



**ADOPTION OF E-COMMERCE BUSINESS AMONG
SMALL MEDIUM ENTERPRISES (SMEs) IN MELAKA**

KHAIRULANWAR BIN ABD RAHMAN	2010206868
MUHAMMAD AZRI BIN MISTI	2010602196

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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JUN 2013**

"DECLARATION OF ORIGINAL WORK"

We, KHAIRULANWAR BIN ABD RAHMAN (I/C: 900728-01-5541) and MUHAMMAD AZRI BIN MISTI (I/C:900402-01-5429)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledged.

Signatures:

_____ and _____
(KHAIRULANWAR BIN ABD RAHMAN) (MUHAMMAD AZRI BIN MISTI)

Date: _____

LETTER OF SUBMISSION

JUNE 2013

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
Off Jalan Hang Tuan
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**ADOPTION OF E-COMMERCE BUSINESS AMONG SMALL MEDIUM ENTERPRISES (SMEs) IN MELAKA**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

(KHAIRULANWAR BIN ABD RAHMAN)
2010206868

and

(MUHAMMAD AZRI BIN MISTI)
2010602196

ABSTRACT

This study is conducted as a partial fulfilment of the coursework of Industrial Training Project Paper (MKT 669). The title of the study is adoption of e-commerce business among Small Medium Enterprises (SMEs) in Melaka. E-commerce and the use of the internet as a modern day technology to enhance ones business operation have become inevitable in current global business.

The main objectives of the study are to to determine the level of adoption of e-commerce among SMEs in Melaka, to determine the perception of SMEs toward relative advantage, security, observability, complexity and organizational readiness, to determine the relationship between relative advantage, security, observability, complexity and organizational readiness with adoption of e-commerce among SMEs in Melaka and also to determine the factor that gives most impact on adoption of e-commerce among SMEs in Melaka.

The results from the study indicated that the level to adopt e-commerce among SMEs is high. It also indicate independent variables which is relative advantage, security, observability, complexity and organizational readiness are significantly and positively related to the adoption of e-commerce among SMEs in Melaka. The SMEs also have high perception on e-commerce and observability is the most impact on adoption of e-commerce among SMEs in Melaka.

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