

Social Media and the Service Quality of Higher Education Providers

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Abstract

This project discusses the exploration of the usage of social media in enhancing the service quality of a Higher Education Provider. This paper reviews the trend of social media and its usage in the contemporary digital age. The discussion includes the growing prominence of social media usage for internal and external relations, such as marketing strategies, recruitments of students, life quality of students internally by using social media as peer to peer communication, and the overall service quality within the walls of the higher education provider. This research paper utilizes both quantitative and qualitative data using questionnaires and focus group interviews with college youths aged 17 to 26 with different backgrounds. The findings indicate that the background of the college youths does have significant relationship with the topic of research. This paper is a study of the growth of influence and benefits that the usage of social media brings to the service quality of higher education providers for both internal and external relations. Although there is various research regarding the usage of social media in enhancing the service quality of a Higher Education Provider, this paper focuses of the service quality (internal and external relations) that is benefited by the usage of social media in Malaysia Higher Education providers.

Keywords

Social media, Higher education providers, Service quality, media Dependency Theory

Introduction

Social media are acknowledged as a new category that emerged as an online media platform that shares similar characteristics (Mayfield, 2008). Social media in categorized into different types mainly, social networking, blogging, wikis, podcasts, forums, content for community discussions, and also micro-blogging that is revolutionizing the lifestyle of today's community (Mayfield, 2008). Organizations should recognize the revolution of the social media era and be able to utilize it in order to enhance their service quality by improving their external and internal communications with this new medium, including higher education providers in Malaysia that caters more towards to the younger generation.

According to Hamat (2012), youths view social media as an important tool for their daily interaction with peers. In addition to this, not only marketers, but educators are analyzing and planning to encourage the use of social media for educational purposes. Higher education

providers around the world are now recognizing the potential of social media and is utilizing it as a tool for conveniently creating and sharing content and information to a mass audience.

According to the website of Top Universities, the Students Online Global Trends 2014 reported that there is an importance of higher education using technology such as social media for their marketing efforts which requires a good relation with the external publics. There are also benefits for the internal relations with the use of social media as collaborative learning in class with students and lecturers are improved with the use of social media which directly improves the overall service quality of the higher education provider.

Ellison, Steinfield and Lampe (2007) stated that social network sites are defined as a service that uses the web to allow users to create both public and semi-public profile in one system to share connections together and view or cross list their relationship with other users. However, Malaysia Higher education providers argue that there is a lack of proper research that claims that productivity of students correlates with the expected outcomes of proper utilization of social media (Mugahed Al-Rahmi, Othman, and Yusuf, 2015).

This research paper is to present the effectiveness of the usage of social media in enhancing the service quality of a higher education providers in Malaysia to determine the importance of harnessing the capabilities of using social media for the purpose of improving the service quality of the institution.

Purpose of the study

According to the website of Faculty.washington.edu (2016), a purpose statement that is presented in a research is the sentence that covers the aim of the paper in detail. The sole purpose of this study to be conducted is to examine the usage of social media in enhancing the service quality of a Higher Education Provider. Social media sites are considered a centered service platform to interrelate with potential clients, encourage a friendlier relationship with possible clients and shape potential deals with clients. (Davis Mersey, Malthouse, and Calder, 2010). These trends correlate with the marketing strategy, recruitment ability, and the overall quality service of a higher education provider (Hanover Research, 2014). Social media is a technology that is recognized to impact higher education providers with enhancing student attention, interaction and engagement.

Objectives

The objectives stated in this paper identifies the specific expected outcome of this research project. The study sought to identify the usage of social media in enhancing the service quality of a Higher Education Provider. The dependent variable of this paper is the quality of service of higher education with the use social media, while the independent variables consist of gender, race, age, and the program of study.

1. To evaluate the role of social media in private higher education provider to the recruitment of students.

2. To examine the influences of social media towards private higher education provider in the classroom teaching and learning.
3. To examine the essentials of social media towards the college youths in private higher education provider as a general outreach
4. To access the impact of social media toward college youth's study life.

Research Hypothesis

Definition of hypothesis:

A hypothesis for a study should be desirable and measurable. According to Prasad, Rao and Rehani (2001), hypothesis defined as the expected relationship among with two or many variables circulates the studies and it is solely supported on theories and/or empirical evidences. To be more specific, there are many available ways to actually measure these variables. On top of that, it is also a one-to-one correspondence which comes along with detailed issues of the study. Hypothesis, on a flip side, is also a statistical form that unfolds these characteristics. Based on Chellvan (2013), he mentioned that hypothesis is often used to test the significance of relationships as well as differentiate of the measures involved in the study. The level of significance if stated.

Gender has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

Age has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

Race has no significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

Programme of study has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

Scope and Delimitation

This study was done in one of the higher education provider located in Malaysia from August 2017 to December 2017. In this research, it involved respondents' age between 17 and 26 years old and pursuing their education which comprises from Pre-U studies, Degree and Master during August 2017 to December 2017. Next, this paper clarifies the relationship among race, education, age and gender difference and the usage of social media in enhancing the service quality of a higher education provider. The focus group for this research are college youths and a total of 370 questionnaires are distributed to college youth that are from diversified from different race, different program of education, age, and gender as a means to obtain sufficient and accurate data to test the theories applied. Hence, this study investigates the importance of the awareness level of social networking site's contribution towards enhancing the overall service quality that includes both external and internal relations of the higher education providers.

Rationale

The rationale is defined as a secondary proposal. It presents a contribution of reasons for the findings to continue addressing a particular issue or problem to gain new knowledge about the issue to further conclude a solution. A rationale offers further reasons to conduct a new research or continue a research based on other previous works for a particular subject.

There are previous studies regarding the usage of social media and the effectiveness of enhancing the image and service quality of a higher education provider. Although there are a lot of similar studies regarding this subject there is still a lack of empirical research in the Malaysian institutions. There are still a lot of new studies that are proceeding in this area of a subject. Matthews (2010) study shows that 900 respondents of the study of usage of social media for corporate communication have a lot of remaining questions that are not answered by public relations practitioners. These are the concerns about the way to keep up to the revolution of the industry of corporate communications. It is further identified by Tess (2013) that the wealth of communication opportunities of social media has not yet been fully utilized by higher education providers.

More studies regarding this subject can be specifically conducted in the areas of recruitment, general outreach and also the desirable outcome for the usage of social media for lessons. There are gaps in the past literature in relation to this subject so this research aims to serve as an added reference by using the new findings to complement past researchers and also add as a new conclusion. These study findings aim to focus more on the Malaysian Higher institute provider and their usage of social media for use in recruitment, general outreach, and their effects on classroom learning. This study will be able to help the Malaysian Higher education providers determine the importance of the use of social media in carrying out their branding strategy to spread awareness, gain student count and enhance internal relationships. This study finding is also to help educators determine whether the use of social media in their learning process brings productivity to the lesson which increases the quality of education in terms of providing a comfortable internal communication platform. The improvement of relationships between educators and their students over social media also can be concluded in the findings.

Key Terms

Social media

Social media is a term which defines a wide range of mobile and Internet based services that presents itself as a platform for users to exchange or generate content (Dewing, 2010). According to Mayfield (2008), the new online media that is mostly known today would be Facebook, Instagram, Google Plus, LinkedIn, Tumblr, Twitter, YouTube and the list goes on. This encourages user-generated content that encourages contributions and feedback from all online media users who has content or opinions to be shared with others through the internet. This blurs the lines between the author/creator and the audience that exist in the media industry. Social media connects and enables individuals to share any common hobbies, interests, for instance a favorite show, soccer match, photography or videos. The majority of the social media sites encourages “togetherness” in terms of connecting people, resources and also use of links to other sites. To support this statement, Traver and Laudon (2015) created an example that Facebook is a 21st

century e-commerce novel that provides a novel's worth of facilities for operators of a website and to increase an individual network.

Higher Education Provider

The term-Higher Education provider is mostly defined as a tertiary education scrutinized into two categories which is the higher education and the further education. According to wg.aege.org, a higher education qualification generally refers to a degree level that needs at least 3 to 4 years to complete. Those who completed the course will achieve their qualification to work in a professional field. Generally, higher education explains as the university-level education because it provides a wide range of qualifications comprising from Diplomas, Foundation and Degree as a further step, in addition to Postgraduate programs such as Masters Degrees and Doctorates. These educational levels are strictly being viewed thoroughly as a professional whereby many employers believe it certifies the credibility and also possessed a wide range of skills. In some Higher education providers, it generally includes those post-graduate studies for taking up Master and Doctorate degrees. The Malaysia Ministry of education has also restructured higher education providers in Malaysia in accord to the nine challenges for the 2020 Vision of Malaysia. The Malaysian Government has encouraged Higher Education Providers in Malaysia to keep up with the challenges of the global education market with the aim of Malaysian Universities to achieve a world class status (Wan, 2007).

Service quality

Service quality is defined by the components in a form that serves as the credibility that actions in the workplace as it is an important endeavor in a certain organization (Grönroos, 1983). According to the same author, he categorized the service quality into two types which the first category is what has been delivered by the service and is also referred to as "outcome quality" whereas the second category is more towards to the process of the service delivered to the customer that came across to the service.

