



DETERMINATIONS OF MILLENNIAL IMPULSE ONLINE
PURCHASE DECISION: A CASE OF UiTM KAMPUS MELAKA
STUDENT'S

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

12th JANUARY 2018

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Submitted in Partial Fulfilment of The Requirement For The Bachelor of
Business Administration with Honours
(International Business)

FALCULTY OF BUSINESS MANAGEMENT
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12th JANUARY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Nur Akmal Bin Bachok @ Akib, (940613-01-5257)

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: _____

Date: _____

LETTER OF SUBMISSION

12th JANUARY 2018

The Head of Programme

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

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73500 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “**DETERMINATIONS OF MILLENNIAL IMPULSE ONLINE PURCHASE DECISION: A CASE OF UiTM KAMPUS MELAKA STUDENT’S**” to fulfil the requirement as need by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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Muhammad Nur Akmal Bin Bachok @ Akib

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Bachelor of Business Administration

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ABSTRACT

The purpose of this study was to determine the factor influencing customer purchasing decision through online shopping in Malaysia. The variables consist of promotion, product feature and website application. The respondents were 77 millennial student in University Teknologi Mara (UiTM) Kampus Bandaraya Melaka. The finding showed that promotion, product feature and website application have influence on the online purchasing decision through online shopping in Malaysia. All variables show significance relationship towards the determinations of millennial impulse online purchase decision in UiTM Kampus Melaka student's.

This study refers to primary data and also secondary sources for supporting the sampling technique. Meanwhile, the researcher apply questionnaire as the process to gather all the data from sample respondents in accomplish the research objectives. While the data for this study was analyzed using multiple statistical procedures: descriptive analysis, reliability test, correlation analysis and standard coefficient. The result of the study presented in this research agrees that promotion, product feature and website application can influence online purchasing decision in online shopping.

Keywords: Promotion, Product Feature, Website Application, Online Purchase Decision, Online Shopping