



**A FRAMEWORK OF SOCIAL NETWORKING SITES IN  
MEASURING ONLINE CUSTOMER ENGAGEMENT OF BEST  
PRACTICE FOR SMALL MEDIUM ENTERPRISES IN MALAYSIA**



**DOCTOR OF PHILOSOPHY**

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**Faculty of Information and Communications Technology**

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ENTERPRISES IN MALAYSIA**

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**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**2021**

## DECLARATION

I declare that this thesis entitled “A Framework of Social Networking Sites in Measuring Online Customer Engagement of Best Practice for Small Medium Enterprises in Malaysia” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

Signature

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Name

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Date

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12 August 2021



## APPROVAL

I hereby declare that I have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of Doctor of Philosophy.

Signature :



Supervisor Name : Associate Professor Dr. Mohd Hafiz Bin Zakaria

Date : 11 August 2021



## DEDICATION

I dedicate this thesis to the seven heroes - my husband, my five brave sons, and  
a very caring father.

May Allah bless and guide our lives up to Jannah.



## ABSTRACT

The growth of social media features and multi-directional digital communication has made it difficult for businesses to anticipate and regulate the behaviour of customers and prospects in the firm-initiated brand pages. With these issues, SMEs in Malaysia face complications in addressing customer engagement in the Social Networking Site (SNS) platform that they use extensively to market their products and services. The lacking of a practical approach to developing comprehensive measurement strategies for online customer engagement for these small industry players remains a question. Past research in a social media domain does not focus on aspects of measurement practices by SMEs for marketing on SNS. To resolve the issues, this study suggests a systematic investigation on this matter and the identification of antecedents and consequences of this construct on the illustrious SNS. Thus, this study has chosen the mixed-method design with the collection and analysis phases ranging from quantitative to qualitative on 125 SMEs and 315 customers. The quantitative data has generated frequencies through descriptive analysis to reflect the up-to-date information on customer engagement measurement. Inference analysis also was carried out to validate the antecedents and consequences of customer engagement. The qualitative data has produced codes and themes through code-based analysis to verify and extend results from the quantitative phase. Conclusively, this study integrates the results of qualitative and quantitative methods to propose a framework that guides customer measurement best practices called CEMiS. These achievements contribute to new insights and information for improving theory and knowledge in a study field of social media measurement and integrated marketing. It also provides invaluable practical guidance for relevant industry action and future researchers.

**RANGKA KERJA LAMAN RANGKAIAN SOSIAL DALAM MENGUKUR AMALAN  
BAIK PENGLIBATAN PELANGGAN ATAS TALIAN UNTUK PERUSAHAAN  
KECIL DAN SEDERHANA DI MALAYSIA**

**ABSTRAK**

*Pertumbuhan ciri media sosial dan komunikasi digital pelbagai arah telah menyukarkan perniagaan untuk menjangka dan mengatur tingkah laku pelanggan dan prospek di halaman jenama yang dimulakan oleh firma. Dengan permasalahan ini, PKS di Malaysia menghadapi komplikasi dalam menangani penglibatan pelanggan dalam platform Laman Jaringan Sosial (SNS) yang mereka gunakan secara meluas untuk memasarkan produk dan perkhidmatan mereka. Kekurangan pendekatan praktikal untuk mengembangkan strategi pengukuran komprehensif untuk penglibatan pelanggan dalam talian untuk pemain industri kecil ini tetap menjadi persoalan. Penyelidikan yang lalu dalam domain media sosial tidak menumpukan pada aspek amalan pengukuran oleh PKS untuk pemasaran di SNS. Untuk menyelesaikan masalah, kajian ini menunjukkan penyelidikan sistematik mengenai perkara ini dan mengenalpastikan antededen dan akibat berkaitan dengan konstruk ini pada SNS yang terkenal. Oleh itu, kajian ini telah memilih reka bentuk kaedah campuran dengan fasa pengumpulan dan analisis bermula dari peringkat kuantitatif hingga kualitatif pada 125 PKS dan 315 pelanggan. Data kuantitatif telah menghasilkan frekuensi melalui analisis deskriptif untuk mencerminkan maklumat terkini mengenai pengukuran penglibatan pelanggan. Analisis inferensi juga dilakukan untuk mengesahkan antededen dan akibat dari penglibatan pelanggan. Data kualitatif telah menghasilkan kod dan tema melalui analisis berasaskan kod untuk mengesahkan dan memperluaskan hasil dari fasa kuantitatif. Kesimpulannya, kajian ini mengintegrasikan hasil kaedah kualitatif dan kuantitatif untuk mencadangkan kerangka kerja yang membimbing amalan terbaik pengukuran pelanggan yang dinamakan CEMiS. Pencapaian ini menyumbang kepada pandangan dan maklumat baru untuk meningkatkan teori dan pengetahuan dalam bidang kajian pengukuran media sosial dan pemasaran bersepadu. Ia juga memberikan panduan praktikal yang tidak ternilai untuk tindakan industri yang relevan dan penyelidikan di masa-masa akan datang.*



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## LIST OF SYMBOLS AND ABBREVIATIONS

B2C	-	Business-to-Customer
C2C	-	Customer-to-Customer
CEMiS	-	Customer Engagement Measurement in SNS
DOSM	-	Department of Statistics Malaysia
eWOM	-	Electronic Word-of-Mouth
KPI	-	Key Performance Indicator
MDEC	-	Malaysian Digital Economy Corporation
NSDC	-	National SME Development Council
SME	-	Small and Medium Enterprises
SNS	-	Social Networking Sites
SSM	-	Suruhanjaya Syarikat Malaysia
UGC	-	User Generated Content
UGT	-	User Gratification Theory



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