



FACTOR INFLUENCING PURCHASE DECISION ON SMARTPHONE AMONG
GENERATION-Y IN PASIR GUDANG

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS MANAGEMENT WITH HONOURS
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I, NUR AMIRAH BINTI ROZMAN , (I/C Number: 970518-01-5088)

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: _____

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LETTER OF SUBMISSION

24th JUNE 2019

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

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “**FACTOR IFLUENCING PURCHASE DECISION ON SMARTPHONE AMONG GENERATION-Y IN PASIR GUDANG**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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Bachelor of Business Administration

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ABSTRACT

The study is intending to investigate the factor influencing purchase decision on smartphone among generation-y in Pasir Gudang. This study consist four independent variables which is brand concern, convenience, price and social influence. While dependent variables is generation-y purchase decision on smartphones. Total of questionnaires was keyed-in and analyzed by using SPSS software version 25. Furthermore, this research has used non-probability methods which is convenience sampling. Convenience sampling are used to obtain accurate date from the targeted respondents. All data were collected for the purpose to create analysis of descriptive, correlation and also regression analysis. In this study, finding shows that there were three independent variables that has significant relationship towards the purchase decision on smartphone among generation-y which are brand concern, convenience and also the social influence. From this, we can see that the finding is useful for the smartphone producer so they can produce a better smartphones based on this study.

Keywords: *Smartphone of generation-y, Purchase Decision, Brand concern, Convenience, Price, Social Influence, Purchase Decision on Smartphone.*