Universiti Teknologi MARA

The Usefulness of Online Auction to UiTM Shah Alam Community

Noriswandi Bin Asmuni
20032284221

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DECLARATION

This is certifying that I am responsible for the work submitted in this project, that the original work is done by myself, except for the quotes and summary that each of which their sources are mentioned. The original work contained herein have not been taken or done by unspecified sources or persons.

Date : 1ˢᵗ April 2004

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Noriswandi Bin Asmuni
2003284221

APPROVAL

THE USEFULNESS OF ONLINE AUCTION TO UITM SHAH ALAM CAMPUS COMMUNITY

BY

NORISWANDI BIN ASMUNI

This thesis has been approved by thesis . supervisor, Puan Yap May Lin. It was submitted to the School of Information Technology and Quantitative Science and was accepted in partial fulfillment of the requirements for the degree of Bachelor Science. Approved by:

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Puan Yap May Lin

Thesis Supervisor

Date: April 01, 2005

ABSTRACT

The exponential growth of the Internet has led to a radical change in the way business is conducted. A few years ago, the application of auction on Internet (or online auction) was not yet fully explored by the organizations to distribute or sell their products, new and old. But today, all things have changed. Online auctions are become increasing important buying and selling channels for organizations and individuals (Turban et al., 2004)

This research projects looks into the role · online auction plays in a society. The scope of the research is on UiTM Shah Alam community. Questionnaires were distributed to about 200 respondents among the UiTM Shah Alam community of staff and students. From the findings, the perceived usefulness of online auction was determined for this community.

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