Theory 1: Media Dependency Theory

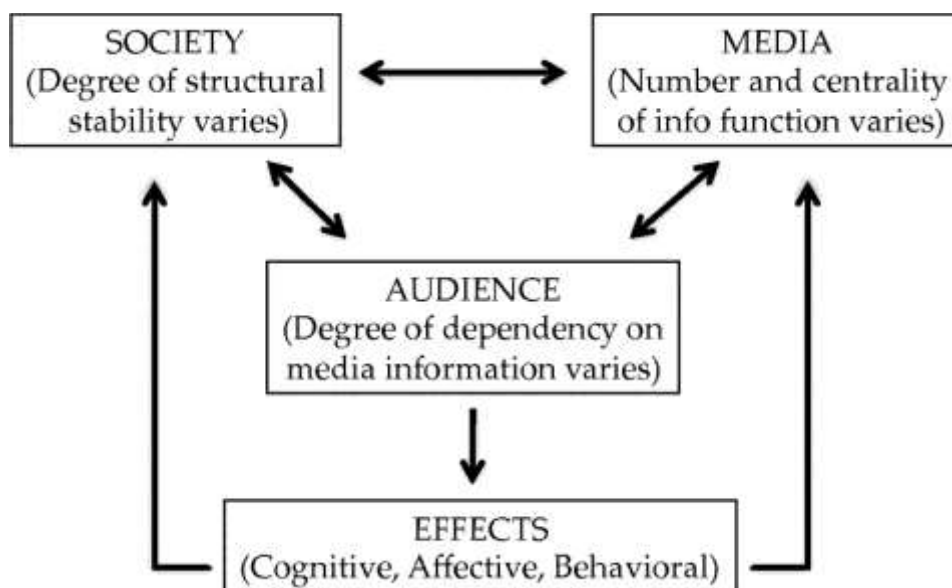


Diagram 1.1: Media Dependency Theory

Based on Lin (2014), Media Dependency theory is one of the first theory in the mass communication that acknowledges the public in being an active player in the communication process. Besides that, this theory further explains that there is a link (internally) among the audience, media as well as a larger social system. It is also being said that the audience uses the media to seek and interpret information which caters to their needs.

According to the website of Communication Theory (2016), this generates a dependent relation with the audience and also the media, which enables the target audiences to use their media power in gaining their goals. Based on Jung (2017), he stated media dependency theory gives an ecological and also a multilevel framework which enable to identify conditions in both individual and societal levels that strongly impact the media in individuals' daily lives.

Uses and Gratifications Theory

Uses & Gratifications Social Media Model

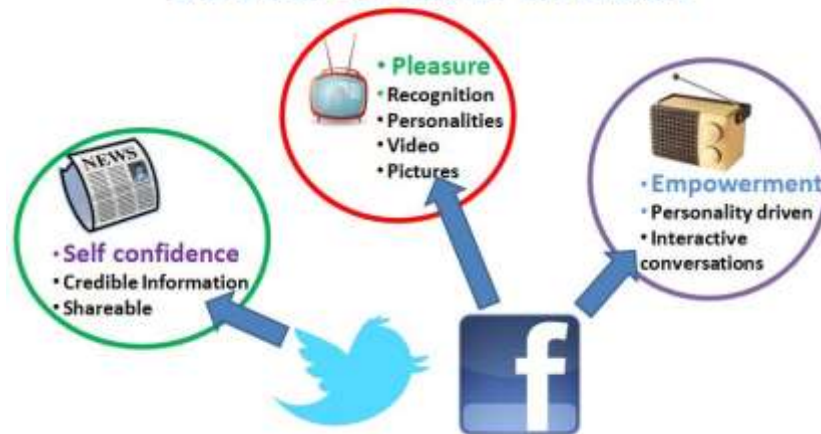


Diagram 1.2: Uses and Gratifications Theory

According to the Communication Theory (2016), Uses and Gratifications Theory propose that the media users being active in using and selecting the media. The theory explains the reasons behind people using the media for their desirable needs and gratifications. Blumler and Katz (1974) explained that this theory states the usage of the media by the individual rather than what the media does to an individual. It is said that an individual uses the media for their own specific needs as it has a user-centered approach.

In a nutshell, it is observed that college youths and youths in general are very much in a technological savvy era that utilizes social media to its full potential in order to get benefits for themselves. This is a result of easy accessibility of information that is made available and the convenience of information can be shared among a wider mass audience. Social media is being used around the world to enhance service quality of organizations because it is as a useful tool for marketing and as a communication platform for external and internal relations that contributes to the improvement of service quality. There is a majority of higher education providers that are planning or already using social media as a platform to increase their overall service quality. This study is to further identify if social media improve general outreach in organizations to gain brand awareness, encouraging higher education providers to utilize the benefit of social media to attract more diverse students and could increase the enrollment of international students. The relationship the youth has with social media also motivates the use of social media as an educational tool for lessons as it could motivate more student participation towards the class and create a better communication flow between peers and educators. The intention of this paper is to investigate the usage of social media in enhancing the service quality of a Higher Education Provider.

Literature Review

Based on the Global Digital Statistics (2014, p. 5), there is about 7.1 billion total population whereby 35% have the Internet access and 26% of the users are active in using social media. Based on the same report (p. 11), Facebook is one of the top ranking social media platforms with about 1.1 billion users; while Google + scored about 300 million users; whereas Twitter has over 232 million of active users and many more. It is related to the study as the internet users on social media websites is increasing vastly every day. The target audience on the social media could allow higher education providers to use their online network to serve as a corporate communication platform that is interactive. As based on the active users on the social media, recruiting internet users would be more convenient as it serves as a contact platform to get in touch with higher education providers that have social media profiles. Youths from different cultures have different preferences towards the medium of communication to interact with the higher education providers. There are some who prefer making enrollment decision based on the information exchanged in social media. To be more specific, Dawson (2008) noted that social networks can influence a students' perception of a community, whereby students able to connect and communicating with others. The youths that are selecting their college choices may be influenced by the social media image of the higher education provider institute. Ellison, Steinfield and Lampe (2007) highlighted that to be successful with the online markets, a corporation has to develop a good strategy that is in line with the brand image and the overall communication strategy of the organization. If higher education providers are able to utilize a good online strategy to portray the brand image well, it enhances the interest of the audience towards the brand, thus encouraging a better recruitment of students in the higher education provider organization. Wright and Hinson (2010) conducted a 4 years research in order to examine the way emerging technologies impacted corporate communications. The study finds that 83% of the total respondents indicated that social media did increase improvements in corporate communications. Based on a previous research, it shows that social media improved corporate communication as the society is responding more to social media. Higher education providers should see an increase of recruitment prospects with the aid of social media in recruitment of students.

Furthermore, social media also promote relationship developed among students, encourages collaborations and also giving vast opportunities for curriculum dissemination which is different compared to the internal classroom (Fewkes and McCabe, 2012). The social media usage as learning tools to exchange information with their peers and lecturers. The instructors can actually also use social media to post discussions and memos on the social media to get attention to their students as well as feedback from the class. Scholars Hewitt and Forte (2006) noted that the majority of respondents from their studies are comfortable with their lecturers' use of social media sites with the purpose of learning and education. There are instances that students and lecturers become friends on social media sites, or be added to a group with all the classmates for a certain subject to share educational materials. There are instances that students and lecturers become friends on social media sites, or be added to a group with all the classmates for a certain subject to share educational materials. Based on Brydolf (2007), he mentioned that the students may feel shy to engage in class or unwilling to participating in discussion, fortunately, there are Web tools that are emerging and encouraging learning. Matthews (2010) noted that in today's world, the success of a corporation depends on the way they communicate to key stakeholders. The stakeholders of a higher education provider include the lecturers and also the students. Social media is able to encourage communication between these stakeholders to further improve the communication in classes, and also teaching methods that adapt to each other's needs in order to create a more effective educational environment.

In a matter of fact, majority of colleges and universities are begin to realize and embrace the power of social media as part of their marketing mix. On the contrary, the use of social media does not end in classroom learning, it is actually also one of the most popular media for public relations and advertising in communication tool. The usage of social media marketing is one of the most used components in the promotion element of the marketing mix (Qualman, 2010). In today's society, an increasing number of people are communicating through social media every day as they are on their smart devices for most of their free time. Based on the same author, one of the most powerful change in personal and organizational levels is the Internet adoption where it is currently revolutionized via social media (Qualman, 2010). In addition to that Mustafa and Hamzah (2011) explained that social media networking has provided a new platform for modern mass participation becoming a reference library for a wide range of knowledge and information and also is an effective method for interacting socially. The society of today is exposed to social media and is comfortable with using this medium in order to gain knowledge about a certain interest – this is a way people with similar interests in search for potential higher education providers can gain awareness of the education brand. It is argued by Foremski (2011) that corporate media and social media are two different elements. He points out that by transforming social media into a channel for business awareness could lead to a loss of consumer's insights as it lacks the listening element. It argues that corporate branding should not be dependent on social media branding as these two elements used as one function might lead them to lose sight of consumers' needs as social media branding might not be able to properly analyze consumer needs. However, Kietzmann, Hermkens, McCarthy and Silvestre (2011) explained that the actual value is created by using the social media to gain insight of customers, to learn their needs thus adapting to their needs. Therefore, the future of the social media is definitely revolutionary. On the other hand, higher education providers should fully utilize the social media to encourage the outreach of their brand to engage in feedbacks of the consumers and continue to grow their education brand in according to the demand and preference of the trend of the society. Social media has become one of the key platforms for

corporate communication. Matthews (2010) explains that corporate communications revolution is social media as it is able to change the way corporate messages are presented, measured and distributed to their audience. Higher education providers are able to distribute their corporate brand messages in a different way using social media and be able to measure the outreach of audience and feedbacks in a more effective way than traditional corporate communication.

