



**A STUDY ON FACTOR INFLUENCING CUSTOMER PURCHASING
DECISION THROUGH ONLINE SHOPPING IN MALAYSIA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

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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.

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LETTER OF TRANSMITTAL

27 June 2014

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Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM663)

We are hereby attached a documents that titled “**THE FACTOR INFLUENCING CUSTOMER PURCHASING DECISION THROUGH ONLINE SHOPPING IN MALAYSIA**” to fulfil the requirement as needed by the Faculty of Business Management, University Technology MARA (UiTM).

Thank you,

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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 security, trust, usability and customer purchasing decision. The respondents were 100 employers and workers around Selangor and Malacca.

The finding showed that security, trust, and usability have influence on the customer purchasing decision through online shopping in Malaysia. All variables show significance relationship towards the factor influencing customer purchasing decision through online shopping in Malaysia.

This study refers to primary data and also secondary data for supporting the sampling technique. Meanwhile, the researcher use questionnaire as the method to collect all the data from sample respondents in accomplishing the research objectives. While the data for this study was analyzed using multiple statistical procedures: mean point value, standard deviation, and correlation analysis. The result of the study presented in this research agrees that security, trust, and usability can influence customer purchasing decision in online shopping. This study can be seen as a foreword to a more detailed study to be carrying by future research on the issue of the factor influencing customer purchasing decision through online shopping in Malaysia.