438	.001
	Social media privacy settings	.174	.049	.176	3.580	<.001

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Information leakage prevention strategies	.180	.045	.200	4.036	<.001
User awareness programs	.200	.047	.212	4.265	<.001
Platform trustworthiness and reputation	.320	.050	.350	6.351	<.001

a. Dependent Variable: UTSMP

Source: Developed for research

The analysis that has been collected from data collection; the proposed hypothesis can be made assumption. The proposed hypothesis is:

Hypothesis 1

H01: There is no relationship between SMPS and UTSMP.

H1: There is relationship between SMPS and UTSMP

Reject H01: If p<0.05

Reject H1: If p>0.05

The p-value of H1 is 0.001 (P < 0.05) which is a significant relationship between SMPS and UTSMP. There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept H1).

Hypothesis 2

*H*02: There is no relationship between ILPS and UTSMP.

*H*2: There is relationship between ILPS and UTSMP

Reject H02: If p<0.05

Reject H2: If p>0.05

The p-value of H2 is 0.001 (P < 0.05) which is a significant relationship between ILPS and UTSMP. There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept *H*2).

Hypothesis 3

*H*03: There is no relationship between UAP and UTSMP.

*H*3: There is relationship between UAP and UTSMP

Reject H03: If p<0.05

Reject H3: If p>0.05

The p-value of H3 is 0.001 (P < 0.05) which is a significant relationship between UAP and UTSMP. There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept *H*3).

<u>Hypothesis 4</u>

*H*04: There is no relationship between PTAR and UTSMP.

*H*4: There is relationship between PTAR and UTSMP

Reject H04: If p<0.05

Reject H4: If p>0.05

The p-value of H4 is 0.001 (P < 0.05) which is a significant relationship between PTAR and UTSMP. There will be supported at a 95% confidence interval. Thus, reject the null hypothesis (accept *H*4).

4.3 Conclusion

This chapter uses the collected information to analyse and process the data through SPSS software. We combine the results we have learned and use tables to present the demographic information of the participants, which can make people more aware of our Results of the analysis.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

This chapter is about discussion, conclusion, and implication based on all the statistical analyses performed in Chapter 4 of this study, which will help us understand and address the limitations of this study so that we can provide useful recommendation for future research.

5.1 Discussion of major findings

Table 5.1: Summary of Hypotheses Testing

Hypotheses	Significant value	Supported/Rejected
H1: There is relationship between social media privacy settings and User Trust in social media	<0.01 (p<0.05)	Supported
H2: There is relationship between Information leakage prevention strategies and User Trust in social media	<0.01 (p<0.05)	Supported
H3: There is relationship between User awareness programs and User Trust in social media	<0.01 (p<0.05)	Supported
H4: There is relationship between Platform trustworthiness and reputation and User Trust in social media	<0.01 (p<0.05)	Supported

Source: Developed for research

H1: There is a relationship between SMPS and UTSMP.

According to research, there is a significant correlation between social media privacy settings and user trust in social media, where the p-value is less than 0.001. This suggests that users' trust in social media is related to their social media privacy settings. These results are consistent with previous studies, such as that of Koohang et al. (Koohang et al, 2018), explored social media privacy concerns: trusting beliefs and risk beliefs, and found the relationship between SMPS and UTSMP. Similarly, Mathiyalakan et al. (2018) studied the impact of Facebook users on privacy and trust in Guam and found a connection between SMPS and UTSMP. Furthermore, Alzaidi & Agag (Alzaidi & Agag, 2022) analysed the role of trust and privacy issues in the use of social media during covid-19 and found a relationship between SMPS and UTSMP.

Our study has achieved its goal because it has demonstrated the connection between SMPS and UTSMP through different surveys and analyses. In other words, this study provides evidence to support the idea of how SMPS affects UTSMP.

H2: There is a relationship between ILPS and UTSMP.

