



THE ACCEPTANCE OF FLYMAS.MOB!  
AMONG  
THE CITIZEN OF KOTA KINABALU CITY

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5415.32  
.D39  
2011

DECEMBER 2011

## ACKNOWLEDGEMENT

Alhamdulillah thanks to Him that im able to finish up my research paper under topic of 'The Acceptance of flymas.mobi among the citizen of Kota Kinabalu City.

Special thank to my advisor Madam Sharifah Nurhafizah who gave me clear path on my research and help me to understand more about the study. Im thankful to Ms Fazline Dzul kifli for the ideas, concept and time that she spend for me to help me to come up with many brilliant ideas and not forgotten to all staffs at MAS Sale Department who thought me so many things that I would never expect happen.

I would also like to thank my parents and husband for their tireless support and advice and give me courage to finish my research. To my friends, thank you for your helped through out the research and for being supportive. Your help, kindness and every corporation is beyond my repayment. May Allah will reward them the best reward here and hereafter.

## TABLE OF CONTENT

<u>NO.</u>	<u>CONTENT</u>	<u>PAGES</u>
	Declaration.....	ii
	Submission.....	iii
	Acknowledgment .....	iv
	List of tables .....	viii
	List of figures .....	ix
	List of definition of terms .....	x
	Abstract .....	xi
<b>1</b>	<b>INTRODUCTION</b>	
	1.1 Background of study .....	1
	1.2 Problem statement.....	3
	1.3 Research objective.....	3
	1.4 Research question....	4
	1.5 Significant of study .....	4
	1.6 Limitation of study. ....	5
	1.7 Definition of terms .....	5

<b>2</b>	<b>LITERATURE REVIEW</b>	
	2.1 Introduction.....	7
	2.2 Perceived ease of use .....	11
	2.3 Trust.....	14
	2.4 Perceived usefulness.....	17
	2.5 Theoretical framework.....	19
<b>3</b>	<b>RESEARCH METHODOLOGY</b>	
	3.1 Introduction.....	21
	3.2 Data collection procedure.....	21
	3.3 Sampling frame.....	22
	3.4 Variables and measurement.....	23
	3.5 Data analysis techniques.....	23
<b>4</b>	<b>FINDINGS AND ANALYSIS</b>	
	4.1 Introduction.....	25
	4.2 Respondent's personal information.....	25
	4.3 Sampling Adequacy.....	37
	4.4 Reliability Test.....	38
	4.5 Average Mean Data.....	39

## **ABSTRACT**

This study is focusing on the acceptance of mobile marketing towards customer based in Kota Kinabalu City. The objectives of the study are to measure the acceptance and level of acceptance using mobile application by flymas.mobi. Since, MAS is expanding their marketing strategy, researcher wants to determine the variables that affect the acceptance of the mobile marketing towards customer. When the researcher have the data from answered questionnaire, it will be measured by SPSS (Statistical Package for Social Science) and to be transferred to tables and charts to get better understanding.