

**UNIVERSITI TEKNOLOGI MARA**

**AN ANALYSIS ON CRYPTOCURRENCY  
ACCEPTANCE: A CASE STUDY AT BITCOIN  
AND OTHER CRYPTOCURRENCY FORUM**

**AININ SOFIYA BINTI ABDUL KARIM  
2016645396**

Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
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## AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

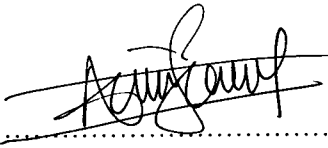
Name of Student : Ainin Sofiya binti Abdul Karim

Student I.D. No. : 2016645396

Programme : Bachelor of Business and Administration (Hons)  
Islamic Banking.

Faculty : Business and Management

Thesis : An Analysis of Cryptocurrency Acceptance: A Case  
Study at Bitcoin and Other Cryptocurrency Forum

Signature of Student :  .....

Date : June 2019

## ABSTRACT

The cryptocurrency adoption especially Bitcoin has become phenomenal worldwide including Malaysia. A survey conducted by Luno shows that 57 percent from cryptocurrency users in Malaysia even have more than one Bitcoin wallet. A huge demand from the market has drove several firms to launch Islamic cryptocurrency. Recently, a Malaysia-based firm HelloGold has received a shariah compliant certification from Amanie Advisors for its gold-backed cryptocurrency, GOLDX that was launched at the end of 2017. The number of cryptocurrency consumers keep on rising but the factor of what causing this rocketing number of users are yet to be a question. Series of research have been done to determine the prominent factors of what affecting the behavioural intention and user behaviour or called in some other journals as consumer adoption of cryptocurrency Mahomed (2017). Different research at different countries brought variety outcomes. Therefore the same study will be done throughout this research. A quantitative approach and two Multiple Regression will be used to test the existing theory proposed in Unified Theory of Acceptance and Use of Technology (UTAUT) on the acceptance of cryptocurrency.

Keywords: Cryptocurrency, cryptocurrency user, UTAUT, virtual currency, Bitcoin, technology adoption

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