According to the study, there is a significant correlation between information leakage prevention strategies and user trust in social media platform, where the p value is less than 0.001. This shows that users' trust in social media is related to information leakage prevention strategies. These results are consistent with previous studies, such as that of Sun et al (Sun et al, 2018), which explored the trust building mechanisms in social media and found a relationship between ILPS and UTSMP. The same study by Despina (Despina, 2023) on how to stay safe on social media found a link between ILPS and UTSMP. Furthermore, Emmanuel Wusuhon & Daniel (Emmanuel Wusuhon & Daniel, 2020) found a relationship between ILPS and UTSMP in the impact of social media trust and privacy issues. Our study has achieved its goal, as it has demonstrated the connection between ILPS and UTSMP through different surveys and analyses. In other words, this study provides evidence to support the idea of how ILPS affects UTSMP.

H3: There is a relationship between UAP and UTSMP.

According to research, there is a significant correlation between user awareness programs and user trust in social media, where the p value is less than 0.001. This suggests that user trust in social media is related to user awareness programs. These results are consistent with previous research, such as that of O' Bien, D & Torres (O' Bien, D & Torres, A. M, 2012), which explored Facebook users' perceptions of social networking and online privacy and found that Relationship between UAP and UTSMP. Similarly, Rainie's study (Rainie, 2017) studied the fate of online trust in the next decade and found a link between ILPS and UTSMP. In addition, L. F. Chen and R. Ismail conducted a study on information technology students (L. F. Chen and R. Ismail, 2013) to show information technology students' views on personal data protection and privacy awareness, which revealed that UAP and Relationship between UTSMP. Our study has achieved its goal, as it has proven the connection between UAP and UTSMP through different surveys and analyses. In other words, this study provides evidence to support the idea of how UAP affects UTSMP.

H4: There is a relationship between PTAR and UTSMP.

According to research, there is a significant correlation between platform trustworthiness and reputation, where the p-value is less than 0.001. This shows that platform trustworthiness and reputation are related to user awareness programs. These results are consistent with previous research, such as that of Harvey et al. (Harvey et al, 2018), which explored the impact of trust and reputation information on user judgments and found a relationship between PTAR and UTSMP. Similarly, Raquel's research (Raquel, 2019) studied users' trust and reputation in social networks and found a relationship between PTAR and UTSMP. In addition, Bulut et al conducted a study on Turkish consumers (Bulut et al, 2016) showing the determinants of repurchase Intention in Online Shopping, which revealed the relationship between PTAR and UTSMP. Our study has achieved its goal because it has demonstrated the connection between PTAR and UTSMP through different surveys and analyses. In other words, this study provides evidence to support the idea of how PTAR affects UTSMP.

5.2 Implications of Study

5.2.1 Practical Implication

Through this research, I think we have a certain understanding of users' trust in social media platforms. This can help us better understand users' concerns and hidden dangers in today's social networks, as well as understand the advantages of social media that have successfully gained users' trust. For users, social media with strong privacy protection systems and reputable platforms can provide more safety internet environment. For platforms that know how to pay attention to user privacy and security, it can not only increase user awareness and user volume, but also help them understand what current users' requirements for social media privacy protection are, and launch corresponding strategies to improve them through strict privacy systems. As good as platform image and reputation, can increase user loyalty and positive word-of-mouth marketing. Understanding users not only helps a social media platform stand out from its competitors but also differentiates itself from similar app, which is especially important today when social media app is highly similar. For the government, this study will allow them to know the Malaysian network environment and hidden dangers, prompt them to pay more attention to network security issues and improve network security factors, and establish regulations to protect users. This will not only reduce many network crime problems, but also be beneficial to the country. Reputation also helps, indirectly contributing to the growth of the country's GDP.

5.2.2 Theoretical Implication

The main purpose of this study is to investigate the trust of social media among Malaysian users. To achieve this goal, we leverage the trust model that Charles H. Green has developed over many years. (Charles H. Green, 2000) The current trust model is only the basis of this study. In order to better cater to our title and content, we have made some modifications.

