



**ONLINE PURCHASE INTENTION AMONG EMPLOYEES IN DRB-
HICOM DEFENCE TECHNOLOGIES SDN BHD**

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MARCH 2019

ABSTRACT

The purpose of this study was to determine the online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd. The variables consist of price, trust, convenience and save time, website based and online purchase intention. The respondents were 97 people of employees in DRB-HICOM Defence Technologies Sdn Bhd .The finding showed that price and website based have influence on the online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd. These two variables showed significant relationship towards the online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd. The study refers to primary data and also secondary data for supporting the sampling technique. Meanwhile, the researcher use questionnaire as the method to collect all the data from sample of respondents in accomplishing the research objectives. While the data for this study was analyzed using reliability testing, descriptive, correlation and regression analysis. The result of the study presented in this research agrees that price and website based can influence customers online purchase intention. This study can be seen as a foreword to a more detailed study to be carrying by future research on the issue of the online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd.

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LETTER OF TRANSMITALL

JUNE 2019

Project Advisor,

Puan Khalilah Binti Ibrahim,

Faculty of Business Management,

Universiti Teknologi Mara (UiTM),

Cawangan Melaka,

Kampus Bandaraya Melaka.

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project title “**ONLINE PURCHASE INTENTION AMONG EMPLOYEES IN DRB-HICOM DEFENCE TECHNOLOGIES SDN BHD**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank You,

Yours Sincerely,

(UMMI FARHANA BT HAMIZAL)

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CHAPTER 1:

INTRODUCTION

1.0 INTRODUCTION OF STUDY

This chapter tells more about the background of study of researcher's topic which is online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd. Basically, people nowadays would prefer to buy through online shop. In this chapter it is also contains problem statement where researchers have highlighted the problem in Malaysia which there is several issues that arise towards intention of customer to purchase online. Problem statement is a clear statement of issue that needs to be investigated in order to find the solution to the problem.

It also has research questions along with its objectives. Research questions is research intention in the form of question that researchers wanted to answer while research objective is the purpose and reason that make researchers to start the study. This chapter also included scope of study and significance of study where the researchers have focused on studying groups of peoples and researchers believe that this study will help consumer to understand better regarding online purchase intention among employees in DRB-HICOM Defence Technologies Sdn Bhd.