



**EXPLORING THE FACTORS INFLUENCING PURCHASE  
INTENTION OF SMARTPHONE AMONG STUDENTS IN KOLEJ  
KOMUNITI PAGOH AND KOLEJ KOMUNITI LEDANG, JOHOR,  
MALAYSIA**

**SITI KHAIRIANI BINTI PO'AT**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA CAMPUS CITY**

**JULY 2014**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY OF TECHNOLOGY MARA  
MALACCA CITY CAMPUS**

**JULY 2014**

## **DECLARATION OF ORIGINAL WORK**



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

**I, SitiKhairianiBintiPo’at, (I/C Number : 911217085322)**

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: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF TRANSMITTAL

SITI KHAIRIANI BINTI PO'AT

2012292942

Faculty of Business Management,

Universiti Teknologi MARA City Campus,

110 Off Jalan Hang Tuah, Melaka.

July 4<sup>th</sup>, 2014,

Project Advisor,

Madam Wan Hasmat Binti Wan Hassan

Universiti Teknologi MARA,

Malacca City Campus.

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

I am hereby attached a documents entitled **“EXPLORING THE FACTORS INFLUENCING PURCHASE INTENTION OF SMARTPHONE AMONG STUDENTS IN KOLEJ KOMUNITI PAGOH AND KOLEJ KOMUNITI LEDANG, JOHOR, MALAYSIA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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SITI KHAIRIANI BINTI PO'AT

BBA (Hons) International Business

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Melaka City Campus

## ABSTRACT

This research study was carried out to investigate the factors that influencing the purchasing intention of smartphone among students. The students in KolejKomunitiPagoh (KKP) and KolejKomunitiLedang (KKL) were being the respondents for this research. Researcher had list down four factors that influence the purchase intention among students which is product features, brand name, product price and social influence. SPSS statistic was being used as for analyze and interpret the questionnaire data. This study was a descriptive study and quantitative data collection method and convenience sampling method had been used. The students in KKP and KKL was being targeted as the respondents because they are young adults generation. This study was used the primary and secondary data collection method. The list of secondary data collection was journals, internet research, online article and text book. The questionnaire-based survey was used and 100 copies were distributed and being analyzed through SPSS.

Descriptive analysis, reliability analysis, Pearson correlation coefficient test, multiple regression analysis and central tendency were being chosen as data analysis techniques.