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According to the Trust model, the reliability of the platform will affect user trust, and the degree of trust will be affected by variables. Therefore, all variables in this study are extended based on reliability. Through this theoretical framework, we can obtain the results and it is proven to be effective and can predict users' trust in social platforms through the variables.

This study is important because it focuses on social media user trust in Kuala Lumpur and Selangor, Malaysia, and can reflect the problems encountered in the region. However, Kuala Lumpur and Selangor are still under-researched areas. This study aims to examine users' trust in social platforms by using the trust model to provide insights and guidance for future research on this topic.

5.3 Limitations of the study

The questionnaire for this study has certain limitations. First of all, the sample size is not very large, and there must be groups of people that cannot be covered. Moreover, because this questionnaire only has an English version, during the data collection process, some people who do not understand English will not be able to participate, which could lead to bias in the data collected. This may lead to the fact that our sample population only has English-educated respondents, which has a certain threshold, and is not just social media users. It does not rule out that some people have inaccurate opinions due to misunderstanding of the issues, which will affect the accuracy of our questionnaire. Therefore, I suggest that future researchers would be better off preparing the questionnaire in different languages (such as Malay, Mandarin and Tamil covering the three major ethnic groups in Malaysia) to improve accuracy and ensure the representativeness of the results.

As for the sample size, we are limited by time. Although distributing questionnaires through social media platforms such as Facebook, Instagram and WhatsApp can increase the response rate of the questionnaire, the effect is still not very enthusiastic, and some people still do not fill in the questionnaire, so it is hoped that future researchers can choose different ways to distribute the questionnaire to increase the response rate of the questionnaire and shorten the time of collect samples.

5.4 Recommendation

There are some limitations in this study that we hope future researchers can address. For example, future studies can include questionnaires in Chinese, Malay, and Tamil, because a Malaysia-based study would ideally cover all race of people in Malaysia, and asking questions in the respondent's preferred language is the best way. Therefore, the respondent will be more interested in answering the questionnaire and easier to understand and answer the survey questions.

Secondly, in order to solve the limitations of data collection methods, I suggest that different methods can be used for access, such as distributing some physical questionnaires, so as to avoid the situation of respondents ignoring the questionnaires. This method can increase a satisfactory number of respondents, reach more diverse groups of people, and reduce the bias of researchers who only study certain groups of people. In addition, we can solve the problem of low response rate through many different methods, such as holding lottery draws, sending small gifts and other incentives to motivate respondents to participate in the research and increase the response rate. We believe that through these incentives, respondents will be more motivated to complete the survey and will also recruit a diverse population, thereby increasing overall response rates and accuracy.

5.5 Conclusion

In summary, this study aims to investigate Malaysian users' trust in social media platforms, focusing on four variables: SMPS, ILPS, UAP and PTAR. Chapter 2 provides a comprehensive literature review of past relevant research and Chapter 3 provides an understanding of different research methods and usage scenarios. We were able to present the results of the study well in Chapter 4, and the results show that all four independent variables have a significant relationship with the dependent variable UTSMP. This is not only through various efforts, but also thanks to the valuable research in the past that has given us the deepest foundation. We also hope that this study can provide some insights for researchers interested in this field and serve as a reference for future research.

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Appendices

Table 3.1 Reliability Test (UTSMP)

Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

Source: Developed for research

Table 3.1 Reliability Test (SMPS)

Reliability Statistics

Cronbach's Alpha	N of Items
.717	3

Source: Developed for research

Table 3.1 Reliability Test (ILPS)

Reliability Statistics

Cronbach's Alpha	N of Items
.712	3

Source: Developed for research

Table 3.1 Reliability Test (UAP)

Reliability Statistics

Cronbach's Alpha	N of Items
.697	3

Source: Developed for research

Table 3.1 Reliability Test (PTAR)

Reliability Statistics

Cronbach's Alpha	N of Items
.709	3

Source: Developed for research

Table 4.1: Descriptive Statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
DV	299	4.6388	.50238
IV1	299	4.6511	.50771
IV2	299	4.5619	.55779
IV3	299	4.6198	.53236
IV4	299	4.5942	.54917
Valid N (listwise)	299		

