



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

THE INTERNET USAGE BEHAVIOUR AMONG SME'S IN MELAKA

HAMIRAH BINTI AB RAHIM

2010876988

SITI NOR ZILAH BINTI RAMLI

2010487782

**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY (UITM)
MELAKA CITY CAMPUS**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS

ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY (UITM)

MELAKA CITY CAMPUS

We, Hamirah binti Ab Rahim (I/C Number: 900519-04-5314) and Siti Nor Zilah binti Ramli (I/C Number: 900324-10-5102)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: Hamirah binti Ab Rahim

Siti Nor Zilah binti Ramli

Date: July, 2013

LETTER OF SUBMISSION

Faculty of Business Management

MARA University of Technology

110 Off Jalan Hang Tuah

75300 Melaka

July 29, 2013

Prof. Madya Asmah Binti Zainuddin

Practical Training Advisor

Faculty of Business Administration

MARA University of Technology

110 Off Jalan Hang Tuah

75300 Melaka

Dear Prof,

RE: SUBMISSION OF THE FINAL PROJECT PAPER

With reference to the above matter, enclosed here is my research paper entitled “**The Internet Usage Behaviour Among SME’s in Melaka**”

This research paper is partially requirement for the fulfilment of Bachelor of Business Administration (Hons.) Marketing. The objective of the study conducted is to measure the Internet usage behaviour among the SME’s in Melaka and provide suggestion or recommendation on the Internet being used by the SME’s in Melaka.

Hopefully, this report meets your requirement and expectation.

Thank you.

Your sincerely,

Hamirah Binti Ab Rahim

2010876988

Bachelor of Business Administration (Hons.) Marketing

Siti Nor Zilah Binti Ramli

2010487782

Bachelor of Business Administration (Hons.) Marketing

Abstract

The purpose of this research is to identify the internet usage behaviour among the SME's in Melaka. There are three factors that will determine the internet usage behaviour among the SME businesses that are the organization readiness, external pressure and perceived benefits which are the independent variables for this research. The research is being conducted towards the SME's customers of Telekom Malaysia Berhad in Melaka, and more focuses on three areas that are in Bukit Beruang, Ayer Keroh and Melaka Raya. The information is gathered by distributed questionnaire to the SME's businesses by using the simple random sampling, that there are 120 respondents from the three selected area. But only 80 respondents selected for the research that 27 respondents from area of Bukit Beruang, 27 respondents from area Ayer Keroh and another 26 respondents are from Melaka Raya. Their feedbacks on answering the questionnaire will be analyze and summarize by using The Statistical Package for Social Science (SPSS) version 19 and above. The results or the findings from this research revealed that only perceived benefits factors will effects the SME's in Melaka used the internet in their business operations. Thus, several suggestions and recommendations are being made in order to encourage the SME's in Melaka to use internet for the business operation purposes.