

UNIVERSITI TEKNOLOGI MARA

**FINANCIAL IMPACT OF COVID-19
TOWARDS ONLINE SELLERS IN
TERENGGANU**

WAN NOOR AMIRAH BINTI WAN AZMAN

Academic writing submitted in partial fulfilment of the
requirements for the degree of
Diploma in Muamalat

Academy of Contemporary Islamic Studies

January 2022

ABSTRACT

Online business is one of the economic sectors that has become an attraction among the people in Malaysia. This is because with the existence of online business activities this can give a little bit of a positive impact on life. However, Malaysia has been hit by the Covid-19 virus outbreak which has caused all existing sectors to be disrupted in their activities as the government has instructed not to conduct any operations that could lead to an increase in viral infections. Therefore, many in the community are actively conducting business activities online to find some side income to continue living. This study can see the community in several areas of the state, especially in the state of Terengganu which was taken as the study area to complete this study. This study is related to the financial impacts of Covid-19 towards online sellers in Terengganu. Against this background, this study focuses on how the ways in which each online seller relates to their financial management. This study uses a qualitative method in which online sellers in the area will be interviewed to find out their financial impact and how they manage their finances in the face of the Covid-19 pandemic that hit Malaysia. These data were analyzed and evaluated to obtain the results of the study. It is hoped that this study can receive benefits on the grounds of improvement related to financial management among online sellers.

ACKNOWLEDGEMENT

All praises to Allah and His blessing for the completion of this thesis. I thank God for all the opportunities, trials and strength that have been showered on me to finish writing the thesis.

First and foremost, I would like to express my gratitude to my supervisor, Dr. Mohd Ariff Mohd Daud, for his direction, understanding, patience, and, most significantly, for his support, encouragement, and kind attitude in guiding me through the completion of my thesis. It was a pleasure and an honour to have him as my supervisor.

I'd also want to thank all of the lecturers that prepared the webinar and instructions for us students in Part 5 to get an opportunity to work on our final year projects. Finally, I'd want to express my gratitude to my family and friends for their physical and emotional support in assisting me with this study.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRAK	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF SYMBOLS	x
LIST OF ABBREVIATIONS / NOMENCLATURE	xi
CHAPTER ONE: INTRODUCTION	1
1.1 Research background	1
1.2 Problem statement	2
1.3 Research Objectives	4
1.4 Research Question	4
1.5 Scope of the study	5
1.6 Significance of the study	5
CHAPTER TWO: LITERATURE REVIEW	6
2.1 Introduction	6
2.2 Concept of Entrepreneur According to Islamic Perspective	6
2.3 E-commerce During Covid-19 Pandemic	9
2.4 Challenges E-commerce: Financial Impact	10
2.5 Potential of E-commerce during Covid-19 pandemic	12
2.6 Conclusion	14

CHAPTER THREE: RESEARCH METHODOLOGY	15
3.1 Introduction	15
3.2 Research Instrument	15
3.3 Research Participants	16
3.4 Data Collection	16
3.5 Data Analysis	17
CHAPTER FOUR: RESULTS AND DISCUSSIONS	18
4.1 Introduction	18
4.2 Qualitative Analysis: Interview	18
4.3 Identify about understand of online sellers in Terengganu	20
4.3.1 Gain awareness in doing online business	20
4.3.2 Strategy of online sellers in increasing their sales	22
4.4 Investigate the online sellers about advantages will get during pandemic	23
4.5 Financial management by online sellers	25
4.5.1 Interviewers' ways to manage their finances in business online	25
4.5.2 The importance of financial management to online sellers	27
4.6 Conclusion	29
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS	30
5.1 Introduction	30
5.2 Discussion of result	30
5.3 Summary of this study	31
5.4 Recommendations to improve financial management among online sellers	31
5.5 Conclusion	33
REFERENCES	34
APPENDICES	37