



**THE ATTITUDE TOWARDS ONLINE SHOPPING AMONG STUDENT OF
UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

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2015165171

BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS

(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

JANUARY 2018

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UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**

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2015165171

**Submitted in partial Fulfilment of the
Requirement for the
Bachelor of Business Administration (Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, SITI AISHAH BINTI ISHAR, (I/C Number: 921201106482)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

January 2018

Siti Aishah Binti Ishar (2015165171),
Bachelor of Business Administration (Hons),
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The Head of Program,
BBA Hons International Business,
Universiti Teknologi MARA, Kampus Bandaraya Melaka,
Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE ATTITUDE TOWARDS ONLINE SHOPPING AMONG STUDENT OF UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

SITI AISHAH BINTI ISHAR
2015165171

Bachelor of Business Administration (Hons)
International Business

ABSTRACT

The present research was conducted at UiTM Bandaraya Melaka. This research and study was conducted to know the attitudes towards Online Shopping among student of UiTM Bandaraya Melaka. It is also indicate the relationship between the dependent variable (attitudes towards online shopping) and independent variable (perceived ease of use, perceived benefits, prior online purchased experienced and perceived website quality). This research is quantitative research and the data used for the study was collected using distribution of questionnaires. There were 266 students of UiTM Bandaraya Melaka took part in answering the questionnaires. The data obtained from the questionnaires were analysed by using SPSS software.

As a summary, after analysing the data collected, the result showed that only two has significant relationship with the dependent variable, which are prior online purchased experienced and perceived website quality.