



FACTORS INFLUENCING CUSTOMER'S BUYING INTENTION TOWARDS ONLINE
FOOD APPLICATION SERVICES

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA,
KAMPUS BANDARAYA MELAKA

JULY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA,
“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD FADRIS BIN MOHD ZAMRI, (I/C Number : 951010-14-5363)

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

6th JULY 2018

Program Coordinator
Bachelor of Business Administration (Hons)
Marketing Management
Universiti Teknologi Mara
Cawangan Melaka (Kampus Bandaraya)
75300, Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Factors Influencing Customer’s Buying Intention Towards Online Food Application Services” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

(MUHAMMAD FADRIS BIN MOHD ZAMRI)

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BBA (Hons.) Marketing Management

ABSTRACT

The primary attempt on this study is to examine the behavioural intention of use on using the food online application services at Petaling Jaya (Seksyen 52), Selangor. This study identify the relationship between four factors which contains privacy and security, perceived usefulness, perceived ease of use and attitude towards behaviour that could able to influence the behavioural intention of using the food online application services. This study also tries to find out the most factors that influencing the behavioural intention of use in food online application service in Petaling Jaya (Seksyen 52) area.

In order to perform the statistical data and analysis, a software is being used which is the Statistical Packages for the Social Science (SPSS) version 20 was used. By using the software, the researcher able to identify the result and test the reliability of the questions given, the descriptive statistic especially based on demographic, the relationship between each of the variable and the most variable factor on behavioural intention of use among people using food online application services.

The respondent for this study total 111 of citizen in Petaling Jaya (Seksyen 52) which focus more on the person who aged between 18 until 49 years old. All respondent will be responding from the questionnaire given in order to get the result. This study using descriptive research to collect the information that can be related with the behavioural intention of use among people in using the food online application services.