

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS AFFECTING E-WALLET ACCEPTANCE AMONG  
ACCOUNTING STUDENTS OF UiTM KELANTAN**

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**Master of Accountancy**

**January 2023**

## AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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## **ABSTRACT**

The goal of this study was to look into the relationships between each of the elements in the Technology Acceptance Model TAM2, specifically the influence of users' perceived usefulness, perceived ease of use, and subjective norm on the acceptance of E-Wallet among Accounting Students at UiTM Kelantan. Out of 280 questionnaire that were sent out, the received 240 were valid and used for this study. The data were collected from UiTM Kelantan's students using survey questionnaire and analysed using the SPSS's latest version . The study's findings demonstrated that variables in the Technology Adoption Model TAM2 - perceived usefulness, perceived ease of use, and subjective norm - affected E-Wallet acceptance among Accounting Students at UiTM Kelantan. In this university, both aspects have the strongest link with E-Wallet acceptability. This study broadens the scope of information by studying UiTM Kelantan students, who are underserved in terms of fees collection and payment among Malaysian students. This provides for practical consequences in terms of the techniques proposed to expand the usage of E-Wallet among university students. It offers details on how the study will contribute, such as what and who will benefit from it, particularly in terms of management contribution, societal view, researchers, and practitioners.

Keywords: E-Wallet, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Subjective Norm

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