



**USAGE FACTORS FOR PHONE APPLICATION AMONG GENERATION-Y IN
UiTM MALACCA CITY CAMPUS**

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BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

DECEMBER 2012

**USAGE FACTORS FOR PHONE APPLICATION
AMONG GENERATION-Y IN UiTM MALACCA
CITY CAMPUS**

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI
TEKNOLOGI MARA

DECEMBER 2012



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGY MARA
'DECLARATION OF ORIGINAL WORK'

I, Arsyad Bin Nordin, (I/C Number: 900617016031)

Hereby, declare that:

This work has not previously been accepted in substance for my 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 otherwise stated.

All the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

DATE: 4 Januari 2013

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah, 75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "USAGE FACTOR FOR PHONE APPLICATION AMONG GENERATION-Y IN UiTM MALACCA CITY CAMPUS" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

ARSYAD BIN NORDIN

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

In the field of telecommunication, smartphone has become one of the main medium or products for consumers all around the world. Thus, a study of the smartphone application is carried out to see the matters at hand. The title of this research paper is "Usage Factors For Phone Application Among Generation Y In UiTM Malacca City Campus". The purpose of this research is to see the relationship between the variables that is the dependent variable and the independent variables. There are three independent variables that are involved in this research which are social influences, knowledge, and consistent entertainment.

Meanwhile, the dependent variable is to investigate the usage of phone application among Generation Y in UiTM Malacca City Campus. In order to achieve this research, the hypothesis focuses on the objective to identify whether there are relationship between social influences, knowledge, and consistent entertainment towards the usage of phone application among Generation Y in UiTM Malacca City Campus. In gathering the data, a set of questionnaire was distributed to Generation Y in UiTM Malacca City Campus. Questionnaires were distributed to 100 respondents of the Generation Y.

The objective of this research is to determine the to determine the relationship between social influences and usage of phone application, to determine the relationship between knowledge and usage of phone application, to determine the relationship between consistent entertainment and usage of phone application and To identify which independent variables that has the strongest effect towards usage of phone application.