

Universiti Teknologi MARA

**The Usefulness of Online Auction to UiTM
Shah Alam Community**

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DECLARATION

This is certifying that I am responsible for the work submitted in this project, that the original work is done by myself, except for the quotes and summary that each of which their sources are mentioned. The original work contained herein have not been taken or done by unspecified sources or persons.

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APPROVAL

THE USEFULNESS OF ONLINE AUCTION TO UITM SHAH ALAM CAMPUS COMMUNITY

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This thesis has been approved by thesis supervisor, Puan Yap May Lin. It was submitted to the School of Information Technology and Quantitative Science and was accepted in partial fulfillment of the requirements for the degree of Bachelor Science.

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ABSTRACT

The exponential growth of the Internet has led to a radical change in the way business is conducted. A few years ago, the application of auction on Internet (or online auction) was not yet fully explored by the organizations to distribute or sell their products, new and old. But today, all things have changed. Online auctions are become increasing important buying and selling channels for organizations and individuals (Turban et al., 2004)

This research projects looks into the role of online auction plays in a society. The scope of the research is on UiTM Shah Alam community. Questionnaires were distributed to about 200 respondents among the UiTM Shah Alam community of staff and students. From the findings, the perceived usefulness of online auction was determined for this community.

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