Research Paper

EFFECT OF FACEBOOK IN INFLUENCING STUDENT INTENTIONS TO ENROLL FOREIGN DEGREE PROGRAMME IN MALAYSIA

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ABSTRACT

The purpose of this research is to examine the effect of Facebook in influencing student intention to enroll in foreign degree programme in Malaysia. The need for this study arose given the limited or no research done on examining the impact of Facebook in promoting foreign degree programme in private education sector in Malaysia, despite the immense contribution of this academic sector to the personal and national growth. This research focuses on influence of Facebook dimension derived from literature including attitudinal commitment, social influence, information benefit, word-of-mouth and continuous participation on student intention to enroll. In order to assist in the research five questions were propose and to deepen the research further hypothesis was propose. A sample size of 200 students was conveniently selected from various private education institution, a questionnaire with a Likert-Scale from 1-5 was used to collect the data to determine student intention to enroll foreign degree programme in Malaysia. To ensure reliability and validity of the data set, the sample size only includes student who are currently study in diploma and foundation in private colleges. Descriptive statistics shows that all determinants of Facebook examined are most significantly associated with student intention. Multiple regression analysis shows that there is significant influence of Facebook effect on student intention to enroll foreign degree programme. However, the result show clearly that information benefit, word-of-mouth and continuous participation on Facebook have positive significant influence on student intention to enrol foreign degree programme. The current study contributes to the body of research by investigating the impact of Facebook in influencing student intention to enrol foreign degree programme by using one instrument, in one area setting. Result of research shows that Facebook as social media is very crucial to promote foreign degree programme due to its impact in influencing student intention. Future research should involve large number of sample size to ensure the validity and reliability of the result and focuses on other sector of industry.

Key words: Facebook, Attitudinal commitment, social influence, information benefit, word-of-mouth, continuous participation, purchase intention, private higher education (PHE), Malaysia
1.0 Introduction

Purpose of research is to examine the influence of Facebook in influencing student intention to enroll in foreign degree program in Malaysia. Most of the research done on Facebook influence on purchase intention were taken place in developed countries such as America and Europe (Sanjukta and Kristian, 2011; Lukas and Even, 2013; Juhee et al., 2014; Wen-Lung and Margaret, 2012); and fair of ample research were also conducted in developing countries such as Asia-Pacific, Asia and South Africa (Long-Chuan et al., 2014; Meng-Hsiang et al., 2014; Yavisha & Krishna, 2013). However, it seems that handful research were taken place in Malaysia where this research is focus though most were done in the context of student (Nor et al., 2014; Keng-Boon et al., 2011; See et al., 2012; Nik and Pravina 2014; Bamini et al., 2014; Nurhanan et al., 2014; Norazah et al., 2011).

It seems most of research were conducted in retail sector (Mehdi et al., 2014; Santi, 2012; Asuncion and Ines 2012; Long-Chuan et al., 2014; Lynda and Constanza, 2014; Antonis and Spyros, 2013); while most of other research were taken place in manufacturing industry (Irem and Mesut, 2012; Essi et al., 2013; Jyun-Cheng and Ching-Hui, 2013); Sonja et al., 2013; Ferran et al., 2014; Bruno and Dariusz, 2013); there were limited research conducted in the context of education sector in Malaysia to be specific base on the research review (Pooja and Praveen, 2012; Mehmoon et al., 2011; Maria et al., 2014; Osman et al., 2013; Chun-Hua & Chun-Fei, 2011; Norasmah et al., 2011), but in the context of education it seems none research has been conducted on the effect of Facebook in influence both local and foreign student enrollment in foreign degree program in private university and colleges particularly in Malaysia.

Due to pace expansion of the social media in distributing information, advertising and conversing consumers, creating awareness, promoting goods and services and influence of e-word-of-mouth which associate with brand performance, this shows an increase in customers patronage with positive impact on organization profitability, consumers build their trust about product based on the available information given or provide to them by the company. This is an indication that social networking plays a vital role in influencing customer purchase intention towards specific goods and a service, which is an advantage for organization to promote their brand, increase their sales, gaining potential customer and develop a research base for their product.