Source: Developed for research

Table 4.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	131	43.7	43.7	43.7
	Female	169	56.3	56.3	100.0
	Total	300	100.0	100.0	

Source: Developed for research

Figure 4.2: Gender
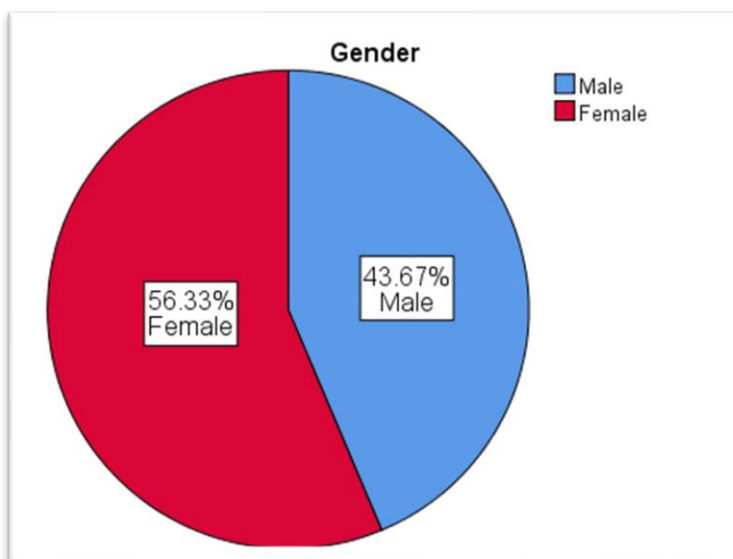
Source: Developed for research

Table 4.3: Age

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 years old	81	27.0	27.1	27.1
	19-25 years old	133	44.3	44.5	71.6
	26-30 years old	85	28.3	28.4	100.0
	Total	299	99.7	100.0	
Missing	System	1	.3		
Total		300	100.0		

Figure 4.3: Age
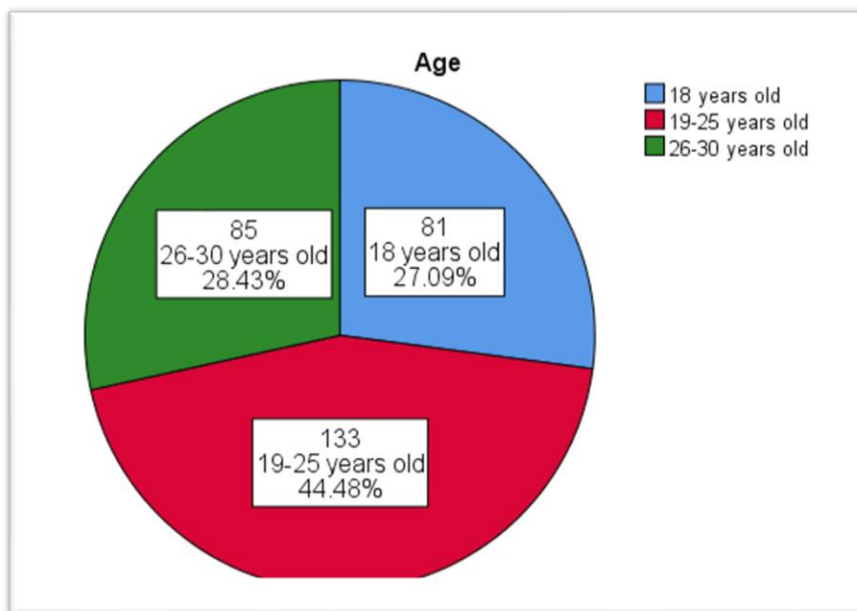
Source: Developed for research

Table 4.4: Income level

3. Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1500 below	56	18.7	18.7	18.7
	RM1501-RM2000	67	22.3	22.4	41.1
	RM2001-RM2500	95	31.7	31.8	72.9
	RM2501 above	81	27.0	27.1	100.0
	Total	299	99.7	100.0	
Missing	System	1	.3		
Total		300	100.0		

