



اُنِيُوْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**DETERMINANTS OF PURCHASING INTENTION ON E-TICKETING SYSTEM AMONG
WORKING ADULTS IN MALAYSIA**

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JANUARY 2020

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

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FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

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I, NUR IZZATI BINTI KAMARULZAMAN, (I/C Number: 970222105770)

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 investigations, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

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The Head of Program

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Faculty of Business and Management

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Dear Dr. Nur Melissa Binti Mohammad Faisal Wee,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “**DETERMINANTS OF PURCHASING INTENTION ON E-TICKETING SYSTEM AMONG WORKING ADULTS IN MALAYSIA** ” to fulfil the requirements needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours Sincerely,

NUR IZZATI BINTI KAMARULZAMAN (2016734581)

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ABSTRACT

With the evolution of technology, society has changed dramatically. Life was burdensome before the advent of modern technologies, and our daily tasks took too much of our energy. Technologies that play an important role in human life are creating enormous possibilities. Due to modern technologies, access to education, health, manufacturing, travel, etc. has been streamlined. Lives have improved significantly thanks to the comfort and flexibility offered by technology. There used to be a time when it would take most of the day to conduct a simple task such as buying an e-ticket. Therefore the advancement of technology on e-ticketing system bring both benefits and disadvantages. The present study seeks to find about determinants of purchasing intention of e-ticketing system among working adults in Malaysia. The independent variables are user satisfaction, perceived usefulness, perceived ease of use and environmental concern. While the dependent variable is purchasing intention. A total of 250 questionnaires were keyed in and analysed by using SPSS software version 20. Furthermore, this research has used non-probability sampling which is the judgement sampling. All data were collected to obtain data about analysis or descriptive, correlation and regression analysis. In this study, findings show that there were three out of 4 variables that are significant which are perceived usefulness, perceived ease of use and environmental concern.

Keywords: *Purchase Intention, User Satisfaction, Perceived Usefulness, Perceived Ease of Use, Environmental Concern, Working Adults, E-ticketing System*