On the other hand, Lusk (2010) noted that online communities have positive aspects whereby youths can be beneficial for academic assistance and also support. This shows that students acquire academic assistance not only from the traditional ways of going to libraries or talking to the lecturer. There are students who feel that using social media to gather and disseminate information is more convenient. According to one of the study conducted by Kalpidou, Costin, and Morris (2011), they argued that students who use social media sites such as Facebook obtained lower grades and seldom spend time on studying as compared to the students who do not use the sites. However, there are strong statements suggested that the use of social media sites increases the participation level of the students (Meishar-Tal, Kurtz and Pieterse, 2012). On top of that, there is a factor in controlling the service quality, providers has to observe their service performance and be able to adapt their serving offerings to create positive interactions between providers and consumers (Fisk, Grove and John 2008). The social media usage in higher education providers enables the provider to monitor their service performance based on feedback given by the students on their social media platform and be able to adapt their services to satisfy the students' needs and be able to listen to the current concerns of their students to enhance their study experience.

Table of related literature review

OBJECTIVE 1: To evaluate the role of social media in private higher education provider to the recruitment of students.

	Author / Year / Place	Title	Objective	Methods	Findings	Related
1	Global digital statistics 2014 /2016 /Singapore	Singapore: WE ARE SOCIAL	To evaluate the social media role in private higher education provider students recruitment.	Survey analysis	Based on the Global Digital Statistics (2014, p. 5), there is about 7.1 billion total population whereby 35% have the Internet access and 26% of the users are active in using social media. Based on the same report (p. 11), Facebook is one of the top ranking social media platforms with about 1.1 billion users; while Google + scored about 300 million users; whereas Twitter has over 232 million of active users and many more.	It is related to the study as the Internet users on social media websites is increasing vastly every day. The target audience on the social media to execute their recruiting strategy would be more widely spread. As based on the active users on the social media, recruiting internet users would be more convenient as it serves as a contact platform to get in touch with higher education providers that have social media profiles.
2	Harris, K /2008 /Virginia	Using Social Networking Sites as Student Engagement Tools	To evaluate the social media role in private higher education provider to students' recruitment.	Survey analysis	"A 2007 survey conducted by marketing firms Noel- Levitz and James Tower, and the National Research Center for College and University Admissions (NRCCUA) found that Black	Youths from different cultures have different preferences towards the medium of communication to interact with the higher education providers. There are some who prefer making

					students expressed a preference for electronic communication and greater interest in using social networking to interact with the colleges and make enrollment decisions compared to their White counterparts.”	enrollment decision based on the information exchanged in social media.
3	Dawson, S. /2008 /Australia	This studies the relationship between sense of community and student social networks.	To evaluate the social media role in private higher education provider to students’ recruitment.	Survey analysis	The study revealed that social networks are able to influence the perception of the students towards the community as they communicate and connect with others online.	The youths that are selecting their college choices may be influenced by the social media image of the higher education provider institute.
4	Kietzmann, J.H, Hermkens, K., McCarthy, I.P. & Silvestre, B.S. /2011 /Canada	Social media? Get serious! Understanding the functional building blocks of social media	To evaluate the social media role in private higher education provider to students’ recruitment.	Research	This study highlighted that to be successful with the online markets, a corporation has to develop a good strategy that is in line with the brand image and the overall communication strategy of the organization.	In accordance with a good online strategy to portray the brand image well, it enhances the interest of the audience towards the brand, thus encouraging a better recruitment of students for higher education providers.
5	Wright, D. K. & Hinson, M. D. /2010 /Russia	Examining how public practitioners actually are using	To evaluate the social media role in private higher education	Longevity Research	This study examined the way emerging technology impacted	Based on previous research, it shows that social media improved corporate

		social media.	provider to students' recruitment.		corporate communications. The study finds that 83% of the total respondents indicated that social media did increase improvements in corporate communications.	communication as the society is responding more to social media. Higher education providers should see an increase of recruitment prospects with the aid of social media in recruitment of students.
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OBJECTIVE 2: To examine the influences of social media towards private higher education provider in the classroom teaching and learning.

	Author / Year / Place	Title	Objective	Methods	Findings	Related
1	Fewkes, A. M. & McCabe, M. /2012 /Ontario	Facebook: Learning tool or distraction	To examine the influences of social media towards private higher education provider in the classroom teaching and learning.	Survey method	In this study, the results concluded that social media encourages relationship development among students in terms of collaboration, curriculum activities as well as enhancement externally.	The social media usage as learning tools to exchange information with their peers and lecturers. Educators can use the social media to post discussions and memos on the social media to get attention with students as well as feedbacks from the class.
2	Hewitt, A. & Forte, A. /2006 /Atlanta	Crossing boundaries: Identity management and student/faculty relationships on the Facebook	To examine the social media influences towards private higher education provider in	Survey	The study reported that majority of the respondents are actually comfortable when their lecturers using social media	There are instances that students and lecturers become friends on social media sites, or be added into a group with all the classmates

			the classroom teaching and learning.		sites with the purpose of learning and educational.	for a certain subject to share educational materials.
3	Brydolf, C. /2007 /California	Minding MySpace: Balancing the benefits and risks of students' online social networks. Education Digest	To examine the influences of social media towards private higher education provider in the classroom teaching and learning.	Research	“Students who may be reluctant to speak up in class or participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that is enhancing learning (Brydolf, 2007).”	Introverted students prefer to use social media as a platform to voice their opinion and feedbacks
4.	Matthews, L. /2010	Social media and evolution of corporate communications	To examine the influences of social media towards private higher education provider in the classroom teaching and learning.	Qualitative and Quantitative methods	Matthews (2010) noted that in today’s world, the success of a corporation depends on the way they communicate to key stakeholders.	The stakeholders of a higher education provider include the lecturers and also the students. Social media is able to encourage communication between these stakeholders to further improve the communication in classes, and also teaching methods that adapt to each other’s needs in order to create a more effective educational environment.

OBJECTIVE 3: To examine the essential of social media towards the college youths in private higher education provider as a general outreach

	Author / Year / Place	Title	Objective	Methods	Findings	Related
1	Reuben R. /2008	The Use of Social Media in Higher Education for Marketing and Communications: A Guide for Professionals in Higher Education	To examine the essential of social media towards the college youths in private higher education provider as a general outreach	Survey	This paper reported that majority of colleges and universities are beginning in realizing and encourage the powerful social media as part of the marketing mix.	Social media usage does not just benefit for the students, it is actually vastly used by public relations and advertising field as one of the communication tools.
2	Qualman, E. /2010	Socialnomics: How social media transforms the way we live and do business	To examine the essential of social media towards the college youths in private higher education provider as a general outreach	Survey Analysis	In this paper, it suggested that the personal and organizational changes because of the Internet adoption. It also added that social media is now a part of the revolution and changes rapidly.	In today's society, an increasing number of people are communicating through social media everyday as they are on their smart devices for most of their free time.
3	Mustafa, S. E. & Hamzah A. /2011 /Malaysia	Online social networking : A new virtual playground	To examine the essential of social media towards the college youths in private higher education provider as a general outreach	Survey Analysis	Social media networking has provided a new platform for modern mass participation becoming a reference library for a wide range of knowledge and information and also is an effective method	The society of today is exposed to social media and is comfortable with using this medium in order to gain knowledge about a certain interest – this is a way people with similar interests

					for interacting socially.	in search for potential higher education providers can gain awareness of the education brand.
4	Foremski T. /2011	Social Media Is Not Corporate Media	To examine the essential of social media towards the college youths in private higher education provider as a general outreach	Survey Analysis	It is argued by Foremski (2011) that corporate media and social media are two different elements. He points out that by transforming social media into a channel for business awareness could lead to a loss of consumer's insights as it lacks the listening element.	There are arguments that corporate branding should not depend on social media branding as these two elements used as one function might lead them to lose sight of consumers' needs as social media branding might not be able to properly analyze consumer needs.
5	Ellison N.B., Steinfield C. and Lampe, C. /2007 /University of Arizona	The benefits of Facebook "friends:" Social capital and college students' use of online social networking sites	To examine the essential of social media towards the college youths in private higher education provider as a general outreach	Survey Analysis	Ellison, Steinfield and Lampe (2007) explain that the actual value is created by using the social media to gain insight of customers, to learn their needs thus adapting to their needs. This will be essential for the use of social media in the future.	Higher education providers should fully utilize the social media to encourage the outreach of their brand to engage in feedbacks of the consumers and continue to grow their education brand in according to the demand and preference of the trend of the society.
6	Matthews, L. /2010	Social media and	To examine the essential	Survey Analysis	Social media has become one of	Higher education providers are able

	/Elon University	evolution of corporate communications	of social media towards the college youths in private higher education provider as a general outreach		the key platforms for corporate communication. Matthews (2010) explains that corporate communication revolution is social media as it is able to change the way corporate messages are presented, measured and distributed to their audience	to distribute their corporate brand messages in a different way using social media and be able to measure the outreach of audience and feedbacks in a more effective way than traditional corporate communication.
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OBJECTIVE 4: To access the impact of social media toward college youth's study life.

