



CONSUMERS' INTENTION TO ADOPT MOBILE COMMERCE IN KOTA KINABALU

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JULY 2020

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the Allah s.w.t. the Almighty, for His showers of blessings throughout my research work to complete the research successfully.

I would like to express my deep and sincere gratitude to my research supervisor, Mrs. Jasmine Andrew for her guidance and encouragement in completing this research paper from the beginning until the research completed. I also wish to express my gratitude to Mr. Kamarulzaman as my second advisor for the guidance that he gave and for examining my presentation.

I would also extend my special thanks to Industrial Training Coordinator, Faculty of Business and Management, Ms Bernardette Jacynta Henry for giving me the opportunity and guidance until the research is completed.

A special thanks goes to my parents for their love, prayers, caring and sacrifices for educating and preparing for my future. I would also express my thanks to all my friends who always helping me during the preparation of this research.

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ABSTRACT

The purpose of this research is to study the elements affecting the consumers' intention to adopt mobile commerce in Kota Kinabalu. The factors that are being focused will be perceived ease of use, perceived usefulness and trust. The total numbers of 257 survey questionnaires will be collected from smartphones users who are adopting mobile commerce in Kota Kinabalu from 18 years old and above. The result of this study will be valuable for marketers in exploring knowledge and experiences of the relationship between consumers' intention to adopt mobile commerce in Kota Kinabalu. This presented research will form an evaluation for the intention to adopt mobile commerce. The data analysis technique that will be implemented in this research are frequency distribution, reliability test, correlation test, descriptive statistics and multiple regression analysis.