



FACTORS THAT INFLUENCE THE INTENTION TO USE  
CRYPTOCURRENCY AMONG THE PUBLIC IN KUALA  
LUMPUR

FATIN NURSYAKIRAH BINTI HALIM  
2016253372

Submitted in Partial Fulfilment 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

JUNE 2019

**DECLARATION OF ORIGINAL WORK**



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

I, FATIN NURSYAKIRAH BINTI HALIM,  
(I/C Number: 960802-56-5440)

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: \_\_\_\_\_

## **LETTER OF SUBMISSION**

28<sup>th</sup> December 2018

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

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled **“FACTORS THAT INFLUENCE THE INTENTION TO USE CRYPTOCURRENCY AMONG PUBLIC IN KUALA LUMPUR”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

---

(FATIN NURSYAKIRAH BINTI HALIM)

2016253372

Bachelor of Business Administration

(Hons.) International Business

## Table of Contents

	<b>Page</b>
<b>TITLE PAGE</b>	I
<b>DECLARATION OF ORIGINAL WORK</b>	II
<b>LETTER OF TRANSMITTAL</b>	III
<b>ACKNOWLEDGEMENT</b>	IV
<b>TABLE OF CONTENTS</b>	V
<b>LIST OF TABLES</b>	VII
<b>LIST OF FIGURES</b>	VIII
<b>ABSTRACT</b>	X
<b>CHAPTER 1: INTRODUCTION</b>	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Scope of Research	8
1.6 Significance of Research	8
1.7 Definition of Terms	10
1.8 Conclusion	11
<b>CHAPTER 2: LITERATURE REVIEW</b>	12
2.1 Introduction	12
2.2 Focus on Research	12
2.3 Theory	12
2.4 Intention to use cryptocurrency	14
2.5 Awareness	15
2.5.1 Relationship between Intention to use cryptocurrency and awareness	15
2.6 Transaction Processing	16
2.6.1 Relationship between Intention to use cryptocurrency and transaction processing	16
2.7 Subjective Norm	16
2.7.1 Relationship between Intention to use cryptocurrency and subjective norm	17
2.8 Perceived Behavioural Control	17
2.8.1 Relationship between Intention to use cryptocurrency and perceived behavioural control	18
2.9 Framework	18
3.0 Summary of Chapter	19
<b>CHAPTER 3: RESEARCH METHODOLOGY</b>	20
3.1 Introduction	20
3.2 Research Design	20
3.3 Population and Sample	22
3.4 Measurement and Organization of Questionnaire	23
3.5 Data Collection Procedure	24

## **Abstract**

The purpose of this study was to determine the factors that influence the intention to use cryptocurrency among public in Kuala Lumpur. The independent variables consist of four factors including awareness, subjective norm, transaction processing and perceived behavioural control. Meanwhile the dependent variable of this study is intention to use cryptocurrency. A total of 79 usable questionnaires was keyed in and analysed by using SPSS software. Furthermore, this research has used purposive sampling to obtain accurate data from targeted respondents. All the data were collected for the purpose to create analysis of descriptive, reliability and regression analysis. In this study, findings show that there were three independent variables that have a significant and positive relationship towards intention to use cryptocurrency which are awareness, transaction processing and perceived behavioural control. From this study we can see, the finding is useful for body of knowledge, industry players and policy makers.

**Keywords:** Intention to use, Awareness, Transaction Processing, Perceived Behavioural Control