The issue of Facebook in influence student intentions to enroll in foreign degree program is significant to private sector of education industry in Malaysia. Since, Malaysia is becoming fast growing country cross-border education with capacity to provide avenue for students, skill to gain different learning experiences with academic resources that will enhance professionalism, and to enable student capability to build a competitive advantage in the global market. Despite the great contribution of this academic sector to an individual and national development, it seems that lacks of research were done on Facebook to promote foreign degree programme in Malaysia. Therefore this study enrich this gap by examine impact of Facebook in influencing student intention to enroll foreign degree program in Malaysia.

Research Objectives

I. To examine the impact of Facebook on attitudinal commitment of student intention to enroll foreign degree programme in Malaysia
II. To examine the impact of Facebook on social influences on student intention to enroll foreign degree programme in Malaysia
III. To examine the impact of Facebook information on influencing students intention to enroll foreign degree programme in Malaysia
IV. To examine the impact of Facebook on positive word-of-mouth in influencing student intention to enroll foreign programme in Malaysia
V. To examine the impact of Facebook continuance participation in influencing student intention to enroll foreign programme in Malaysia

2.0 REVIEW OF THE LITERATURE

Social medial can be define as an "application on internet-based built on the ideology and Web 2.0 technological foundation, this works as a mainstream medium for value creation that exchange user-generated content” See table 2.1 below for the relevant definition.

Table 1: Definition of Terms used

<table>
<thead>
<tr>
<th>Authors</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agresta et al., (2010)</td>
<td>social media as the act of creating and posting content in hosted environments: such as online internet-based, virtual and mobile for purpose of shared information or interacting with peoples identify as friend or followers and an inner circle which can in fact be quiet at large that has opted in to view any content or information opt to share, thereby making it the act of being social online</td>
</tr>
<tr>
<td>Evans et al., (2012)</td>
<td>social media simply as the text, words, pictures, video and the like that created with the intention of sharing; though in the marketing context social media refers as the thoughts and experiences of participants with brands, products, or services through the act of often sharing for the purpose of making a better or more-informed choice.</td>
</tr>
<tr>
<td>Dave (2010)</td>
<td>social media marketing as customers or stakeholders participating engagement to establish successful social business practices meaning customers willingness to take their time and energy to discuss about brand through social media, this allow customers taken a personal interest in what the firm or company bringing to the market</td>
</tr>
<tr>
<td>As'ad &amp; Anas, (2014)</td>
<td>Social media marketing as tools use by companies for their marketing activities and it is centralized around five dimensions: Online Communities, Interaction, Sharing of Content, Accessibility, and credibility.</td>
</tr>
</tbody>
</table>

While emphasizing on the theoretical perspective of the topic, Theories of Reasoned Action (TRA) proposed by Fishbein (1963) is a prescriptive cognitive models that focused on beliefs and attitudes determinants of consumer buying behaviour as it is said that behavioural intention can be obtain from a combination of the consumer's attitude toward purchasing product and also subjective norm about behavior (Lukas & Even 2013; Na et al., 2014; Mirza and Zahra 2014; Min-Sook et al., 2014; Varun and Monika 2012; Shu-Chuan et al., 2013). In order to modify this model Ajzen provided some other additional variable in 1988 in his published Theory of Planned Behaviour (TPB). The Theory of Planned Behaviour (TPB) proposes a model that can measure how human actions are guided (Ajzen 1988); it predicts the occurrence of a particular behaviour provided that is intentional which are largely influenced by an individual’s attitude towards behaviour. This model outlined three variables which suggests it predict the intention of individual to perform behaviour (individual specific attitude, individual subjective norms and perceived behavioural control), intention are refer to the precursors of behavior.

Further, According to Solomon's model (1996) stated that consumer concentrate more on product information gain through friends, social networking such as Facebook, YOUTUBE or by visiting stores. Information benefit will include in evaluate the significant of this model to examine the impact of Facebook in influence student intention. Theory of Trying by Bagozzi & Warshaw (1990) provides an interesting alternate approach to previous model considered instead of examining explicit behaviour; it assesses individual intention to act through subject norms and human attitude toward the means of trying. The key antecedent variables that considered in intention to try is the attitudes and expectations of success and also attitudes and
expectations of failure, these two factors is not strong enough to determine individual intention as many people take action without consider the consequence beside the intention to act to purchase does not mean the consumer will buy the product (Kelley et al., 2014; Tomas and Elena 2013; Matti and Jari 2013; Zhuling et al., 2014).

