



**BARRIERS TO E-COMMERCE ADOPTION; AMONG SMALL AND MEDIUM SIZED  
ENTERPRISES (SMEs) ; WITHIN THE CENTRAL REGION OF MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**CAWANGAN MELAKA KAMPUS BANADARAYA MELAKA**

**JULY 2018**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**

**10 JULY 2018**

**DECLARATION OF ORIGINAL WORK**



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

I, ANIS SURAYA BINTI ABDULLAH, (I/C NUMBER: 961122-10-5752),

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: \_\_\_\_\_

Date: 10 JULY 2018

## LETTER OF TRANSMITTAL

July 2018

The Head of Program

Bachelor of Business Administration (Hons.) International Business

Faculty of Business and Management

University Technology MARA

Cawangan Melaka Kampus Bandaraya

75300 Melaka

Dear Madam/Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titles 'Barriers to E-Commerce Adoption; among Small and Medium sized Enterprises (SMEs); within the central region of Malaysia as to fulfill the partial requirement by Faculty of Business and Management, Universiti Technology MARA.

Thank you

Sincerely

Anis Suraya Binti Abdullah

2015249706

Bachelor of Business Administration (Hons.) International Business

## **ABSTRACT**

The purpose of this study is to investigate the barriers to e-commerce adoption among Small and medium sized Enterprise (SMEs) within the central region of Malaysia. A theoretical framework comprises of four (5) factors (external environment, internal environment, perceptions, and attitudes). A multivariate likert-scale questionnaire (scale from 1 to 5) were developed. A sample of 100 questionnaires were distributed to SME in central region of Malaysia but only 73 were returned. Data collected were analysed using SPSS V23. Multiple regression generated to test hypothesis and to establish the effect of external environment, internal environment, perceptions, and attitudes on e-commerce adoption. Regression analysis was conducted to establish. The result of the research shows that only external environment has significant relationship towards e-commerce adoption. Findings also shows that negative external environment will lead to non-adoption of e-commerce in central region of Malaysia. Therefore, the government should take this issue into consideration when they planned for initiative bolstering SMEs' involvement in digital economy.