Source: Developed for research

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Figure 4.4: Income level
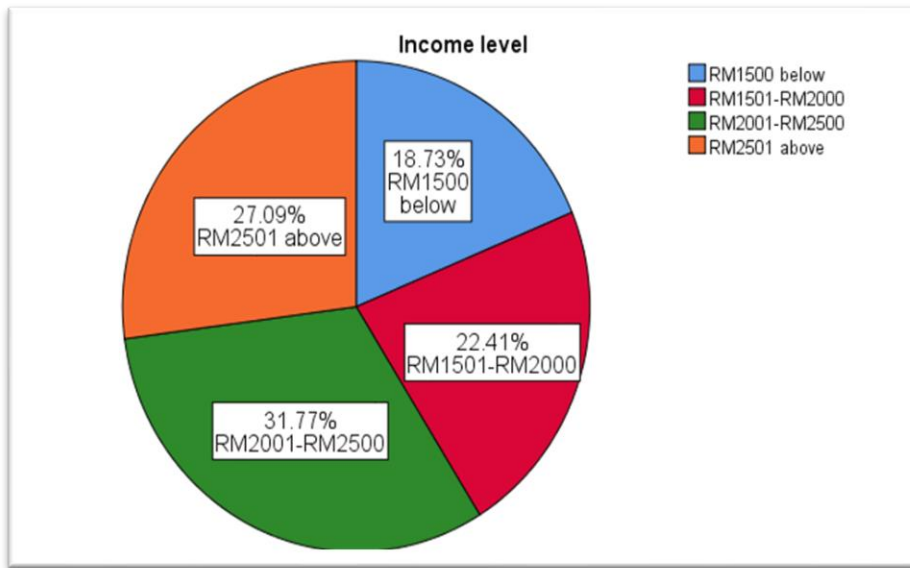
Source: Developed for research

Table 4.5: Do you use any social media platforms?

4. Do you use any social media platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	300	100.0	100.0	100.0

Source: Developed for research

Figures 4.5: Do you use any social media platforms?
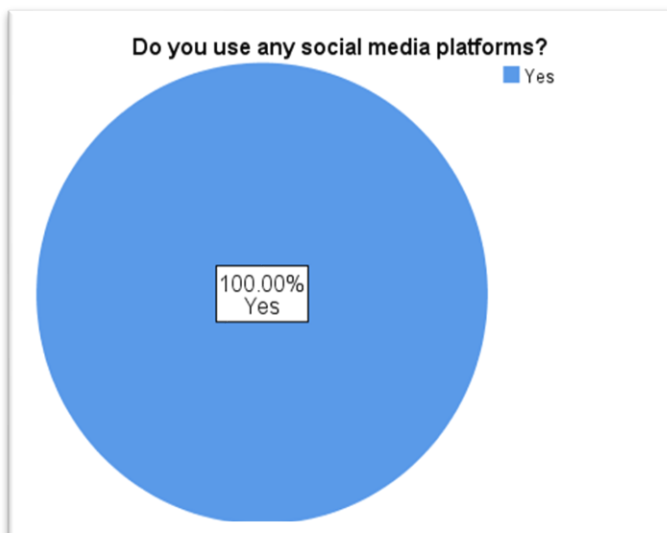
Source: Developed for research

Table 4.11: Pearson Correlation Analysis

Correlations		DV	IV1	IV2	IV3	IV4
DV	Pearson Correlation	1	.653**	.665**	.671**	.741**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	299	299	299	299	299
IV1	Pearson Correlation	.653**	1	.592**	.624**	.647**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	299	299	299	299	299
IV2	Pearson Correlation	.665**	.592**	1	.580**	.681**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	299	299	299	299	299
IV3	Pearson Correlation	.671**	.624**	.580**	1	.667**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	299	299	299	299	299
IV4	Pearson Correlation	.741**	.647**	.681**	.667**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	299	299	299	299	299
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Developed for research