Inspired by the theory of planned behaviour (TPB) of Ajzen (1988) on the evaluation of human behavioural intention, Fishbein (2000) developed a framework of ‘an integrative model of behavioural prediction proposing that individual intention to carry out behavior process can be explained by five main components which directly affect consumer behavior, and to determine behavioural intention it include attitude, perceived norms, and personal agency (self-efficacy / perceived power such as motivation and continuance participation etc); conclude that for an individual to carry out behaviour there is needs for knowledge and skills, beside the behavior should be salient to the individual (that is, it have to be important to the person and must be at the forefront of their thoughts).

Suzanne and Paulo (2014) adopted ‘an integrative model’ to examine the determinants of customer’s intention to purchase travel online, it findings reveal that attitude and compatibility are the most significant relevant variables that have proportional effect on customer’s intention to purchase travel online. The Model of Goal Directed Behaviour proposed by Perugini & Bagozzi (2001), this model is draws heavily on the Theory of Planned Behaviour with each of its constructs is being represented. This model identify a plethora of influencing factors though it differs due to addition of variables of the past behaviour (both frequency and regency), emotions and the structure of behavioural causality that is passing through human desire onto individual intention.

Figure 1: Conceptual Framework

Attitudinal commitment is one of psychological forces used on Facebook to drive student intention towards particular product or services (foreign degree programme). This comprises the level of knowledge (Lynda and Constanza, 2014), satisfaction (Santi, 2012; Chun-Hua and Chun-Fei, 2011), attraction( Arian 2013), learning and memory (Kim-Hong et al., 1995; Long-Chuan et al., 2014), experience (Na et al., 2014; Bruno and Dariusz, 2013) which can be derived from information on Facebook about specific product or service.

**H1. Attitudinal commitments on Facebook have positive significant impact in influence student intention to enroll foreign degree programme.**

Social influence simply refers to an individual perceptions of social pressure from important referents on Facebook such as friends and family (Jyun-Cheng and Ching-Hui 2013; Xia et al., 2012), friends on social media (Xia et al., 2012; Mustaz et al., 2013), persuasion conformity
(Arian, 2013; Leeraphong & Mardjo, 2013), cultural value (Sanjukta and Kristian, 2011; Dharmesh et al., 2014). However, this is predictor to examine Facebook influence on student intention to enroll in foreign degree programme.

**H2. Social influences on Facebook have positive significant impact on student intention to enroll foreign university degree programme**

Information brings awareness to the customer's both existing and the prospective customers, it also sensitzes them about the important of product or services (Dimitrios and Young, 2008). Among benefit that attributed to information are idea sharing (Na et al., 2014; Nor et al., 2014), experience sharing (Nick, 2014; Dimitrios and Young, 2008) positive perception and enlightenment (Funde and Mehta, 2014; Angela and Jeffrey, 2009) and communication flow (Maria et al., 2014; Siva et al., 2013).

**H3. Information benefits derived from Facebook have positive significant impact in influence student attitude towards foreign university degree programme**

Word-of-Mouth classified as informal communication among consumers about certain products and services, this can range from casual inter-personal conversations (Jie and Purushottam, 2011; Arian 2013), discussion forum (Bamini et al., 2014; Katjia et al., 2013), news group (Mehmood and Muhammad, 2011; Leeraphong and Mardjo, 2013) and consumer opinion platform (Varun and Monika, 2012), and brand advocacy which consumer actively used to promote the brand to other potential consumers. Discussion forum create on social media network such as Facebook fan page is an avenue or platform to share, interact, and exchange an idea (Eric and Kevin, 2014).