	Author / Year/ Place	Title	Objective	Methods	Findings	Related
1	Lusk, B /2010	Digital natives and social media behaviours: An overview	To access the impact of social media toward college youth's study life.	Explorative studies and research analysis	On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support (Lusk, 2010).	This shows that students acquire academic assistance not only from the traditional ways of going to libraries or talking to the lecturer. There are students who feel that using social media to gather and disseminate information is more convenient.
2	Kalpidou, Costin, & Morris /2011	The relationship between Facebook and the well-being	To access the impact of social media	Explorative studies and research analysis	As to the relationship between social media	Social media has been debated whether or

	/Massachusetts	of undergraduate college students	toward college youth's study life.		and grades, a study released by Ohio State University reveals that college students who utilize Facebook spend less time on studying and have lower grades than students who do not use the popular social networking sites (Kalpidou, Costin, & Morris, 2011).	not it brings positive or negative impact towards college youth's study life. There are researchers that have done specific research on this matter.
3.	Meishar-Tal, H., Kurtz, G., & Pieterse, E. /2012	Facebook groups as LMS: A case study. The International Review of Research in Open and Distributed Learning	To access the impact of social media toward college youth's study life.	research analysis	Moreover, Facebook enables students who are not active to increase their participation in learning activities (Meishar-Tal, Kurtz & Pieterse, 2012).	Social media motivates student to participate in their lessons by being an educational tool.
4	Fisk, R. P., Grove S. J., & John J. /2008	Interactive Services Marketing	To access the impact of social media toward college youth's study life.	Research analysis	A factor in controlling the service quality, providers has to observe their service performance and be able to	The social media usage in higher education providers enables the provider to monitor their service

					adapt their servings offerings to create positive interactions between providers and consumers (Fisk, Grove and John 2008)	performance based on feedback given by the students on their social media platform and be able to adapt their services in order to fulfil the needs of the students and be able to listen to the current concerns of their students to enhance their study experience.
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Theoretical framework

The theoretical framework is the support structure theory of the research study. It describes and introduces the reason the research problem is present. It is important to researchers because it will lead to a better understanding of the research.

The diagram below shows the relationship between gender, nationality, education level and age with the relationship of social media and the service quality of higher education providers. The relationship between independent variable (gender, nationality, education and age) and dependent variable (the service quality of the higher education providers) will be explained in the diagram below.

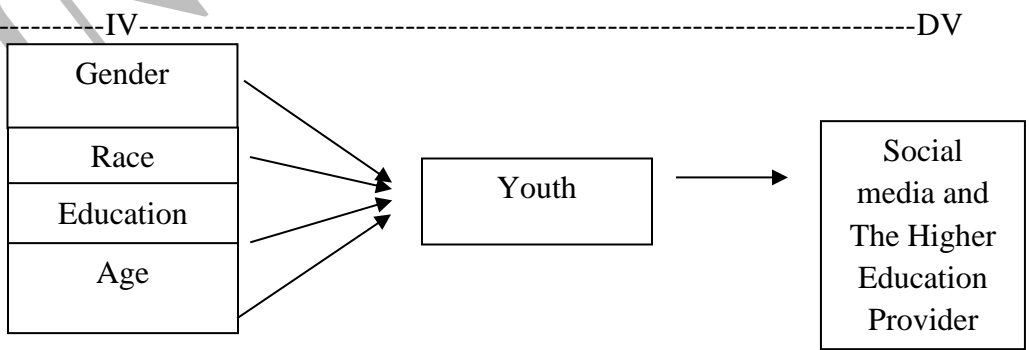


Diagram 2.1: Theoretical Framework

The above diagram shows the different variables deprived of youth that influences the relationships between the service quality of higher education providers and the usage of social media. The findings are shown in the hypothesis Annova and T-test with the significance of background to the objectives of the study. It is to study the perception of these individual based on their background towards the topic as each characteristic might influence the perception of each respondent towards the usage of social media in enhancing the service quality of a Higher Education Provider.

Media dependency theory

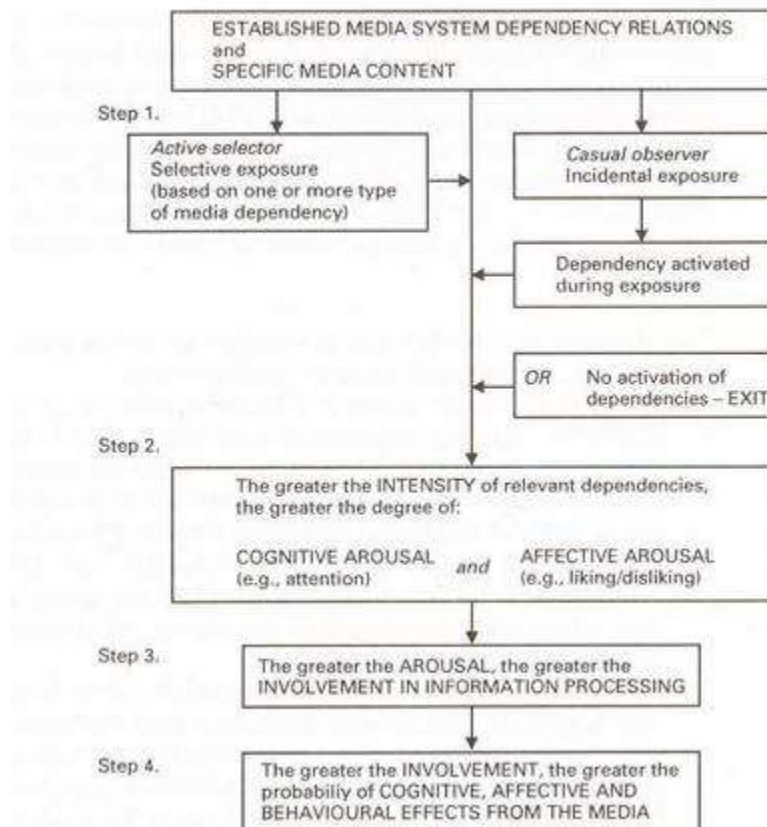


Diagram 2.2: Media Dependency Theory

Media Dependency theory is one of the first theory in the mass communication that acknowledges the audience as an active player in the communication process. This theory explains that there is an internal link between media, audience and a larger social system. The audience uses the media to get more information to satisfy their needs. This generates a dependent relation with the audience and also media create a dependent relationship with target audiences to achieve their goals by using their media power (Ball-Rokeach and DeFleur, 1976). Higher education providers are able to use this theory to utilize social media to their benefits as there are studies supporting that youths are vastly increasing their use of social media. Social media can be used to post content that the target audience would agree with in order to attract the audience to recognize a sense of satisfaction with the brand of higher education providers. In providing appropriate feedbacks and information through this medium, it will increase the service quality of the higher education providers as the audience will gain security and be dependent towards the social media content from the higher education providers.

Uses and gratifications theory suggests that media users play an active role in choosing and using the media (Blumler and Katz, 1974). It is the theory which explains about how people use media for their need and gratification. This theory states the media used by the individual rather than what the media affects to an individual. Each individual uses the media for their own specific needs as it has a user centered approach. The higher education provider can utilize social media and its mass audience to create a credible image for their institute and receive the recognition intended. A good corporate communication on social media could increase potential networks and also encourage interactive conversation not only with the external publics, but also internally – students, educators and many more.

These literatures show the previous literary works supporting my study. Social media has invaded the social impacting our everyday lives and our perception of things very strongly. The images and perception of the higher education provider in the minds of today's youth are highly linked to the image shown and advertised on social media. They tend to perceive that what is shown more on the social media means that worthiness of a certain product shown. As Dawson (2008) claimed that the degree of students' perception of community may be influenced by the presence of social networks, where students communicating with many peers feel a higher sense of community. The youths that are selecting their college choices may be the influence of the social media image of the higher education provider institute. It is also shown that social media increases interactive communication with peers that could contribute to encouraging a more interactive education environment for the institute thus, improving service quality of higher education providers.

Methodology

The methodology utilized in this paper is discussed in this chapter for the purpose of testing the hypothesis and achieve the objectives. Quantitative method and qualitative method are both used in this research paper. This research presents a proper insight with both analytic and also descriptive data that highlights of the data and using different reality dimensions to scrutinize it. According to Crossan (2003), the study revealed that qualitative approach is seen as hard fact, because this approach pertains a more in-depth description of the data.

Research Design

Based on scholars Kerlinger and Lee (1999), they stated that research design is defined as a blueprint on the strategies and construction for researching the answers to the research problems and questions. They added that a traditional research design includes a detailed plan for measuring relatable variables, collecting sufficient data as well as analyzing the data collected. As for this study, the research design has undergone reasonable consideration to making sure both objectives and hypotheses are going to be tested out correctly.

According to Miller (1991), he stated that quantitative approach is used in research as it enable to analyze the relationship amongst both dependent variable and independent variable of the hypothesis. For this research paper, there will be a test of the relationship between independent variable (age, gender, educational and race) and dependent variable (the usage of social media in enhancing the service quality of a Higher Education Provide). Towards analyzing the results, a

number of related literatures were to put in used to evaluate and support the findings and draw conclusions in accordance with the analysis.

Survey

The survey is deemed as the process in searching at the part of the whole research. Scholar Reinard (2008) stated that the survey can be in various forms (questionnaires and/or interviews) that are useful and suitable to explore the characteristics of the phenomena in the research. In this paper, questionnaires will be one of the methods used to investigate the influence of social media among college youth.

