

An exploratory study of the social media marketing role in measuring business performance among student entrepreneurs

ABSTRACT

The purpose of this research is to examine the social media marketing roles in measuring business performance among student entrepreneurs. Secondly, to analyse which social media platform is often used by students to sell and promote their business. Due to a pandemic outbreak, students are unable to sell face-to-face in the university due to the movement control order (MCO). As a result, students are required to sell online via social media platforms. Therefore, a study needs to be established to analyse the effectiveness of digital entrepreneurship in the University syllabus. Especially in social media marketing topics, Convenience sampling was used to distribute the survey questionnaire to APK students in Universiti Malaysia Sabah. The findings of this study indicated that social media marketing has a positive relationship with business performance. Most of the respondents used Facebook, Instagram, WhatsApp, and e-business portfolio blogs to promote and sell their business. This study will help lecturers develop a comprehensive and integrated entrepreneurship module. The results of the study can produce improvements in teaching and learning, especially in social media marketing usage how students promote and sell online.