



**ACCEPTANCE OF INSTAGRAM AMONG THE MILLENIALS IN UITM KAMPUS
BANDARAYA MELAKA**

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2015110047

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

JUNE 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS
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UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Abdul Wafi Bin Zamri, (I/C Number: 96520-07-5427)

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: _____

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LETTER OF SUBMISSION

January 2019

Mr. Juan Rizal Bin Haji Juan Sa'ari

Lecturer of UiTM Malacca City Campus,

Faculty of Business Management,

Universiti Teknologi MARA,

Jalan Hang Tuah,

78000 Melaka.

Dear Sir

SUBMISSION OF PROJECT PAPER

**Attached is the project paper entitled “ACCEPTANCE OF INSTAGRAM
AMONG THE MILLENIALS IN UITM KAMPUS BANDARAYA MELAKA”
to fulfil the requirement as**

needed by the faculty.

Thank you.

Yours sincerely,

Abdul Wafi Bin Zamri

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ABSTRACT

This study aimed to examine the factors of Instagram application usage among the millennials in UiTM Kampus Bandaraya Melaka. The independent variables were social influence, trustfulness and performance based on Instagram application usage among the millennials in UiTM Kampus Bandaraya Melaka. A set of questionnaire was adopted from past research to collect the primary data from respondents about the relationship the millennials with the Instagram application usage. Convenience sampling was used for this study. A total of 110 respondents had answered the questionnaires. The overall findings of the research indicate that based on the result, that all the three independent variables affects the acceptance of Instagram application usage among the millennials in UiTM Kampus Bandaraya Melaka. As conclusion, we can see that the Instagram application usage is also useful in the educational medium to improve the users' attention instead of on scrolling only for feeds that will help them increase their knowledge much more than before.