

**INTENTION TO TRUST ON PURCHASING ONLINE FOOD SERVICES AMONG
MILLENNIALS**

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For the Bachelor of Business Administration with Honours
(International Business)**

FACULTY OF BUSINESS MANAGEMENT

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MELAKA

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DECLARATION OF ORIGINAL WORK



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

I, Muhammad Sirajuddin Bin Wahab, (I/C Number: 960813-06-5927)

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: 31st December 2018

Muhammad Sirajuddin Bin Wahab

LETTER OF SUBMISSION

Dr. Nur Melissa Binti Mohammad Faisal Wee
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Dear Dr. Nur Melissa Binti Mohammad Faisal Wee

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled **“Intention to Trust on Purchasing Online Food Services among Millennials”** to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

Muhammad Sirajuddin Bin Wahab

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ABSTRACT

The main objective of this project paper was conducted to identify the intention to trust on purchasing online food services among millennials. This study also indicates the relationship between independent variables (integrity, benevolence, competency, firm's image and price awareness) and dependent variable (intention to trust on purchasing online food services).

This research is quantitative research and the survey were collected on 141 on numbers of respondent through questionnaire. The data has been analysed and evidences are being processed by using SPSS software.

Based on the findings, the result shows that, the hypothesis testing display only integrity and price awareness are accepted, while the other three hypotheses concerning benevolence, competency and firm's image are rejected. In conclusion, it shows that with good integrity and showing the price will increase the intention to trust to online food services vendors.

Keywords: Online Food Services, Online, E-Commerce, Intention to Trust