



**FACTORS INFLUENCE ATTITUDE OF  
UiTM STUDENTS TOWARDS ONLINE SHOPPING**

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KAMPUS BANDARAYA MELAKA**

**JULY 2016**

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

**FACULTY OF BUSINESS & MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**JULY 2016**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS & MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, ANIS SYAHIRAH BINTI MAHYUDIN, (I/C Number: 940501-10-5434)

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 quotation marks and sources of my information have been specifically acknowledged.

Signature: *Anisyahirah*

Date: July 2016

## LETTER OF SUBMISSION

JULY 2016

Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business & Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka

Dear Madam,

### **SUBMISSION OF PROJECT PAPER (MKT 662)**

With reference to the above matter, I am a student of BBA (HONS) Marketing would like to hand in my project paper entitled “**FACTORS INFLUENCE ATTITUDE OF UiTM STUDENTS TOWARDS ONLINE SHOPPING**” to fulfill the requirement as needed by the Faculty of Business & Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

*Anisyahirah*

(Anis Syahirah Binti Mahyudin)

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Bachelor of Business Administration (HONS) Marketing

## ABSTRACT

The purpose of this study is to identify the factors that influence attitude of UiTM students towards online shopping. The research is based on a sample of 317 respondents. The results show that perceived ease of use, perceived usefulness, and perceived enjoyment have significant influence on attitude of UiTM students towards online shopping. While perceived risk do not give impact on attitude towards online shopping among students from UiTM Kampus Bandaraya Melaka. The strongest relationship is between perceived enjoyment towards attitude towards online shopping.

*Key words: Attitude Towards Online Shopping, Perceived Ease of Use, Perceived Usefulness, Perceived Risk and Perceived Enjoyment*