According to the same author, questionnaire accumulates the respondents' attitudes and perceptions towards the subject (Reinard, 2008). Therefore, a sheet of questionnaire was distributed to 370 respondents who are above the age of 17 as the part of the research. Furthermore, a questionnaire system is used because it is crucial to investigate every individual opinion towards the usage of social media in enhancing the service quality of a Higher Education Provide in order to draw out the fair result of this research. Online questionnaire is chosen for research because of the large scope and the requirement of respondents from different living areas.

Sampling Frame

According to Kumar (2005), the sampling frame is actually a list revealing each of the studies from the entire population. For this research, the target respondent is strictly focused on the college youth as the aim of this research is to investigate the usage of social media in enhancing the service quality of a Higher Education Provider. On the contrary, the stratified random sampling method is applied because the questionnaires have to be handed out to the respondents diverse from different gender, age, educational level as well as race. Based on Miller (1991), he stated that a stratified random sampling method is the best approach to take as the selection of the respondents are randomly. Besides that, the reason for using college youth in this research because they are able to respond to the questions maturely.

Questionnaire Construction

Wimmer and Dominick (2013) mentioned that a good questionnaire construction is crucial for researchers as it provides reliable, credible and useful data to the study. In order to form a good questionnaire, there are about four guidelines that are required, which includes remembering the purpose of conducting the research, short questions, clear questions and most importantly not to ask double-barrelled question. In this research, there is about 26-items questionnaire developed using previous literature reviews and undergoing pre-test on a small sample size to ensure clarity. On top of that, the questionnaire is designed to identify the effectiveness of usage of social media in enhancing the service quality of a Higher Education Provide. In this paper, the first section included 5 prior questions about the role of social media in private higher education provider in the recruitment of students.

Second section that consisted of 6 questions about the influences of social media towards private higher education provider in the classroom teaching and learning. The third section will focus on the essentials of social media towards the college youths in private higher education provider as a general outreach which consist of 5 questions. The fourth section, which consisting of 5 questions that examines the impact of social media toward college youth's study life. All of the questions

mentioned above were measured on a 5-point Likert's scale (strongly disagree, disagree, neutral, agree and strongly agree). On the contrary, the respondents have to choose the appropriate answer for the questions given. The last section of the questionnaire is the background information of the background. In this section, it includes of several personal information questions such as respondents' age, gender, race, nationality and educational level.

Measurement

According to Shi (2007), the measurement is a process to specify and operationalize a given concept. Numerals are assigned to the variable with rules in place, making it an important element (Wimmer and Dominick, 2013).

The below table shows the illustration of measurement used in the questionnaire.

Questionnaire	Measurement	Example of Question
Section A	Likert Scale	I prefer higher education provider that has company profiles on social media Scale: 1 2 3 4 5
Section B	Likert Scale	I think the use of blogs, wiki and social media are valuable tools for lessons. Scale: 1 2 3 4 5
Section C	Likert Scale	I have more than two online social network profiles. Scale: 1 2 3 4 5
Section D	Likert Scale	I have less face to face communication due to the use of social media communication Scale: 1 2 3 4 5
Section E	Nominal Scale	Gender: [] Male [] Female
	Ordinal Scale	Age: [] 18-20 [] 21-23 [] 24-27

Table 3.1

Pre-Test

In the research, subjects are measured by the dependent variable in a pre-test, which later is exposed to an independent variable (Babbie, 2010). The pre-test was complete with 30 respondents before handing out to another 340 respondents to prove that this research is well diversified. The pre-test reliability statistic of this research is shown in the table below.

Reliability Statistics

Cronbach's Alpha	N of Items
.825	26

Table 3.2: Pre-Test Reliability Statistic

The alpha value of the pre-test is 0.825 which proves that this questionnaire is reliable. With this value, the questionnaire is ready to be distributed to the other respondents.

Conclusion

After the pre-test involving 30 respondents only, the questionnaire is later given out to a total of 340 more qualified respondents to answer the questionnaires. It was distributed to different respondents from various backgrounds to properly ensure the results will be reliable. In this research, a quantitative approach is used to tell the precise value and number of this study. The questionnaires are created using Google Forms. The online questionnaires are conducted in this research to make it more convenient for questionnaires to be distributed to a wider mass of college youths to get more accurate findings.

Findings

In this research paper, there are about two types of statistical techniques used which is inferential statistic and descriptive statistic. According to Nor (2009), the descriptive statistic is explains as a phenomenon given to be studied and also define the quantitative of the phenomenon. On the other hand, the inferential statistic is used to justify the hypotheses in this paper. Based on the same author, the use of inferential statistics is to determine whether the hypotheses are being rejected or accepted in the study which caters to the correct statistical tests (Noor, 2009). Furthermore, bar charts and tables are displayed in this chapter to illustrate the findings.

Post-test

The same questionnaire is being used after the results of the pre-test is valid. A total of 370 respondents is selected to continue this paper for the post-test. The results of the post-test reliability statistic for this study is shown at the table below.

Case Processing Summary

		N	%
Cases	Valid	370	100.0
	Excluded ^a	0	.0
	Total	370	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.894	26

Table 4.1: Post-Test Reliability Statistic

The results shown the alpha value of 0.894 of this post-test. It is shown as a satisfactory result according to scholar Chellvan (2013).

4.2 Background Information for Respondents

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	169	45.7	45.7	45.7
	female	201	54.3	54.3	100.0
Total		370	100.0	100.0	

Table 4.2.1: Gender

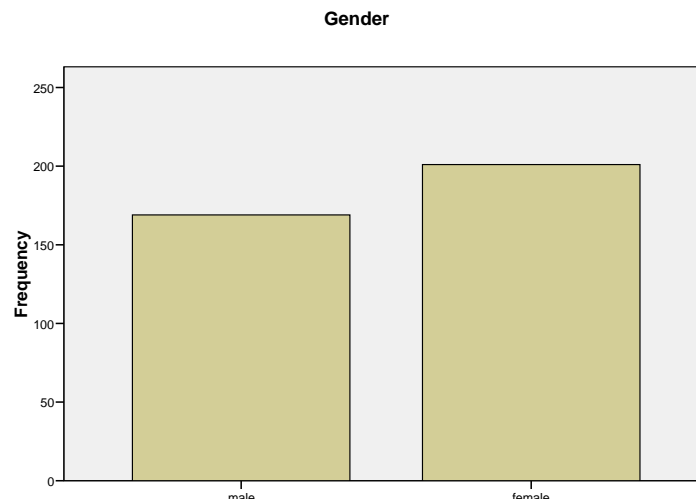


Chart 4.2.2: Gender

The chart above shows the total number of respondents and their respective gender. A total of 45.7% respondents are males whereas the remaining 54.3% of the respondents are respectively female.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 18	56	15.1	15.1	15.1
19-20	186	50.3	50.3	65.4
above 21	128	34.6	34.6	100.0
Total	370	100.0	100.0	

Table 4.2.3: Age

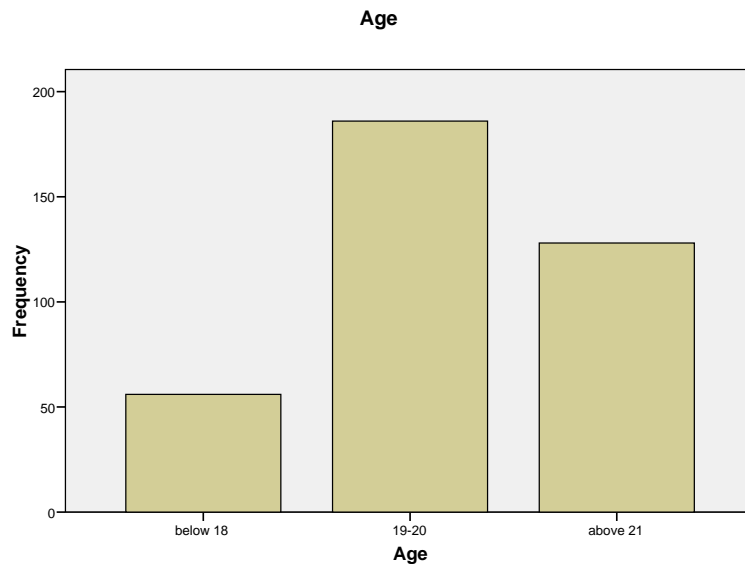


Chart 4.2.4: Age

According to the bar chart 4.2.3, there is about 15.1% of respondent who age between 18 years old and below. Besides that, a total of 50.3% respondents are aged between 19-20 years old whereas the remaining respondents are aged 21 years old and above.

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid malay	60	16.2	16.2	16.2
chinese	178	48.1	48.1	64.3
indian	98	26.5	26.5	90.8
others	34	9.2	9.2	100.0
Total	370	100.0	100.0	

Table 4.2.5: Race

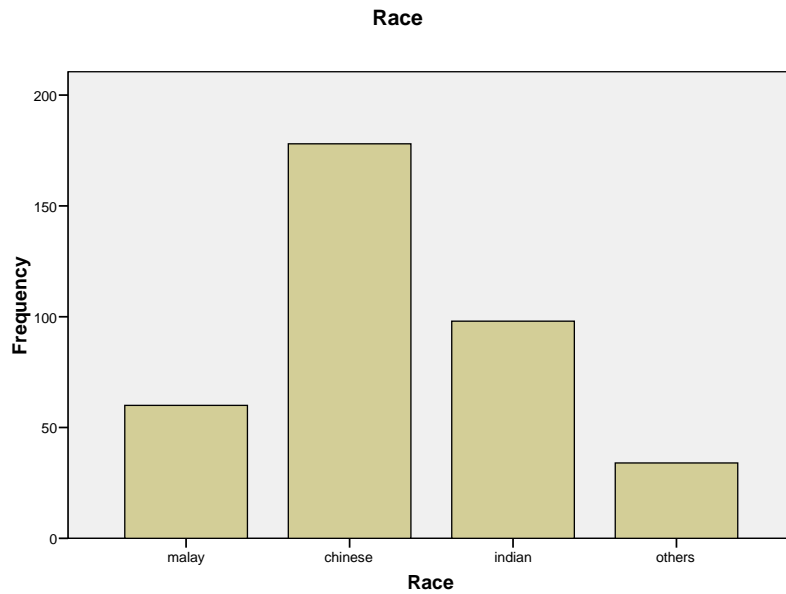


Chart 4.2.6: Race

Based on the chart above, it shows that 16.2% of respondents are Malay. 48.1% of the respondents are Chinese. There are 26.5% Indian, while 9.2% chose others.

Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid local students	305	82.4	82.4	82.4
international students	65	17.6	17.6	100.0
Total	370	100.0	100.0	

Table 4.2.7: Nationality

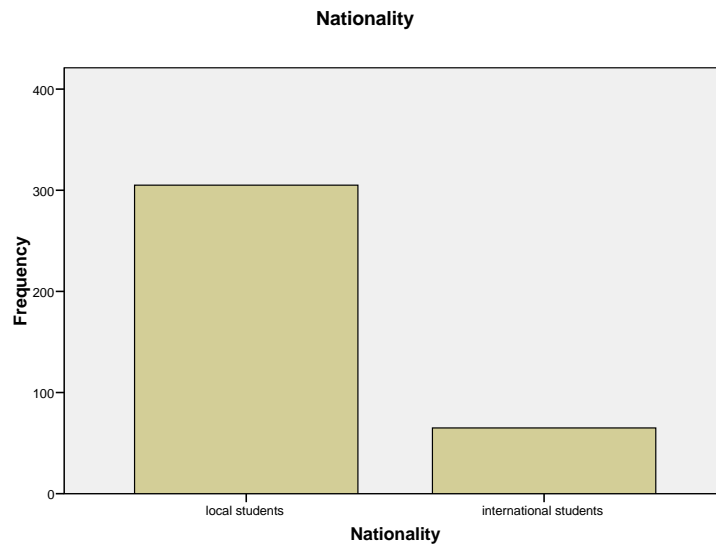


Chart 4.2.8: Nationality

The chart above shows that in the total of 370 respondents, 305 respondents are local Malaysian students and 65 students are international students.

Programme of study

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Foundation/A-Level/SAM	67	18.1	18.1	18.1
Diploma	91	24.6	24.6	42.7
Degree	184	49.7	49.7	92.4
Master	28	7.6	7.6	100.0
Total	370	100.0	100.0	

Table 4.2.9: Programme of Study

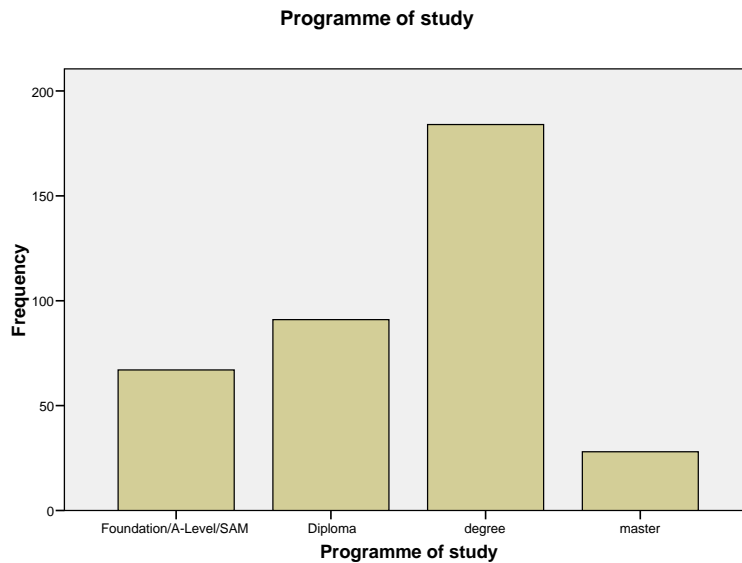


Chart 4.2.10: Programme of Study

The programme of study by the respondents varies based on the diagrams displayed above. There are 18.1% of the students are in foundation/Alevels/SAM. There are 24.6% of the respondents are in diploma. The majority are Degree students which is 49.7% and only a 7.6% of master's students.

Objectives

4.3 Objective 1: To evaluate the role of social media in private higher education provider to the recruitment of students.

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Q1: I prefer higher education provider that has company profiles on social media	22	41	56	149	102	370
	5.9	11.1	15.1	40.3	27.6	100%
Q2: I get the contact of the private higher education provider from their social media	17	68	59	141	85	370
	4.6	18.4	15.9	38.1	23	100%
Q3: I look up international partners of the higher education provider on social media	27	65	60	140	78	370
	7.3	17.6	16.2	37.8	21.1	100%
Q4: It is convenient for me to instant chat with the higher education provider on social media	18	54	47	178	73	370
	4.9	14.6	12.7	48.1	19.7	100%
Q5: I learn information about the higher	21	59	54	147	89	370

education provider's courses provided on social media	5.7	15.9	14.6	39.7	24.1	100%
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Table 4.3: Objective 1 Result

The above table shows the results for question 1 to 5 on the evaluation of the role of social media in private higher education provider to the recruitment of students. The results show that the role of social media is very important for the higher education provider. The majority of respondents which are 251 respondents show that they prefer higher institution platforms that have social media profiles as they use social media as a medium to seek and retrieve information about the institute and utilize social media to interact with the higher education provider.

4.4 Objective 2: To examine the influences of social media towards private higher education provider in the classroom teaching and learning. Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Q6: I think the use of blogs, wiki and social media are valuable tools for lessons.	20	30	53	160	107	370
	5.4	8.1	14.3	43.2	28.9	100%
Q7: I prefer lecturers to post reminders and memos of the lesson on social media	18	69	49	158	76	370
	4.9	18.6	13.2	42.7	20.5	100%
Q8: I believe the use of social media is more convenient for me	11	55	43	158	103	370

to communicate with my peers for assignments	3.0	14.9	11.6	42.7	27.8	100%
Q9: I feel more productive in class with the use of social media to exchange information.	38	73	55	130	74	370
	10.3	19.7	14.9	35.1	20.0	100%
Q10: The use of social media in the classroom is a distraction towards the lesson.	58	103	59	98	52	370
	15.7	27.8	15.9	26.5	14.1	100%
Q11: I feel more comfortable participating in online discussions on social media rather than speaking in the classroom	63	102	65	81	59	370
	17.0	27.6	17.6	21.9	15.9	100%

Table 4.4: Objective 2 Result

The table above shows the result of question 6 -11 on the influence of social media towards private higher education provider in the classroom teaching and learning. A majority of the respondents believe the social media platforms like the wiki and blog serves as an educational tool for the students which shows that service quality that a higher education provider offers can be improved with this utility. A majority of the respondents prefers the lecturers to use social media as a communication medium to post announcements or discussions, while they voted that the social media sites is a great way to communicate and exchanging information and ideas with others. 140 respondents out of 370 clarifies they feel more comfortable engaging in social media platform for discussions rather than in the classroom that shows internal relations can be further developed with

the use of social media. However, there are 40.6% of the respondents feel that the use of social media is a distraction towards the lesson, thus reducing the service quality.

4.5 Objective 3: To examine the essentials of social media towards the college youths in private higher education provider as a general outreach

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Q12: I have more than two online social network profiles.	33	29	44	132	132	370
	8.9	7.8	11.9	35.7	35.7	100%
Q13: I check my social media homepage and take notice of the advertisements	40	61	61	164	44	370
	10.8	16.5	16.6	44.3	11.9	100%
Q14: I get to know about various higher education providers through social media	33	47	63	136	91	370
	8.9	12.7	17.0	36.8	24.6	100%
Q15: I always see my friends sharing their college/university activities on their social media profiles	24	54	57	155	80	370
	6.9	14.6	15.4	41.9	21.6	100%
Q16: My friends like my posts about the higher education	30	61	80	133	66	370

provider I am currently attending	8.1	16.5	21.6	35.9	17.8	100%
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Table 4.5: Objective 3

The table above shows the results for question 12-16 on the essentials of social media towards the college youths in private higher education provider as a general outreach. The results show that 264 of the respondents has more than 2 social media profiles. It shows that social media is important as a general outreach platform to be used by the higher education platform. The rest of the data collected also supports the objective. Brand awareness shared through social media is essential as content mostly reach and attract college youths. Furthermore, social media allows a wider audience with the purpose of brand awareness, thus, social media can be utilized fully for corporate communications with the public.