**H4. Word-of-mouth share on Facebook have positive significant impact on level of student participation in online community**

Continuance participation is the level in which individual repeatedly perform an action, there are many factors that contribute to this such as repeatedly used (Lynda and Constanza 2014; Shih-Chih et al., 2012), level of information gain (Asuncion and Ines, 2012; Sanjukta and Kristian, 2011), long term usage (Boris, 2012; Yavisha and Krishna, 2013), level of trust gain (David and Anne, 2007; Kevin, 2001), level of confidence gain (Dave, 20010; Evans et al., 2012).

**H5. Student's continuance participation in Facebook has a positive significant effect on patronizing foreign university degree programme.**

Purchase intention is a consumer plan to buy or patronize specific brand, product, goods or services in the near future, this plan is develop by the way and manner which consumer or customer perceived the product that he/she intend to buy. Factors that contributed to purchase intention include interest (Muhammad et al., 2014; Katjia et al., 2013), effort (Elif and Handan, 2010), readiness (Nasim, 2012; Wong and Hao, 2013), desire (Jen et al., 2012; Muhammad, 2014), and willingness (Yulihasri et al., 2011; Varun and Monika, 2012).

Student intention can be influence by psychological and sociological forces; according to research by Xia et al., (2012) conclude that interest, desire and willingness of individual that have been developed information and experience gain through social networking site can influence their behaviour to buy particular product.

3.0. RESEARCH METHODOLOGY

**Research Design**

In order to investigate current situation of factors that influences student intention to enroll foreign degree programme in Malaysian, this research surveyed student in Malaysia by using data's collected straight from student without influencing their normal choices or manipulated. According to William et al., (2013) conclude that descriptive might involved one-time...
interaction with groups of people concern (cross-sectional study) or it might follow people over time (longitudinal study).

Research Methodology
In order to attain the aims of this study, a quantitative research method were considered appropriate for this study. According to Saunders et al., (2009) stated that "a quantitative research is a process of study aims to quantify attitudes or behavioral patterns and measure construct of each variables, compare responses and highlight correlation.

Sampling Technique
Simple random sampling technique was adopted due to the large number of target population. According to (William et al., 2013) refer to simple random sampling-based methods of gathering information as mechanical procedure that involving the lists of random numbers, or equivalent.

Research Population and Sample Size
In this study the target populations are student in general who study foreign university degree programme in Malaysia between age of 18 years above, these student are those that spread widely across private colleges and university in Malaysia. Therefore, convenience sampling technique were adopted as research method so as to allows researcher to utilize available people who are volunteered to take part in the survey until desired amount number of participants is reached (Miller and Salkind 2002). The researcher intended to distribute a total number of 200 questionnaires to various students across private colleges and university in Malaysia.

Data Collection Instrument
The dimensions for this study questionnaire were compiled from the conceptual variables items of the research, this is categorized in to scales which consisting of Attitude Commitment, Social Influence, Information Influence, Word-of-Mouth, Continuance Participation and Purchase Intention. This scales compilation provides questionnaire with 5 scales. See table: 3. 5, 1. for the measurement items used for this study, while demographic data covers respondents profile and constitute the first section of the questionnaire.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Measure</th>
<th>Source</th>
<th>Q#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude/ Attitudinal commitment</td>
<td>Knowledge</td>
<td>Santi, 2012; Chun-Hua and Chun-Fei, 2011</td>
<td>Q1</td>
</tr>
<tr>
<td></td>
<td>Level of satisfaction</td>
<td>Fisbein &amp; Ajzen, 1975; Arian, 2013</td>
<td>Q2</td>
</tr>
<tr>
<td></td>
<td>Attraction</td>
<td>Long-Chuan et al., 2014; Muhammed et al., 2014</td>
<td>Q3</td>
</tr>
<tr>
<td></td>
<td>learning and memory</td>
<td>Na et al., 2014; Bruno and Dariusz, 2013</td>
<td>Q4</td>
</tr>
<tr>
<td></td>
<td>Experience</td>
<td>Lynda and Constanza, 2014; Juhee et al., 2014</td>
<td>Q5</td>
</tr>
<tr>
<td>Social Influence</td>
<td>Friend and family</td>
<td>Jyun-Cheng and Ching-Hui, 2013; Xia et al., 2012; Mustaz et al., 2013</td>
<td>Q6</td>
</tr>
<tr>
<td></td>
<td>Peer group friends on social media</td>
<td>Tomas and Elena, 2013; Keng-Boon et al., 2011</td>
<td>Q7</td>
</tr>
<tr>
<td></td>
<td>persuasion</td>
<td>Jyun-Cheng and Ching-Hui, 2013; Xia et al., 2012; Mustaz et al., 2013</td>
<td>Q8</td>
</tr>
<tr>
<td></td>
<td>conformity</td>
<td>Arian 2013; Leeraphong and Mardjo, 2013</td>
<td>Q9</td>
</tr>
<tr>
<td>Information Benefit</td>
<td>Idea sharing</td>
<td>Na et al., 2014; Nor et al., 2014</td>
<td>Q11</td>
</tr>
<tr>
<td></td>
<td>experience sharing</td>
<td>Nick, 2014; Siva et al., 2013</td>
<td>Q12</td>
</tr>
<tr>
<td></td>
<td>Interaction</td>
<td>Maria et al., 2014; Dimitrios and Young, 2008</td>
<td>Q13</td>
</tr>
<tr>
<td></td>
<td>positive enlightenment</td>
<td>Funde and Mehta, 2014; Maria et al., 2014</td>
<td>Q14</td>
</tr>
</tbody>
</table>
Data Analysis

