



FACTORS INFLUENCE CONSUMER TRUST IN SHOPPING PRODUCT ONLINE

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JULY 2019

DECLARATION



BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS (MARKETING)
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“DECLARATION OF ORIGINAL WORK”

I, MASLINA BINTI MAHAZIR, (I/C Number: 961019-04-5114)

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

July 2019

Head of Program

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Dear Madam,

SUBMISSION OF PROJECT PAPER

With reference to the above matter, I would like to hand in my project entitled

“Factors Influence Consumer Trust In Shopping Product Online” to fulfill the requirement as needed by the Business & Management, Universiti Teknologi Mara.

Thank You.

Yours Sincerely,

Maslina Binti Mahazir

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ABSTRACT

This title of this research is “Factors Influence Consumer Trust in Shopping Product Online”. The main objective of this research is to examine the relationship between factors influence consumer’s trust towards shopping product online. The consumer’s trust consist of reputation, business size, perceived service quality, website, information security and reference group which have been identified in order to investigate whether or not these factors have influence towards trust in shopping product online. The independent variables in this research are factors of consumer’s trust while the dependent variable is trust. Hence, the questionnaires were distributed and 100 respondents were obtained with convenience sampling will used as sampling technique that was analyzed with Statistical Program for the Social Sciences (SPSS) version 22. The results have shown that website, information security and reference group have a positive significant relationship towards trust. Thus, there are three variables are not significant relationship which is reputation, business size and perceived service quality towards trust. While, the level of consumer’s trust is moderate.

Key words: trust online shopping, reputation, business size, perceived service quality, website, information security, reference group.