



A STUDY ON PUBLIC ACCEPTANCE TOWARDS THE
IMPLEMENTATION OF GST IN MALACCA

MOHAMMAD AFZANIDZAM BIN AZIZ

2013613774

Submitted in Partial Fulfilment of the Requirements for the Bachelor of
Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS

JANUARY 2016

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, MOHAMMAD AFZANIDZAM BIN AZIZ, (I/C Number: 910125105213)

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

JANUARY 2016

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka.

Dear Mrs,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON PUBLIC ACCEPTANCE TOWARDS THE IMPLEMENTATION OF GST IN MALACCA" to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

MOHAMMAD AFZANIDZAM BIN AZIZ

(2013613774)

TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGES</u>
Declaration of Original Work	i
Letter of Submission	ii
Acknowledgement	iii
Table of Content	iv-vi
List of Tables / Figure	vii
Abstract	viii
1.0 Chapter One: Introduction	
1.1 Introduction	1
1.2 Background of Study	1-3
1.3 Goods and Services (GST)	3-5
1.4 Problem Statement	6-7
1.5 Research Objectives	8
1.6 Research Questions	8
1.7 Hypothesis	9
1.8 Significant of Study	10-11
1.9 Scope of Study	11
1.10 Limitation of Study	12
1.11 Definition of Terms	13-14
1.12 Conclusion	14
2.0 Chapter Two: Literature Review	
2.1 Introduction	15-17
2.2 Public Acceptance Towards The Implementation Of GST in Malacca	17-19
2.3 Concept of Knowledge	19-20
2.4 Concept of Attitude	20-21
2.5 Concept of Individual Potential Consumption Behavior	22
2.6 Theoretical Framework	23-24
2.7 Conclusion	25

ABSTRACT

This paper is to examine public acceptance towards the implementation of GST in Malacca. However, there not much study about the public acceptance towards the implementation of GST in Malaysia or Malacca which mostly previous study is about public acceptance towards products or services. Thus, the theoretical framework was done. With a convenience sampling method used in this research, about 150 questionnaires distributed to the public before the results have revealed relationship and significant of conceptual framework of this topic. The researcher distributed the questionnaires among the public around Bandar Hilir on 16th November to 22nd November 2015. There are three conceptual factors which are knowledge, attitude and individual potential consumption behavior has been analysed. Then the result of the study would indicate the main influential public acceptance towards the implementation of GST in Malacca.

Key words: GST, Knowledge, Attitude, Individual Potential Consumption Behavior