



**CUSTOMER ACCEPTANCE OF CASHLESS PAYMENT SYSTEMS AMONG UiTM
KAMPUS BANDARAYA MELAKA STAFFS**

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JULY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”

I, Mohd Faez Bin Zainal Abidin (I/C Number: 930710-14-6049)

Hereby, I declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being submitted for this degree or any other degrees.
- This project is the result of my independent work and investigation, except otherwise stated.
- All verbatim have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: ____/____/____

LETTER OF SUBMISSION

JULY 2019

The Head of Program

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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the research entitled "Customer Acceptance of Cashless Payment Systems" to fulfill the requirement as needed by the Faculty of Business & Management. I hope this report will fulfill the requirement of Bachelor of Business Administration (Hons) Marketing and also achieved the objective of this study.

Thank you.

Yours sincerely,

Mohd Faez Bin Zainal Abidin

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of this study is to identify the factors influencing customer acceptance of cashless payment systems among UiTM Kampus Bandaraya Melaka staffs from both non-academic and academic departments. The sample of this study is 102 respondents. The questionnaire has been distributed based on the number selected in the list name of the staffs. This study has been conducted by the researcher to determine the sample, the reliability and validity of the questionnaire and identify the significance of the variables. The researcher collected the data from primary data, secondary sources and data analysis technique by using SPSS version 20. There are three variables that involve in this study which are perceived usefulness, perceived ease of use and perceived risk. The result stated that all three variables are significant and had positive relationship with customer acceptance of cashless payment systems. From these three variables, perceived usefulness is the most influential factor influencing customer acceptance of cashless payment systems among UiTM Kampus Bandaraya Melaka staffs.