



**THE ACCEPTANCE FACTORS OF SOLAR ENERGY PRODUCT AMONG THE
CONSUMERS IN REMBIA, MALACCA**

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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MELAKA**

JULY 2016

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**Submitted in Partial Fulfilment of the Requirement for the
Bachelor of Business Administration with Honours (International Business)**

FACULTY OF BUSINESS MANAGEMENT

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DECLARATION OF ORIGINAL WORK



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MELAKA**

“DECLARATION OF ORIGINAL WORK”

**I, AISHAH BINTI MOHAMAD ZAFIR, (I/C Number: 930727-01-6152) and
ANIS THURAYYA BINTI MOHAMAD RODZI, (I/C Number: 941013-06-5116)**

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, 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 quotations mark and sources of my information have been specifically acknowledge.

SIGNATURE:.....

**AISHAH BINTI
MOHAMAD ZAFIR**

DATE:.....

SIGNATURE:.....

**ANIS THURAYYA BINTI
MOHAMAD RODZI**

DATE:.....

LETTER OF SUBMISSION

Sir Juan Rizal bin Sa'ari,

Lecturer of UiTM Malacca Main City Campus,

Faculty of Business Management,

Universiti Teknologi Mara,

110, Off, Jalan Hang Tuah,

75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the project entitled "**THE ACCEPTANCE FACTOR OF SOLAR ENERGY PRODUCT AMONG THE CONSUMERS IN REMBIA, MALACCA**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. We hope this report will achieve the objective of this study.

Thank you.

You're sincerely,

**AISHAH BINTI
MOHAMAD ZAFIR**

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**ANIS THURAYYA BINTI
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Bachelor of Business Administration (Hons) International Business

ABSTRACT

The research was conducted to carry out a study entitled “The Acceptance Factors Of Solar Energy Product in Rembia, Malacca”. This research was conducted to carry out a study entitled “The Acceptance Factors of Solar Energy Product in Rembia, Malacca. The purpose of this study is to understand the relationship between four variables which are the Knowledge, Effort Expectancy, Social Influence, and Performance Expectancy with the dependent variable which is the Acceptance Factor of Solar Energy Product. In this study, the research objective that have been identified are, to determine the level of acceptance of solar energy product among the consumers, to verify the relationship between acceptance factor and acceptance of solar energy product among the consumers as well as to examine the relationship between the consumers and their adoption to the green technology product.

For this study, 1,497 people are estimated residing in Rembia Malacca. The highest number of the sample size which is 150 is selected. At the end of the distribution, 123 respondents had returned their responses while the others are considered as unfinished. . The data was obtained from primary data by using questionnaires. All data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS) version 20.0.

Energy came in a various form such as water energy, coal, oil and gas and etc. Things can be fulfilled or function by using the energy. In simple words, energy is a part of our daily life routine. For example, energy is required for the basic human needs such as cooking, heating water, lighting and other household activities. Energy is also needed in order to expand and sustain the economic process such as in the agriculture, electricity usage or production, and transport. (Urban, 2009).