



A STUDY ON PARTICIPATION OF KADAZANDUSUN
MURUT (KDM) COMMUNITY IN INTERNET
TRANSACTION IN KOTA KINABALU AREA

DIDAGUS FRANCIS
2010987189

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

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(DIDACUS FRANCIS)

2010987189

BBA (Hons) Marketing 07

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ABSTRACT

This study is entitled “A study on participation of Kadazandusun Murut (KDM) Community in internet transaction in Kota Kinabalu area”. It is to investigate the number of people of the target population that using internet transaction in their daily activities. Other than that, this study is to probe whether the KDM community know how to using this facilities or not. Besides, it also to gather information whether KDM community will participate in the future. In this study, I have investigate the feedback from KDM community around Kota Kinabalu City, Dongonggon Town, Penampang and UiTM Kota Kinabalu as my respondents, which are consist of 120 respondents. As a result of this study, I conclude that I have achieved the research objectives as they are positive responded from KDM community as they are participate more in online transaction such as make money transfer, purchase airline tickets and pay utilities bill through online.