

ASSESSING ACADEMICIAN ATTITUDE ON ONLINE SHOPPING: THE
ANALYSIS OF TECHNOLOGY ACCEPTANCE MODEL IN MARA
UNIVERSITY OF TECHNOLOGY (UiTM)
CITY CAMPUS, MALACCA

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ABSTRACT

Internet has become one of the need to people around the world. Internet make it easier for people to socialize and doing business. Online shopping is one most popular trend that helps people to make online transaction anywhere and everywhere. People started to realize how convenience online shopping when they can shop from everywhere around the world without worries. This research mainly focusing on factors under Technology Acceptance Model (TAM) which is perceived ease of use, perceived usefulness and perceived risk that influence the academicians attitude toward online shopping. In this study, regression analysis, correlation analysis and descriptive analysis was conducted to obtain information needed to complete this research. It involved acquiring data, preparing and distribute questionnaire to academicians also analyzed the result. This study was conducted at MARA University of Technology (UiTM) City Campus, Malacca. This study revealed elements of Technology Acceptance Model (TAM) that influence academicians attitude toward online shopping. The researcher has come out with several recommendations on how the study can be improve in the future.

Keywords: *Perceived ease of use, perceived usefulness, perceived risk, Technology Acceptance Model (TAM), attitude toward online shopping.*

TABLE OF CONTENTS

Page	
ABSTRACT	i
ACKNOWLEDGEMENT	ii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER 1	
INTRODUCTION	1
Background of the Study	1
Problem Statement	4
Research Objectives	6
Research Questions	6
Hypothesis	6
Significance of the Study	7
Limitations of the Study	8
Definition of Terms	9
CHAPTER 2	
LITERATURE REVIEW	11
Perceived Ease of Use	11
Perceived Usefulness	12
Perceived Risk	13
Attitude toward Online Shopping	14
CHAPTER 3	
METHODOLOGY	15
Research Design	15
Sampling Frame	15
Population	16
Sampling Technique	16
Sample Size	16
Unit of Analysis	17
Survey Instrument	17
Validity of Instrument	18
Data Collection Procedures	19
CHAPTER 4	
FINDINGS	20
Profile of Respondents	20
Section A: Demographic Background	24
Section B: Technology Acceptance Model and Attitude toward Online Shopping	29

CHAPTER 5	
CONCLUSIONS AND RECOMMENDATIONS	37
Discussion	38
Conclusion	41
Recommendations.....	43
REFERENCES	44
APPENDICES.....	A1
A Cover Letter	A1
B Questionnaire	A2
C Data Analysis.....	A10
D Agreement of Submission.....	A22