



اَوْبِقُوْا سَبِيْلِيْ تَكُوْنُوْا مِّنْ اُمَّةٍ
UNIVERSITI
TEKNOLOGI
MARA

**DETERMINANTS IMPACTING EMPLOYEES PURCHASE INTENTION DURING
MOVEMENT CONTROL ORDER: THE CASE OF ONLINE PURCHASE
PRODUCTS IN BANKING SECTOR.**

NUR ANIS AQILAH BINTI BUHAIRI

2017267404

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

JULY 2020

ACKNOWLEDGMENT

Alhamdulillah, first of all I feel very grateful to Allah S.W.T because He gave me a good health and opportunity to complete this final year project. Secondly, I have to express my deepest appreciation to my advisor, Puan Nurul Azlinda Binti Chek Talib, who has guided and given a lot of valuable guidance to me in completing this final year project. Thank you for your encouragement and advice throughout this learning process. Besides that, I also want to thank my second examiner, Puan Nor Azmawati Binti Husain, for the suggestions and valuable comments.

Next, a word of thanks and deepest appreciation to all employees at banking sector for their cooperation and support shown. I also want to extend my deepest gratitude to my father Bin , my mother Binti and my siblings for giving me moral and support to complete this final year project.

Special thanks to all my friends for your willingness to help me. Last but not least, I also would like to extend my sincere thanks to Universiti Teknologi Mara (UiTM) for giving this opportunity to learn and do this final year project.

ABSTRACT

Covid-19 outbreak around the world have given an impact towards people daily lives' activity. Malaysia is one of the country that had been affected by this Covid-19. One of the major step taken by the Malaysian government was to implement a Movement Control Order (MCO) to curb the spread of Covid-19. The aim of this study is to identify factors that lead to online purchase intention among employees in banking sector during MCO. The factors consist of price, perceived ease of use, perceived usefulness and website design. There were 131 sets of questionnaires collected from employees in banking sector through online survey. All the collected data were analyse through IBM SPSS Statistics. The results showed that only two factors which are perceived ease of use and website design have a significant relationship with online purchase intention among employees in banking sector. Therefore, this study will bring attention to several factors that online product seller needs to focus on in order to build a good website and there will also be several recommendations of government action that can be taken.

Keywords: Online Purchase Intention, Price, Perceived Ease of Use, Perceived Usefulness, Website Design.

TABLE OF CONTENT

TITLE	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	ix
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xiii
ABSTRACT	xiv
CHAPTER 1: INTRODUCTION	1
1.0 Introduction	1
1.1 Background of study	1
1.2 Problem Statement	4
1.3 Research Objectives	6
1.3.1 General Objective	6
1.3.2 Specific Objective	6
1.4 Research Question	7
1.5 Significant of study	7
1.5.1 The Researcher	7
1.5.2 The Entrepreneur	7
1.6 Scope of study	8
1.7 Limitations of the study	8
1.8 Definition of terms	9
1.8.1 Purchase Intention	9
1.8.2 Price	9