Table 4.12: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806a	.650	.645	.29931

a. Predictors: (Constant), IV4, IV1, IV2, IV3

Source: Developed for research

Table 4.13: ANOVA

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.874	4	12.219	136.391	<.001b
	Residual	26.338	294	.090		
	Total	75.212	298			

a. Dependent Variable: DV

b. Predictors: (Constant), IV4, IV1, IV2, IV3

Source: Developed for research

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Table 4.14: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.612	.178		3.438	.001
	IV1	.174	.049	.176	3.580	.000
	IV2	.180	.045	.200	4.036	.000
	IV3	.200	.047	.212	4.265	.000
	IV4	.320	.050	.350	6.351	.000

a. Dependent Variable: DV

Source: Developed for research

UNIVERSITI TUNKU ABDUL RAHMAN *DU012(A)*

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Re: U/SERC/78-212/2024

13 January 2024

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Motivation for Purchasing Souvenirs Among the Domestic Tourists	Wan Shiuan Ling	Ms Annie Yong Ing Ing	13 January 2024 – 12 January 2025
2.	Factor Affecting Healthy Food Purchase Behaviours of Generation Z	Pe Kai Wen		
3.	Factors Affecting Customer Satisfaction Among Online Shoppers	Dion Teh Jee Wei		
4.	The Factors Influences on Customer Satisfaction and Loyalty in Business Performance	Tang Wei Ping		
5.	The Impact of Social Media Influencer on Youth Online Buying Behaviour in Klang Valley	Goh Pieh Ling	Ms Chin Wai Yin	
6.	A Study on E-commerce Factors that Influence Post-purchase Behaviour of Young Adults in Malaysia	Chan Chiew Kong	Dr Corrinne Lee Mei Jyin	
7.	Factors and Barriers to Attaining Mental Health Services	Chan Pei Xin		
8.	Factors Influencing the Customer Intention in Adopting Autonomous Vehicles (AVs)	Chye Chi Ern		
9.	Applying the Fraud Triangle Theory to Examine Fraudulent Cases from the Perspective of Working Adults	Alex Lau Chin Yeh	Dr Eaw Hooi Cheng	
10.	Examining the Influential Factors of Financial Fraud on Social Media from the Perspective of University Students	Bryan Wee Xin Jie		
11.	Factors Affecting Financial Fraud Awareness Among University Students	Liew Yoon Ler		
12.	The Impact of ChatGPT on E-commerce: The Case of Platform-based Business	Lee Siu Ying	Pn Ezatul Emilia Binti Muhammad Arif	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	Adoption Rate of Digital Channel among MSMEs Entrepreneurs. (A Comparison Between Social Commerce and E-Commerce Platforms)	Law Yung Khan	Pn Ezatul Emilia Binti Muhammad Arif	13 January 2024 – 12 January 2025
14.	Factor Affecting Consumers Behavioral Intention to Share Digital Footprints on Social Media	Jenny Leong Siew Yee	Pn Farida Bhanu Binti Mohamed Yousoof	
15.	Factors Affecting the Unemployment Crisis Among Fresh Graduate in Malaysia	Lim Say Siang		
16.	The Buying Behaviour on Green Products - From A Consumer Perspective	Lim Xiao Xuan	Dr Foo Meow Yee	
17.	Factor Affecting Consumer Brand Loyalty on Personal Care Product	Ooi Xin Yi		
18.	Drivers of Employee Retention: A Case Study in Health and Beauty Industry	Tan Chi Ying		
19.	Factors of Remote Work Influencing Remote Work Productivity of Employees in Malaysia	Lee YanZheng	Ms Hooi Pik Hua @ Rae Hooi	
20.	Exploring University Students' Readiness for the Industrial Revolution 4.0: A Conceptualised Framework	Poh Joe Yee	Dr Jayamalathi a/p Jayabalan	
21.	The Role of Artificial Intelligence on the Overall Success of SMEs in the E-Commerce Sector	Low Wai Ying	Ms K Shamini a/p T Kandasamy	
22.	Understanding the Impact of Short Video Advertising on Youth Consumer Behavior	Celine Tia Hui Lin	En Khairul Amuar Bin Rusli	
23.	Influence of Corporate Social Responsibility (CSR) on Consumer Purchase Intention	Yeo Ai Ping		
24.	The Impact of Green Marketing of Food and Beverages on Consumers' Purchase Intention	Yong Xin En		
25.	Factors that Influence the Acceptance of QR Payment Among Customers in Malaysia	Lee Hai Wen	Dr Komathi a/p Munusamy	
26.	To Study the Influences of Compensation, Work Environment, Motivation on Employee Satisfaction Among Industrial Trainees	Sam Li Ixing		
27.	The Influence of Celebrity Endorsements on Consumers' Purchase Intention Toward Sports Equipment	Chong Wei Ni		
28.	Investigating the factors of online payment technology in influencing consumer purchase behavior	Chua Jun Quan		
29.	The Impact of Utilizing ChatGPT in Higher Education	Lee Zi Wei	Dr Law Kian Aun	
30.	The Effectiveness of Duolingo's AI-Powered Language Learning Platform in Improving Second Language Acquisition Among Malaysia's Tertiary Students	Oh Fang Yan		
31.	The Effects of AI Tools on Undergraduates' Academic Writing Proficiency	Ng Shi Zhe		
32.	Consumer's Coping Strategies Toward Packaging Waste in Food Delivery Service	Tan Shin Rhu	Mr Lee Yoon Heng	
33.	Securing User Trust: A Study on Social Media Privacy, Information Protection, User Education, and Platform Reliability	Lim Jing	Ms Logeswary a/p Maheswaran	
34.	User Acceptance of Neobanks in Malaysia	Tang Sze Jun	Ms Loh Yin Xia	
35.	The Interplay of Digital Financial Literacy, Capability, Autonomy in the Financial Decision-making in Today's Digital Age	Wong Zheng Wah	Dr Low Mei Peng	
36.	Effects of In-store Factors Influencing Consumer Impulse Buying Behavior in Shopping Mall	Soh Xin Jie	Dr Malathi Nair a/p G Narayana Nair	
37.	Examining the Impact of Generation Z's Attitude Towards Counterfeit Footwear in Malaysia	Lim Su Kim		
38.	Young Adults' Intention to Use Mobile Payment in Malaysia	Alvin Chow Mun Sing		
39.	Consumer Motivation to Repurchase Organic Personal Care Products	Crystal Chow Weng Yann		

