



**STUDENTS' ACCEPTANCE OF GAMIFICATION IN FBM,
UITMCM KAG**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) HUMAN RESOURCE MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA.**

JANUARY 2020

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

(HONS) HUMAN RESOURCE MANAGEMENT

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

‘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 degree.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**STUDENTS’ ACCEPTANCE OF GAMIFICATION IN FBM, UITMCM KAG**”, I hope this thesis will meet the requirement and expectation from you and the faculty. Thank you very much for all guidance and supports you have generously rendered upon the completion of this thesis.

Sincerely,

(Siti Nur Nadhirah Binti Abdul Latip)

BBA (Hons) Human Resource Management

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ABSTRACT

Learning via gamification has become one of the most popular methods used by current educators as it provides a fun environment for learning, which could also lead to increased learning performance. The intention of this study is to examine the factors affecting students' acceptance of gamification among students in the Faculty of Business and Management, Universiti Teknologi Mara Cawangan Melaka Kampus Alor Gajah. Three different independent variables which consisted of performance expectancy, social influence and perceived enjoyment which could influence students acceptance were analysed. Proportionate stratified random sampling was used and the sample size consisted of 248 samples from the total population of 700 semester 5 diploma students in the Business and Management Faculty. The data obtained were analysed by using the Statistical Package from Social Science Version 23 (SPSSv23). Results revealed that all variables which were the performance expectancy, social influence and perceived enjoyment have a moderate positive relationship with students' acceptance of gamification. The findings also highlighted that the major influenced factor in students' acceptance of gamification was performance expectancy.

Keywords : Gamification, Performance Expectancy, Social Influence, Perceived Enjoyment, UTAUT, TAM