

THE ROLE OF CUSTOMER BRAND ENGAGEMENT IN FACEBOOK FAN  
PAGE

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A thesis submitted in fulfilment of the  
requirements for the award of the degree of  
Master of Management (Technology)

Faculty of Management  
Universiti Teknologi Malaysia

SEPTEMBER 2015

Dedicated to my beloved father, mother, grandmother, siblings, mentor and friends

## ACKNOWLEDGEMENTS

The process of earning a master and writing a thesis is long and arduous – and it is certainly not possible without the help of so many people in so many ways. It was also the product of a large measure of serendipity, fortuitous encounters with people who have changed the course of my academic career. First and foremost, I would like to thank my family for putting up with an absentee son and grandson during this process. Without their constant support, encouragement, and understanding, it would not have been possible for me to achieve my educational goals.

Most of all, I am fully indebted to Dr. Grace Thoo Ai Chin, my mentor, for instilling in me the qualities of being a good researcher. Her understanding, wisdom, patience, encouragement, infectious enthusiasm and unlimited zeal have been major driving forces through my study life. Without her help, advice, expertise, and encouragement, my thesis work would have been a frustrating and overwhelming pursuit.

I would certainly be remiss to not mention and sincerely thank Prof. Dr. Abu Bakar Abdul Hamid. I would like to express deepest gratitude for his support, guidance, understanding and encouragement throughout my study. Without his patience and counsel, this research would not have happened. In addition, I would like to express my appreciation to Dr. Zuraidah binti Sulaiman, Assoc. Prof. Mohd Shoki Md Ariff, Dr. Inda Sukati and Dr. Hazliza binti Haron for having served on my examiners and chairperson. Their insight, feedback, advice, thoughtful questions and comments were influential and essential throughout the thesis-writing process.

Thanks also go to my numerous friends who always listening and giving me words of encouragement, I extremely grateful for their camaraderie, trust and support.

Special thanks go to my fellow graduate friends who have helped me throughout this academic exploration. I cannot thank them enough for their assistance and suggestions throughout my thesis.

Besides, I am grateful to the administrative staffs in Faculty of Management UTM especially Madam Salida Bahari and Mr. Hassan Abdul Aziz for their assistance. Last but not the least, I would like to express my sincere gratitude to University Teknologi Malaysia (UTM) for letting me to fulfill my dream of being a graduate student here. Also, I would like to thank MyBrain for funding me to write an honors thesis.

I arrived here as an inexperienced student. Through everybody's support, encouragement, love and camaraderie, I've grown and developed – not only as a student but as a person. Thanks for their unconditional love and support during my study life; I would not have been able to complete this thesis without their continuous love and encouragement. Once again, thank you very much.

## ABSTRACT

In today's fast-paced and interactive business environment, engaging fans is imperative for companies to elevate their competitiveness in marketplace. Internet has ushered a new age of social media marketing where companies are promoting their businesses online via Facebook to attract and engage new fans. However, there is a lack of research on fans' engagement in a company's Facebook brand page. The research examined the influence of perceived value toward customer brand engagement (CBE) and the impact of CBE towards electronic Word-of-Mouth (eWOM), as well as identified the role of trust as a moderator between perceived value and CBE. This study investigated MyTeksi Facebook brand page as the company has engaged fans in its Facebook brand page successfully. A correlational research was conducted and online questionnaire was disseminated to 212 fans of MyTeksi Facebook brand page. Statistical methods encompassing normality test, reliability test, validity test, descriptive analysis and structural equation modeling (SEM) were employed. Based on the results, the conceptual model revealed that there are significant relationships between perceived value and CBE, as well as CBE and eWOM. Furthermore, the findings also revealed that trust has fully moderated the relationship between perceived value and CBE. Meanwhile, CBE is a mediator between the relationship of perceived value and eWOM. Lastly, the findings of this research could offer useful guidance for MyTeksi as well as other companies to formulate better strategies for encouraging fans to engage in brand page. Moreover, this study has provided an avenue for further empirical research in the taxi industry and contributed to CBE literature.

## ABSTRAK

Dalam persekitaran perniagaan hari ini yang dinamik dan interaktif, penglibatan pengikut adalah penting kepada syarikat-syarikat untuk meningkatkan daya persaingan mereka di pasaran. Internet telah memulakan zaman pemasaran media sosial di mana syarikat-syarikat mempromosikan perniagaan mereka secara atas talian melalui Facebook untuk menarik minat dan melibatkan pengikut baharu. Namun, masih terdapat kekurangan kajian tentang penglibatan pengikut dalam jenama laman Facebook syarikat. Kajian ini mengkaji pengaruh persepsi nilai terhadap penglibatan jenama pelanggan (CBE) dan kesan CBE terhadap cerita mulut ke mulut secara elektronik (eWOM) serta mengenal pasti peranan kepercayaan sebagai moderator dalam hubungan antara tanggapan nilai dengan CBE. Kajian ini mengkaji jenama laman Facebook MyTeksi kerana syarikat ini telah berjaya melibatkan pengikut dalam jenama laman Facebook mereka. Penyelidikan korelasi telah dijalankan dan soal selidik atas talian telah diedarkan kepada 212 pengikut di jenama laman Facebook MyTeksi. Kaedah statistik ini merangkumi ujian kenormalan, ujian kebolehppercayaan, ujian kesahan, analisis deskriptif dan pemodelan persamaan struktur (SEM) telah digunakan. Berdasarkan hasil penyelidikan, model konsep menunjukkan terdapat hubungan signifikan antara tanggapan nilai dan CBE serta CBE dan eWOM. Selain itu, dapatan kajian ini juga menunjukkan kepercayaan sebagai moderator penuh antara hubungan tanggapan nilai dan CBE. Selain itu, CBE adalah pengantara dalam hubungan antara tanggapan nilai dan eWOM. Akhirnya, hasil penyelidikan ini dapat menawarkan garis panduan yang berguna kepada MyTeksi dan syarikat-syarikat lain supaya boleh merangka strategi yang lebih baik untuk melibatkan pengikut dalam jenama laman. Sebagai tambahan, kajian ini telah menyediakan ruang untuk penyelidikan empirikal masa depan dalam industri teksi dan menyumbang kepada literatur CBE.