



**CONSUMERS' INTENTION TO ADOPT MOBILE
COMMERCE IN KOTA KINABALU**

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ABSTRACT

The purpose of this research is to study the elements affecting the consumers' intention to adopt mobile commerce in Kota Kinabalu. The factors that are being focused will be perceived ease of use, perceived usefulness and trust. The total numbers of 257 survey questionnaires will be collected from smartphones users who are adopting mobile commerce in Kota Kinabalu from 18 years old and above. The result of this study will be valuable for marketers in exploring knowledge and experiences of the relationship between consumers' intention to adopt mobile commerce in Kota Kinabalu. This presented research will form an evaluation for the intention to adopt mobile commerce. The data analysis technique that will be implemented in this research are frequency distribution, reliability test, correlation test, descriptive statistics and multiple regression analysis.