Universiti Teknologi MARA

Selection of Mobile Commerce Applications by using Fuzzy Analytic Hierarchy Process

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STUDENT'S DECLARATION

I certify that this report and the research to which it refers are the product of my own work and that any ideas or quotation from the work of other people, published or otherwise are fully acknowledged in accordance with the standard referring practices of the discipline.

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ABSTRACT

The usage of digital technologies such as mobile phones and smartphones for online shopping is now actively practiced by online shoppers with access to the Internet. Mobile commerce applications (m-commerce app) are becoming the main attractions for shoppers that prefer to shop online at any time comfortless. The purpose of this study is to identify the factors influencing users' selection of mobile commerce applications and to determine the best mobile commerce applications. Fuzzy Analytic Hierarchy Process (FAHP) technique is specifically applied to determine the most important influencing factor and to rank the alternatives accordingly. Several relevant factors; privacy, design, convenience, and promotion have been adopted and three alternatives; Shopee, Lazada, and Go Shop are being ranked in this study. The results indicate that privacy is the most influential factor for selecting the m-commerce app followed by promotion, design, and convenience. Shopee is the top rank for the best m-commerce app choosing by the experts. Through this study, the contributions will be given benefits to clients, retailers, and mobile businesses to give pieces of information and improves for better shopping experiences.

Keywords: online shopping, mobile commerce, mobile commerce applications, Fuzzy Analytic Hierarchy Process (FAHP)

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