



FACTORS AFFECTING TOWARDS CUSTOMER'S ACCEPTANCE OF CASHLESS PAYMENT
SYSTEM AT RETAIL OUTLET

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ABSTRACT

This research study was implemented to examine about the acceptance of using cashless payment system among UiTM students in City Campus Branch, Melaka. This research aimed to be identified the main factor that influence the acceptance of using cashless payment systems at retail outlet like perceived usefulness, perceived ease of use, and perceived risk. The study done at UiTM Melaka City Campus.

Besides, this study was conducted at UiTM Melaka City Campus where the researcher studied. The sample size for this study is 128 respondents who in the City Campus. Respondents been asked to answer the questionnaire that contain the factors of influencing the customer's acceptance of using cashless payment systems. All data will be analyzed by using SPSS program. The sampling technique that has been used in this is non-probability sampling technique which is convenience sampling. The results shows the most influencing factors of the customer's acceptance of using cashless payment systems.