4.6 Objective 4: To access the impact of social media toward college youth's study life.

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Q17: I have less face to face communication due to the use of social media communication	64	99	40	93	74	370
	17.3	26.8	10.8	25.1	20.0	100%
Q18: The use of social media in college affects my academic performance negatively	67	123	52	80	48	370
	18.1	33.2	14.1	21.6	13.0	100%
Q19: The use of social media brings positive influence towards my college life.	36	56	61	131	86	370
	9.7	15.1	16.5	35.4	23.2	100%

Q20: I utilize my social media as an academic assistance for my studies	12	55	38	172	93	370
	3.2	14.9	10.3	46.5	25.1	100%
Q21: I feel more connected to my peers and lecturers through the use of social media.	18	34	50	191	77	370
	4.9	9.2	13.5	51.6	20.8	100%

Table 4.6: Objective 4 Result

This chart shows the results of question 17-21 on the impact of social media towards college youth's study-life. A majority of the respondents disagree that social media impacts their face to face communication in real life. It is to prove that the argument where social media leads to a less social life for students are not true. A majority also disagrees that social media affects their academic performances. Most of the respondents feel that the use of social media brings positive influences to their college life, including utilizing social media as a study assistance and as a communication tool with peers and education. Overall the service quality of the higher education, the media are improved with the use of social media as according to the college youth's perception.

4.7 Hypothesis Testing

According to Nor (2009), hypothesis are a description which highlights a specific issue that requires to be observed relatively if the theory is being accurately proven to the issue. Based on a study conducted by Wimmer and Dominick (2006), they mentioned that the researcher can only accept or reject after the results is shown to the hypothesis tested.

In addition, Crosstab is utilized to investigate the relationship of the social media usage in enhancing the service quality of a Higher Education Provider with other variables (age, gender, educational level and nationality).

On the contrary, the level of significances is applied for determining the relationship between variables in this paper. To be more specific, scholar Nor (2009) stated that the level of significances reflects to the opportunity of attaining a specific pattern in the data as a result of error in sampling. Therefore, the level of significance in this paper used 0.05/ 0.000.

4.7.1 Hypothesis 1: Gender has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I prefer higher education provider that have company profiles on social media	62.049	369	.000	3.72432	3.6063	3.8424
I get the contact of the private higher education provider from their social media	58.970	369	.000	3.56486	3.4460	3.6837
I look up international partners of the higher education provider on social media	55.292	369	.000	3.47838	3.3547	3.6021
It is convenient for me to instant chat with the higher education provider on social media	63.411	369	.000	3.63243	3.5198	3.7451
I learn information about the higher education provider's courses provided on social media	58.968	369	.000	3.60541	3.4852	3.7256

Table 4.7: Hypothesis 1 Results

The table above shows that the figures is .000. This shows the hypothesis is accepted. Therefore, hypothesis 1 is proven to be valid, gender has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

4.7.2 Hypothesis 2: Age has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I think the use of blogs, wiki and	Between Groups	20.025	2	10.013	8.582	.000

social media are valuable tools for lessons.	Within Groups	428.202	367	1.167		
	Total	448.227	369			
I prefer lecturers to post reminders and memos of the lesson on social media	Between Groups	13.553	2	6.776	5.226	.006
	Within Groups	475.866	367	1.297		
	Total	489.419	369			
I believe the use of social media is more convenient for me to communicate with my peers for assignments	Between Groups	6.985	2	3.493	2.917	.055
	Within Groups	439.396	367	1.197		
	Total	446.381	369			
I feel more productive in class with the use of social media to exchange information.	Between Groups	1.644	2	.822	.499	.607
	Within Groups	604.380	367	1.647		
	Total	606.024	369			
The use of social media in the classroom is a distraction towards the lesson.	Between Groups	31.250	2	15.625	9.417	.000
	Within Groups	608.969	367	1.659		
	Total	640.219	369			
I feel more comfortable participating in online discussions on social media rather than speaking in the classroom	Between Groups	24.660	2	12.330	7.026	.001
	Within Groups	644.067	367	1.755		
	Total	668.727	369			

Table 4.8: Hypothesis 2 Results

The table above shows that the majority figures are significant. This shows age has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. Therefore, hypothesis 2 is proven to be valid.

Hypothesis 3: Race has no significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I have more than two online social network profiles.	Between Groups	31.009	3	10.336	6.940	.000
	Within Groups	545.123	366	1.489		
	Total	576.132	369			
I check my social media homepage and take notice of the advertisements	Between Groups	52.046	3	17.349	13.349	.000
	Within Groups	475.654	366	1.300		
	Total	527.700	369			
I get to know about various higher education providers through social media	Between Groups	50.221	3	16.740	11.893	.000
	Within Groups	515.198	366	1.408		
	Total	565.419	369			
I always see my friends sharing their college/university activities on their social media profiles	Between Groups	46.982	3	15.661	12.586	.000
	Within Groups	455.399	366	1.244		
	Total	502.381	369			
My friends like my posts about the higher education provider I am currently attending	Between Groups	44.065	3	14.688	11.249	.000
	Within Groups	477.892	366	1.306		
	Total	521.957	369			

Table 4.9: Hypothesis 3 Results

The table above shows a significant. This shows the race has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. Therefore, the third hypothesis are not proven valid.

4.7.4 Hypothesis 4: Programme of study has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I have less face to face communication due to the use of social media communication	Between Groups	7.632	3	2.544	1.265	.286
	Within Groups	735.839	366	2.010		
	Total	743.470	369			
The use of social media in college	Between Groups	13.234	3	4.411	2.555	.055

affects my academic performance negatively	Within Groups	632.033	366	1.727		
	Total	645.268	369			
The use of social media brings positive influence towards my college life.	Between Groups	18.174	3	6.058	3.862	.010
	Within Groups	574.056	366	1.568		
	Total	592.230	369			
I utilize my social media as an academic assistance for my studies	Between Groups	2.348	3	.783	.660	.577
	Within Groups	434.270	366	1.187		
	Total	436.619	369			
I feel more connected to my peers and lecturers through the use of social media.	Between Groups	3.863	3	1.288	1.188	.314
	Within Groups	396.745	366	1.084		
	Total	400.608	369			

Table 4.10: Hypothesis 4 Results

The table above shows that the majority are above 0.05 and means significant. This shows the programme of study has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. Therefore, hypothesis 4 is proven to be valid.

Qualitative results

Background of Respondents

Group 1: Participants (Age 18)

No	Name	Gender	Age	Race	Academic Qualification
1	Sarah Tashah	Female	18	Malay	Foundation
2	Angellie Chong	Female	18	Chinese	Diploma
3	Mex Haw	Male	18	Chinese	Diploma
4	Rajeswari A/P Sinesh	Female	18	Indian	Diploma

Table 4.11

Group 2: Participants (Age 19-20)

No	Name	Gender	Age	Race	Academic Qualification
1	Darren Lee	Male	20	Chinese	Diploma
2	Mohd Rahman	Male	19	Malay	Foundation
3	Amreet Kaur	Female	20	Indian(Punjabi)	Foundation
4	Sally foo	Female	19	Chinese	Diploma

Table 4.12

Group 3: Participants (Age 21 and above)

No	Name	Gender	Age	Race	Academic Qualification
1	Joan Lim	Female	21	Chinese	Degree
2	Angela Ong	Female	26	Chinese	Masters
3	Ranmet Jasal	Female	24	Indian(Punjabi)	Degree
4	Kuek Yi Min	Female	21	Chinese	Degree

Table 4.13

4.8.1 Statement 1:

Q1: I take note of my university/college on their social media and I interacted with them through social media instead of calling them.

No	Name	Findings	Category
1	Sarah Tashah	Yes, it popped up on my Facebook as I was almost graduating high school and I personal messaged them to get information	Strongly Agree
2	Angellie Chong	I did call them, but I scroll through their social media often before calling.	Agree
3	Mex Haw	My mom chose the college for me, I do not really take interest in social media or to search for colleges.	Disagree
4	Rajeswari A/P Sinesh	I personal messaged a lot of colleges I am interested in to compare their services.	Agree
5	Darren Lee	I use hashtags of the college to find information about the student's experiences on campus and when I	Strongly Agree

		decided I personal messaged their inbox but called afterwards	
6	Mohd Rahman	I enquired about the courses offered through social media.	Agree
7	Amreet Kaur	I switched college twice, and I got the information from their Facebook profile and learnt the offer.	Agree
8	Sally foo	Yes, I love social media, it gives me the sense of security that the college is not dodgy.	Agree
9	Joan Lim	I feel that a college that does not have social media must not be an up to date institution	Agree
10	Angela Ong	I pursue my masters in another college that caught my eye online.	Agree
11	Ranmet Jasal	Facebook is a good medium in order to do a background check of the college rather than reading through lengthy websites	Strongly Agree
12	Kuek Yi Min	I do check the facilities out from social media and proceed to ask about things I would like to know.	Agree

4.7.2 Statement 2:

Q2: I prefer lecturers to post notes on Social Media groups because I check the online profile more often and feel comfortable using social media to interact.

No	Name	Findings	Category
1	Sarah Tashah	I will not miss newly updated information.	Agree
2	Angellie Chong	Lecturers feel more sporting if they interact through social media especially when they like my photos.	Agree
3	Mex Haw	I do not mind wherever.	Neutral
4	Rajeswari A/P Sinesh	Yes! Because if I miss it and if I don't reply, someone will tag me out making it easier for me to acknowledge work.	Strongly Agree
5	Darren Lee	I like to be added into groups as we can share information and I am able to add my course mates on social media and be friends with them by starting to break the ice through social media	Strongly Agree
6	Mohd Rahman	For me it is the same as using the college's online student platform.	Neutral
7	Amreet Kaur	It makes communication much easier and comfortable	Agree
8	Sally foo	Yes, as I get to add my friends as well and we share information regarding the	Agree

		subject more often now that we have a group on Facebook	
9	Joan Lim	Notes are easier to be shared and questions asked can be taken note by everyone	Agree
10	Angela Ong	I prefer social media memos, as I will not overlook it and it can remind me of events that I forgot.	Agree
11	Ranmet Jasal	It is better to use social media to inform us on the latest update as we are all able to have a convenient Q&A session to immediately address our concerns	Agree
12	Kuek Yi Min	Yes, its more comfortable and convenient.	Agree

4.7.3 Statement 3:

Q3: I feel that higher education provider that are on social media are more credible and reliable.

