



**FACTORS INFLUENCING ONLINE PURCHASING DECISION AMONG  
UNIVERSITIES STUDENTS AT MELAKA TENGAH**

**NURHADIA BINTI NORHIZAM  
2015428734**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA MELAKA  
KAMPUS BANDARAYA MELAKA**

## **ACKNOWLEDGEMENT**

Firstly, I wanted to thank Allah SWT for giving me a good condition and health in a process to complete my final project paper. I want to take this opportunity to express my sincere gratitude to those who helped in completing this final project paper.

I would like to thank my advisor, Madam Bushra Binti Mohd Zaki for her support, advices, and guidance from the start until the completion of the thesis. Her comments and suggestion to improve my thesis really helped me a lot.

Next, I would like to express my warm thanks to my parents because their supports during my hard times. Because of them, I able to finish my final project paper smooth and efficiently. All their helps in terms of moral and financial support have helped me until my project paper is done.

Last but not least, further appreciation to those who has assisted direct or indirectly during the completion of my final project paper. Genuine thanks to my friends for their moral support and ideas that make me able to submit my project paper on time.

Thank You.

## TABLE OF CONTENTS

	<b>PAGE</b>
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLE	vi
LIST OF FIGURE	vii
LIST OF ABBREVIATION	viii
ABSTRACT	ix
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>
	1.1 Research Background 1
	1.2 Problem statement 2
	1.3 Research Objective 3
	1.4 Research Question 3
	1.5 Scope of Study 4
	1.6 Significance of Study 4
	1.7 Definition of Terms 5
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>
	2.1 Introduction to Literature Review 7
	2.2 Literature Review of Online Purchasing Decision 7
	2.3 Literature Review of Social Factors 8
	2.4 Literature Review of Personal Factors 10
	2.5 Literature Review of Environment Factors 14
	2.6 Theoretical Framework and Hypothesis 17
<b>CHAPTER 3</b>	<b>METHODOLOGY</b>
	3.1 Research Design 19

3.2 Sampling Design	19
3.3 Population	20
3.4 Data Collection Method	21
3.5 Questionnaire (Source of Questionnaire)	22

## **CHAPTER 4**

### **FINDINGS**

4.1 Frequency of Background of Respondents	26
4.2 Reliability Analysis	28
4.3 Descriptive Analysis	29
4.4 Pearson Correlation	37
4.5 Multiple Regression Analysis	39
4.6 Hypotheses Testing	42

## **CHAPTER 5**

### **CONCLUSION**

5.1 Summary and Conclusion	44
5.2 Recommendation	46
5.3 Future Researcher	47

## **REFERENCES**

## **APPENDIX**

Questionnaires

## **ABSTRACT**

The present research was conducted at UiTM Bandaraya Melaka, Melaka Technical University and Melaka International of Science and Technology. This research and study was conducted to know the factors influence Online Purchasing Decision among student of UiTM Bandaraya Melaka, Melaka Technical University and Melaka International of Science and Technology. It is indicating the relationship between the dependent variable (online purchasing decision) and independent variable (social factors, personal factors and environment factors). This research is quantitative research and the data used for the study was collected using distribution of questionnaires. There were 100 students of UiTM Bandaraya Melaka, Melaka Technical University and Melaka International of Science and Technology had involved in answering the questionnaires. The data obtained from the questionnaires were analysed by using SPSS software.

As a summary, after the data collected and been analysed, the result showed that all the independent variables have significant relationship with the dependent variable which is online purchasing decision.