This study explored IBM SPSS version 21 for analysis it data. Data was explored and cleaned and variables were categorically described with frequency (percentage) and numerical variables with means (SD). Independent t-test and one-way ANOVA was applied to evaluate the difference in means between groups.

Ethical Issues

Ethical principles were considered for the planning of this study. Since all the respondents were informed consent which implies that all person must knowingly, voluntarily and intelligently give their consent in clear and manifest way; that is all individual have autonomous power to decide about their actions and resources this also known as autonomy which is one of the major ethical issue in conducting research (Georgia & Marianna, 2011).

4.0. DATA ANALYSIS, RESULTS AND INTERPRETATION OF DATA

Descriptive Means (Summary)

<table>
<thead>
<tr>
<th>Table 3: Summary of Descriptive Statistics</th>
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<tbody>
<tr>
<td>N</td>
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<tr>
<td>Statistic</td>
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<tr>
<td>----------------</td>
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<tr>
<td>Attitud.Com</td>
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<td>Social Influ.</td>
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<td>Infor. Benefit</td>
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</tbody>
</table>
The output present in the table: 4.3. above show that the skewness data set are range between -0.286 to -0.708, this suggesting that it falls within -1 to +1 which indicating that data set is within acceptable range. While, kurtosis value also suggesting normal with data set fall within -1 to +1. The means all dimension are ranged from 3.3700 to 3.6620, and there is an indication that attitudinal commitment with mean (M=3.6620) is the Facebook highest dimension that associated with student intention (purchase intention) among the student in Malaysia. Followed by social influence on Facebook with (M= 3.6160). The findings of this study shows consistent and it is fall within acceptable range. Information benefit associated with student intention to enroll foreign degree programme scored lowest (M= 3.5130), this suggesting that it have least effect on Facebook to influence student intention.

Regression Analysis

Table 4: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.593a</td>
<td>.351</td>
<td>.335</td>
<td>.61738</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Continuous Participation, Attitudinal Commitment, Social Influence, Information Benefit, Word of Mouth.

b. Dependent Variable: Student Intention

The table: 4., above shows a model summary predicting student intention to enroll in foreign degree programme, the table indicate R value of 0.593, R square is 0.351 and Adjusted R square which is 0.335. This means that 35.1% of student intention to enroll foreign degree programme can be predicted by indicators of Facebook (continuous participation on Facebook, information benefit and word-of-mouth) this suggesting that the model can be used to determine student intention towards foreign degree program through Facebook.

Model fit analysis: Multiple linear regression coefficients

Table: 5. Below show the result of Beta coefficients summary measuring attitudinal commitment (B=.082) and social influence (B=.007), this result indicate that these two variables have no significant impact on student intention to enroll in foreign degree programme. While, other remaining variables such information benefit with (B=.190), word-of-mouth (B=.171) and continuous participation on Facebook ((B=.289) shows that there is positive impact on student intention to enroll in foreign degree programme.

