

**FACTORS THAT INFLUENCED CONSUMER ACCEPTANCE TOWARDS ONLINE
SHOPPING BEHAVIOUR AMONG EMPLOYEES IN
MAJLIS PERBANDARAN HANG TUAH JAYA MELAKA**

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Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”

I, MARLIANY BINTI ABDULLAH, (I/C Number :930312045496)

Hereby, declare that:

- This work has not previously been accepted in substances 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 verbatilm extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : _____

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LETTER OF TRANSMITTAL

Head Of Program,
Bachelor of Business Administration (Hons)
International Business,
Faculty of Business and Management,
Universiti Teknologi MARA,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 663)

Enclosed here is the project paper titled “**Factors That Influenced Consumer Acceptance towards Online Shopping Behaviour among employees in Majlis Perbandaran Hang Tuah Jaya Melaka**” to fulfil requirement as needed by the Faculty of Business and Management UiTM Kampus Bandaraya Melaka.

Thankyou,

Yours sincerely

.....

Marliany Binti Abdullah

2015806236

Bachelor of Business Administration (Hons.) International Business

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ABSTRACT

This study is intended to investigate the factors influencing consumer acceptance towards online shopping behaviour among employees in MajlisPerbandaran Hang Tuah Jaya Melaka. Five objectives have been determined in this study. First, to identify whether there is a significant relationship between perceived usefulness and consumer acceptance towards online shopping behaviour. Second, to identify whether there is a significant relationship between website design quality and consumer acceptance towards online shopping behaviour. Third, to identify whether there is a significant relationship between time saving and consumer acceptance towards online shopping behaviour. Next, to identify whether there is a significant relationship between perceived risk and consumer acceptance towards online shopping behaviour. Lastly, to identify the factor that gives most influence on consumer acceptance towards online shopping behavior.

The population of the study consists of 317 employees of MajlisPerbandaran Hang Tuah Jaya Melaka and the data were collected by distributing 200 questionnaires but only 198 questionnaires respondents returned the questionnaires. Therefore, only 198 questionnaires were used in this study. To analyse the data, descriptive, correlation and regression analyses were used. From the correlation analysis conducted, the results revealed that there are significant positive relationships between all independent variables (perceived usefulness, website design quality, time saving and perceived risk) and dependent variable (consumer acceptance towards online shopping behaviour). Meanwhile, from regression analysis conducted, it was found that time saving gave more influence to consumer acceptance towards online shopping behaviour. Last but not least, from the Model Summary derived from the analysis, it showed that all independent variables have major influence on consumer acceptance towards online shopping behaviour by 86% and another 14% was influenced by other factors.