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
40.	The Impact of Worklife Balance on Employee Performance in Private Universities in Malaysia	Yeo Jing Wen	Dr Omar Hamdan Mohammad Alkharabsheh	13 January 2024 – 12 January 2025
41.	Determinants of Student's Satisfaction on AI Usage in Education	Chang Charng Jie	Ms Puvaneswari a/p Veloo	
42.	How Artificial Intelligence (AI) is Transforming Tourism Industry	Boon Yi Jean	Pn Raja Nurul Aini Binti Raja Aziz	
43.	Factors Affecting the Consumption Pattern of Fast Fashion Products Among Generation Z	Evelyn Chow Sum Yee	Dr Sia Bee Chuan	
44.	Antecedents and Consequences of Beauty and Cosmetic Products Impulse Purchase on TikTok	Kong Chi Kei	Dr Tang Kin Leong	
45.	Examining the Antecedents of Perceived Enjoyment and Flow Experience in Impulsive Buying Behaviour: A Study from the Perspective of TikTok User	Tan Hong Qing		
46.	Understanding the Determinants of Online Hotel Booking Intentions	Sharon Lian Sin Yee	Dr Tiong Kui Ming	
47.	A Study of Eco-Conscious Consumer Behavior on Green Products	Tan Sze Ting		
48.	Brand Loyalty Among Generation Z Towards Samsung Products in Malaysia	Chey Xin Hui	Dr Yeong Wai Mun	
49.	Factors Influencing the Adoption of Touch 'n Go eWallet Among Consumers in Malaysia	Lim Si Ting		

