



FACTORS AFFECTING INTENTION TO USE M-WALLET

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

I, NURUL SYAFIQAH BINTI NORAZMAN, 961129145140

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 others 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

The Head of Program
Bachelor of Business Administration (Hons) in Marketing
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Factors affecting intention to use M-wallet” to fulfil the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

NURUL SYAFIQAH BINTI ORAZMAN

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ABSTRACT

The purpose of this study is to examine the factors that affecting the intention to use mobile wallet (M-wallet), in this digital technology era of technology advance that can influence people to use M-wallet. In additional, it is also meant to analyse if the independents variables can influence the factors affecting intention to use M-wallet system. This is questionnaires has been answer by random people that stay at Petaling Jaya City. A questionnaire was completed reflecting their responses to five constructs which is their intention to use, perceived ease of use, perceived behavioural control, compatibility, and trust. Convenient sampling technique was used to distribute the questionnaires to random respondents. Subsequently, the data collected were transferred into the SPSS program and analysed. The data went through several statistical analyses such as Frequency Analysis, Reliability Analysis, Pearson Correlation Analysis, and Multiple Regression Analysis. The outcome was confirmed that independents variables are positively related to the factors affecting the intention to use M-wallet. Lastly, the findings of this research study can be beneficial to the entities involved in cashless society and future researchers.