Table: 5. Multiple linear regression Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Toleranc e VIF</td>
</tr>
<tr>
<td>(Constant )</td>
<td>1.122</td>
<td>.275</td>
<td></td>
<td>.000</td>
<td>4.086 .000 1.724</td>
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<tr>
<td>Attitud. Co</td>
<td>.085</td>
<td>.078</td>
<td>.082</td>
<td>1.085</td>
<td>.279 .580 1.724</td>
</tr>
<tr>
<td>Social Infl</td>
<td>.007</td>
<td>.084</td>
<td>.007</td>
<td>.086</td>
<td>.931 .539 1.854</td>
</tr>
<tr>
<td>Infor. Ben</td>
<td>.177</td>
<td>.075</td>
<td>.190</td>
<td>2.358</td>
<td>.019 .513 1.950</td>
</tr>
<tr>
<td>WOW</td>
<td>.181</td>
<td>.082</td>
<td>.171</td>
<td>2.196</td>
<td>.029 .550 1.818</td>
</tr>
<tr>
<td>Cont. Part.</td>
<td>.279</td>
<td>.074</td>
<td>.289</td>
<td>3.787</td>
<td>.000 .575 1.739</td>
</tr>
</tbody>
</table>
a. Dependent Variable: Student Intention

However, the results show that information benefit, word-of-mouth and continuous participation have positive and significant impact on Facebook to influence student intention to enroll foreign degree programme in Malaysia. These three dimensions of Facebook are significant in terms of t-value and p-value. The t-value for information benefit, world of mouth and continuous participation are above +1.96 which is perfect for the construct (Kothari, 2004); whereas t-value for information benefit is 2.358, word-of-mouth is 2.196, and continuous participation is 3.787 respectively. Similarly their p-value is also lower than 0.005 for each three Facebook dimensions such as information benefit which is 0.019, word of mouth is 0.029 and continuous participation is 0.000. This suggesting that information benefit, word-of-mouth and continuous participation has positive and significant impact on student intention to enroll foreign degree programme in Malaysia. This finding is consistent and similar to the previous findings of, Arian 2013, Angela and Jeffrey 2009, See et al., 2012. However, this study finds significant impact on influence of Facebook in influencing student intention to enroll in foreign degree programme in Malaysia.

Model fit Analysis of Variance

The ANOVA calculates continuous participation, attitudinal commitment, social influence, information benefit and word-of-mouth can significantly predict purchase intention (student intention) to enroll foreign degree programme. Thus, the table’s value of 0.000 (sig value) indicates that the model is a significant fit as it is less than the alpha value of 0.05. In other words, a model or framework that uses continuous participation, attitudinal commitment, social influence, information benefit and word-of-mouth can significantly predict purchase intention on Facebook. Table 4.5 shows an ANOVA (analysis of variance) table with a score: F= 21.008, sig= 0.000.

Regression Analysis: Hypothesis Testing

For this study, regression analysis was performed to effect of Facebook in influencing student intent to enroll foreign degree programme based on five independent dimensions.

**Hypothesis: 1.** attitudinal commitments on Facebook have positive significant impact in influence student intention to enroll foreign degree programme.

- H₀: β = 0 (Attitudinal commitment on Facebook have positive significant impact in influence student intention to enroll foreign degree programme)
- Hₐ: β ≠ 0 (Attitudinal commitment on Facebook have no significant impact in influence student intention to enroll foreign degree programme)

Table: 5 Summary predicting that attitudinal commitment did not measure beta coefficient with B=.082, t= 1.085, while the p-value sig = 0.279 (greater than alpha 0.05). Thus, Null hypothesis (H₀) is rejected, and the alternate is supported. This indicates that attitudinal commitment on Facebook has no significant influence on student intention.

