



اَوْبُوْ سَيْتِيْ تَيْكُوْلُوْ كِيْ بِمَارَا
UNIVERSITI
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**FACTORS AFFECTING PURCHASE INTENTION
AMONG UNDERGRADUATE STUDENT ON
MOBILE SHOPPING WEBSITES**

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DECLARATION OF ORIGINAL WORK



اَبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَبَارَا
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I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study was to determine the factors affecting purchase intention among undergraduate student on mobile shopping websites. The variable consists of quality of service, security and privacy policies, satisfaction and trust.

The finding showed that quality of service, security and privacy policies, satisfaction and trust have influence on the purchase intention among undergraduate student on mobile shopping websites. All variables showed significant relationship towards the factors that affecting purchase intention among undergraduate student on mobile shopping websites.

The study refers to the primary data and secondary data for supporting the sampling techniques. Meanwhile, the researcher use questionnaire as the method to collect all the data from sample of respondents in accomplishing the research objectives. The data collected and analyzed for this study by using mean point value, standard deviation and correlation analysis. The result of this study that was presented in this research seems agrees that quality of service, security and privacy policies, satisfaction and trust can influence purchase intention among undergraduate student on mobile shopping websites. This study can be seen as a foreword to more detailed study that can be carrying by future research on the issue of the factors affecting purchase intention among undergraduate student on mobile shopping websites.

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