No	Name	Findings	Category
1	Sarah Tashah	Yes, because they seem existent	Agree
2	Angellie Chong	I think yes, because I can see their constant updates.	Strongly Agree
3	Mex Haw	I never really noticed.	Neutral
4	Rajeswari A/P Sinesh	To see and update is like a sense of security.	Agree
5	Darren Lee	It shows the effort of the university in reaching out to us	Strongly Agree
6	Mohd Rahman	So, I can check their background and see the comments of students.	Agree
7	Amreet Kaur	Maybe yes. But I don't know why I think that.	Neutral
8	Sally foo	I do think it shows credibility that it is running and is updating	Agree
9	Joan Lim	Yes.	Agree
10	Angela Ong	Yes, because I feel the attraction towards certain attributes and feel secure.	Agree
11	Ranmet Jasal	I think it is due to the expectation of people nowadays.	Agree
12	Kuek Yi Min	I didn't realize that until now	Agree

4.7.4 Statement 4:

Q4: I feel that higher education providers that utilize social media in our study life makes our education environment lighter and relaxed.

No	Name	Findings	Category
1	Sarah Tashah	I do feel that way, and I feel like home. I like to study in places that does not stress me out.	Strongly Agree

2	Angellie Chong	Yes, as it is more fun	Strongly Agree
3	Mex Haw	I seldom use social media, but it does seem like a new way of doing things	Agree
4	Rajeswari A/P Sinesh	Yes, as they do not dictate us to do things their way.	Strongly Agree
5	Darren Lee	It shows the university is also evolving with evolution of technology.	Strongly Agree
6	Mohd Rahman	Yes, so I can multitask better	Agree
7	Amreet Kaur	It feels fresh and that our concerns are heard because they incorporate our interest in the study program	Strongly Agree
8	Sally foo	It feels fresh.	Agree
9	Joan Lim	I do feel better when social media is utilized, it seems to bring the students / my course mates to communicate better	Strongly Agree
10	Angela Ong	It encourages even introverted people to speak up.	Agree
11	Ranmet Jasal	I like using social media to post out opinions on forums as I feel closer to my peers and a sense of recognition.	Agree
12	Kuek Yi Min	Yes, I do.	Agree

Conclusion

A total of 370 respondents have responded the questionnaire for a fair result. A bias result has been avoided by using a random sampling. A Google form is used as a form of online sampling to get a wider respondent reach for diverse response. The software SPSS is used to test the findings whereas ANOVA is used to test the result of the hypothesis. According to the findings, 3 hypotheses are proven to be valid and 1 hypothesis is invalid. A qualitative test is also carried out with 12 college youths that are divided into 3 focus groups according to their age. It is shown that the majority of the respondents responded positively in both the quantitative and qualitative study as to the usage of social media in enhancing the service quality of a Higher Education Provider. It shows that social media does influence the role of social media in private higher education provider to the recruitment of students as the majority of respondents prefer higher education providers that has a social media profile as well as a majority of the respondents select universities through social media. The second objective was also examined and it shows that social media also improves internal communication because students love to use social media in the classroom for lessons to be taught. The third objective was also proven to be true as a majority of the respondents finds familiarities and attributions of higher education providers from social media. The fourth objective is also assessed and is found that students feel that their student life quality is improved by the implementation of social media in their college life.

Discussion

In a nutshell, the first hypothesis is proven to be valid. According to the finding in the previous chapter, the result of the hypothesis based on a Sample T-test is significant. This can be conclude that gender has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider.

Besides that, the second hypothesis is also proven acceptable as age has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. Based on the findings, the significance value to measure the relationship between the independent variable and the dependent variable is higher than 0.05 and equivalent to 0.000.

However, the third hypothesis is proven to be invalid showing that there is a definite significance between race with the usage of social media in enhancing the service quality of a higher education provider.

Next, the fourth hypothesis, programme of study has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider is proven to be valid. The objectives have also been achieved as it is concluded that the role of social media is very important to the recruitment of the higher education providers as college youths judges an image of the higher education provider based on their social media. College youths also prefer to communicate with the higher institution provider through the use of social media. Social media is also very important study assistance for the college youths as they use the wiki, blog or social network platform to gather information and also to form discussions. Social media is also one of the best general outreach to get to college youths as most youths of today have social networking profiles and social media is a widely used advertising platform. Social media greatly influence the service quality of a higher education provider in the perception of the college youths.

Discussion Hypothesis 1

According to the findings, it reveals that gender has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. The significance of the tally is 0.000 for all the objectives. The findings show that gender is a factor towards the perception of the public towards the usage of social media in enhancing the service quality of higher education. Each gender is drawn to different elements of the corporate message distributed through social media as it influences the decision of being drawn to higher education provider. It proves that a person's gender does contribute to a college youth mindset about higher service education provider using social media to enhance their service experience.

Discussion Hypothesis 2

As for the hypothesis two, it indicates that age has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. The significance value of most objectives with the age of the respondents is higher than 0.005 or 0.000, however, there was a question insignificant with the value of .001 which is below 0.005. The findings show various age group affects the perception of the service quality of the higher education providers based on what they see on social media. As the younger generation place more of an importance

to the image and the usage of social media of the higher education provider due to being a more frequent user of social media.

Discussion Hypothesis 3

Based on the findings, it shows that race also has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider which shows that the original hypothesis is rejected. The findings show that the different race group is also a factor towards how college youths perceive the usage of social media in enhancing the service quality of a higher education provider.

Discussion Hypothesis 4

Based on the findings, it shows that program of study has a significant relationship with the usage of social media in enhancing the service quality of a higher education provider. The significance of the tally is 0.000 for all the objectives. The findings show that program of study is a factor towards the perception of the public towards the usage of social media in enhancing the service quality of higher education. As the different program of studies is based on students with differing characteristics. Each individual with a preferred program of study is drawn to different elements of the corporate message distributed through social media as it influences the decision of being drawn to a higher education provider.

Discussion on Media Dependency Theory

Media Dependency theory is the primary theory of mass communication that acknowledges the audience as an active player in the communication process. The theory identifies that there is a connection between the audience, media as well as the large social system. The audience utilize the media to get selective information based on content they seek that agrees with their belief to satisfy their needs. Thus, this generates a dependent relation with both the audience and media, enables the target audiences to use the media power in attain goals. As the college youths today are exposed to the daily usage of social media, it is observed that the dependency with the satisfaction of social media is present. Therefore, higher education providers should acknowledge this and implement a social media strategy in the overall company corporate communicate strategy to strengthen the service experience and quality of the overall organization.

Discussion on Uses and Gratification Theory

Theorists Blumler and Katz (1974) stated that the theory explains about active media users in choosing and using the media. In addition, the same theory also reflects the way people use the media to feed their own desirable needs and gratification. Furthermore, this theory suggests more on how an individual uses media rather than the effect of media to an individual. It is said that an individual uses the media for their own specific needs as it has a user centered approach. College youth uses this theory to identify themselves with a higher education provider based on the way a higher education provider creates a service experience using the social media platform. It is also being influenced by the suggestion of action by the higher education provider and later find a sense of familiarity with the way a higher education provider incorporates the usage of social media in their education system.

Conclusion

In conclusion, this research aims to further investigate the usage of social media in enhancing the service quality of a Higher Education Provider in Malaysia. The respondent findings show that college youths have a high preference for the usage of social media in a higher education providers overall service, including recruitment, general outreach, classroom or organizational communication and to enhance the college experience. It is now possible for organization to tie the social investment to the bottom line to measure its effectiveness towards enhancing the service quality they provide with improving their communication system both internally and externally based on the preferences of the community today. Higher education providers should understand that an effective company slants towards the audience by adapting to the needs of the audience (college youths) and by proper research the important for the use of social media is detected. This paper has established that social media as a tool for improving the relationship of college youths and higher education providers will be the key to support and initiate a conversation that is mutually beneficial. Social media also can be used as a platform to give an insight to the college youth's daily thoughts based on the participations with educators on social media. The findings do show that college youths does bring a sense of familiarity and a level of comfort when the service provided by the higher education provider includes the usage of social media as a majority judged the brand based on their social media profiles and social media influence their perception later on as well.

Limitations & Recommendations

Based on the findings of this study, these recommendations are hereby suggested:

We focused on certain groups of college youths and the journals related to the specific topic. Respondents' average age is between 18 to 26 years old.

From this study it is suggested that the relationship the usage of social media in enhancing the service quality of a Higher Education Provider in Malaysia should broaden their research area so they can have better research results.

There is a need for higher education providers to focus the study of the relationship between the service quality perception and the relationship with an enhanced image and reputation on marketing.

It is recommended that higher education providers hire executives that are dedicated to managing social media and using social media for corporate communication usage as well as internal service improvement.

The findings show that the first impression of a higher education provider is also based on the social media profile, there is need higher education providers to design their social media account with bearing in mind the corporate brand on the higher education provider to further attract and create a good relationship with stakeholders.

Social Implication

Social media is used widely among the youths of today. It is used for various reasons that could either bring a positive or negative effect. This research aims to promote the positive outcome that social media brings to the service quality of higher education providers.

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