**Hypothesis: 2.** Social influences on Facebook have positive significant impact on student intention to enroll foreign degree programme

- H₀: β = 0 (Social influence on Facebook have positive significant impact on student intention to enroll foreign degree programme)
- Hₐ: β ≠ 0 (Social influence on Facebook have no significant impact on student intention to enroll foreign degree programme)

Table: 5, above shows that the result of social influence measure beta coefficient with B=.007, t=.086, and p-value sig = 0.931 (greater than alpha 0.05). Thus, Null hypothesis (H₀) is rejected, the alternate is accepted. This indicates that social influences have no significantly on Facebook enhancement to influence student intention towards foreign degree programme in Malaysia.
Hypothesis: 3. Information benefits derived from Facebook have positive significant impact in influence student attitude towards foreign university program

\[ H_0: \beta = 0 \] (Information benefit derived from Facebook have positive significant impact in influence student attitude towards foreign university program)
\[ H_A: \beta \neq 0 \] (Information benefit derived from Facebook does not have positive significant influence on student attitude towards foreign university program)

Table: 4.0, above show information benefit result measure beta coefficient with $B = 0.190$, $t = 2.358$, and p-value $\text{sig} = 0.019$ (less than alpha 0.05). Thus, Null hypothesis ($H_0$) is supported, while the alternate hypothesis is rejected. This show that information benefit gain from Facebook have significant influence on student which simply mean that Facebook can greatly influence student in Malaysia to enroll foreign degree programme.

Hypothesis: 4. Word-of-mouth share on Facebook have positive significant impact on level of student participation in online community

\[ H_0: \beta = 0 \] (Word-of-mouth share on Facebook have positive significant impact on level of student participation in online community)
\[ H_A: \beta \neq 0 \] (Word-of-mouth share on Facebook does not have positive significant impact on level of student participation in online community)

Table: 5.0, above indicate that word-of-mouth measure beta coefficient with $B = 0.171$, $t = 2.196$, and p-value $\text{sig} = 0.029$ (less than alpha 0.05). Thus, Null hypothesis ($H_0$) is supported and the alternate is rejected. The result of regression analysis indicates that four of the Facebook dimensions are significant to influence student intention towards foreign degree programme. This result show that word-of-mouth share through Facebook have great positive impact in student intention to enroll foreign degree programme in Malaysia.

Hypothesis: 5. Student’s continuance participation in Facebook has a positive significant effect on patronizing foreign degree programme

\[ H_0: \beta = 0 \] (Student’s continuance participation in Facebook has a positive significant effect on patronizing foreign degree programme)
\[ H_A: \beta \neq 0 \] (Student’s continuance participation in Facebook does not have a positive significant effect on patronizing foreign degree programme)

Table: 5.0, above indicate that continuance participation measure beta coefficient with $B = 0.289$, $t = 3.787$, p-value $\text{sig} = 0.000$ (less alpha 0.05). Thus, Null hypothesis ($H_0$) is supported and alternate is rejected. This study shows that Facebook will create awareness and enhance student intention to enroll foreign degree programme if effectively used for promotion.

5.0 CONCLUSION AND RECOMMENDATION

This study concludes that improved advertising on Facebook, especially information benefit, word-of-mouth, and continuous participation would create awareness and influence student intention. Also improved activities on Facebook elements such as information benefit, word-of-mouth, and continuous participation would improve college or institution customer base as well as their profitability. Similarly this study also concludes that increase activities on Facebook cause to improve student’s intention to enroll foreign degree programme. However, this research found that improved attitudinal commitment and social influence has a no impact in influencing student intention. The finding about effect of Facebook adds to the body of extant knowledge because no previous study has investigated the influences of these five dimensions of Facebook for student intention to enroll foreign degree programme in Malaysia, especially on education sector.

Recommendation
It is recommended that private institution of higher education, colleges and university in Malaysia should explore Facebook to promote foreign degree programme offered in their various institution through online communication. This study shed light on how Facebook can influence student intention to enroll foreign degree programme in Malaysia and how Facebook can be used as promotional tools to create awareness and enhance profitability for private institution. However, this study imply that private institution’s management should explore the important of Facebook to promote their foreign degree offered in their various institution so as to increase their customer base, gain more profit and to have competitive advantage in the education industry in Malaysia.

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