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Accountancy and Management
       Director, Institute of Postgraduate Studies and Research

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

   a) Name
   b) Identity card
   c) Place of Birth
   d) Address
   e) Education History
   f) Employment History
   g) Medical History
   h) Blood type
   i) Race
   j) Religion
   k) Photo
   l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

   a) For assessment of any application to UTAR
   b) For processing any benefits and services
   c) For communication purposes
   d) For advertorial and news
   e) For general administration and record purposes
   f) For enhancing the value of education
   g) For educational and related purposes consequential to UTAR
   h) For replying any responds to complaints and enquiries
   i) For the purpose of our corporate governance
   j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at limjing0131@1utar.my

Acknowledgment of Notice

[✓] I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

[   ] I disagree, my personal data will not be processed.

....
Name: Lim Jing
Date: 17/4/2024

3.0 Questionnaire Development

The factors affect user trust in social media platforms

Dear participants,

My name is Lim Jing (Student ID: 1906328), a final-year undergraduate student of Bachelor of International Business (Honours) at UTAR Sungai Long Campus.

I am currently working on a Final Year Project (FYP) titled "The factors affect user trust in social media platforms". I would like to invite you to participate in this survey. The survey is consisting 6 sections and will take your approximately 5-10 minutes to complete. Your participation in this study is on voluntary basis and you will be asked to respond to all the statements in this questionnaire once you have decided to be in this study.

Your response will be kept private and confidential, and it will be solely used for the study purpose only. If you have any questions regarding the questionnaires, you may contact me (limjing0131@1utar.my).

Thank you for your valuable input. Have a nice day.

Best regards,

Lim Jing

Section A: Demographic

1. Gender
   - ○ Male
   - ○ Female

2. Age
   - ○ 18 years old
   - ○ 19-25 years old
   - ○ 26-30 years old

3. Income level
   - ○ RM1500 below
   - ○ RM1501-RM2000
   - ○ RM2001-RM2500
   - ○ RM2501-RM3000

4. Do you use any social media platforms?
   - ○ Yes
   - ○ No

Section B: Likert Scale Question

User Trust in Social Media Platforms

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	I trust social media platforms for providing information. (Suki et al, 2019)					
2.	I think it is more-or-less unsafe to use social media platform. (Suki et al, 2019)					
3.	I trust social media platform, because it is competent to help its users. (Suki et al, 2019)					

Social Media Privacy Settings

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	I will change privacy settings in social media to increase the security. (Mathiyalakan et al, 2018)					
2.	I believe control privacy when I post out can decease some privacy information misused. (Mathiyalakan et al, 2018)					
3.	I think regularly updating friend lists on social media platforms helps increase security. (Mathiyalakan et al, 2018)					

Information Leakage Prevention Strategies

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	I believe that the social media platform has authority in this social network that assures all information are disclose are in accordance in specification (Sun et al, 2018)					
2.	I am concerned that people can find my privacy information on social media. (Sun et al, 2018)					
3.	The social media know how to protect the sensitive information stored on the platform. (Sun et al, 2018)					

User Awareness Programs

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	It is my responsibility to protect my information on Facebook. (O' Bien, D & Torres, A. M, 2012).					
2.	User should be careful when choosing name and profile photo because it is not protected under the privacy settings (O' Bien, D & Torres, A. M, 2012).					
3.	The activities on social media platform can result in information being made available to other companies and websites. (O' Bien, D & Torres, A. M, 2012).					

Platform Trustworthiness and Reputation

No	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1.	People will intend to recommend the social platform their regularly use to their friend because more trustworthy. (Bulut et al, 2016)					
2.	I received positive things about the social media from other people. (Bulut et al, 2016)					
3.	I will continually use trustworthy social media platform in the future. (Bulut et al, 2016)					

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Turnitin report

FYP turnitin

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2% SIMILARITY INDEX

2% INTERNET SOURCES

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