



**FACTORS INFLUENCE ONLINE SHOPPING ON
CUSTOMER TRUST**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
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- This work has not previously been accepted in substance for any degree, locally or oversea, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

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Praise to Allah for His help and guidance that I finally be able to complete this final year project. I assigned to make this research are about Factors Influence Online Shopping on Customer Trust.

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ABSTRACT

Presently, online shopping is growing rapidly in Malaysia because the technology makes customer easy to make transaction through e-commerce shopping channel. Customer difficult to put their trust towards online shopping such as not friendly user interface, lack of information, lack of security and privacy. So that trust plays the important role in online shopping because to gained trust from customer are very difficult. There are always have factors influence online shopping on customer trust. This study is to determine the factors influences online shopping on customer trust. Online questionnaire has been distributed through email and WhatsApp. This research was conducted in Negeri Sembilan and received 116 respondents that have been purchased in online shopping. The sampling technique that have been used in this research is non-probability which was the convenience sampling. Lastly, the result showed that the user interface, information quality, perceived security and perceived privacy are significant towards customer trust.

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