



**FACTOR THAT CAN INFLUENCE CUSTOMER INTENTION TO
ADOPT SMART HOME: A CASE STUDY OF Icon-Future Home**

**RADIYATUL AMIRA BT MD YASRI
2015146137**

**BACHELOR IN BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

DECEMBER 2018

**FACTOR THAT CAN INFLUENCE CUSTOMER INTENTION TO
ADOPT SMART HOME: A CASE STUDY OF Icon-Future Home**

RADIYATUL AMIRA BT MD YASRI
2015146137

(12)

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of the Business Administration
(HONS) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

DECLARATION OF ORIGINAL WORK

I, Radiyatul Amira Binti Md Yasri, (I/C Number: 951028-10-5124)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and not being concurrently submitted
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts has been distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature:  date: 20/12/2018

LETTER OF TRANSMITTAL

20 DECEMBER 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Factor that can influence customer intention to adopt smart home: a case study of Icon-Future Home" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely



Radiyatul Amira Bt Md Yasri

2015146137

Bachelor of Business Administration (hons) Marketing

ABSTRACT

This study is about factors that influence customer intention to adopt smart home. The objective of this study is to know whether the factor can influence customer intention to adopt smart home. The methodology of this study is using questionnaire on respondent. Total respondent is 100 from existing and potential customer. This study also uses Statistical Package for Social Science (SPSS) version 22. The result shows that, perceived usefulness and individual is the main factor that can influence on customer intention to adopt smart home. While perceived ease of use do not influence on customer intention but have significant value. Therefore, cost is does not have positive relation and do not influence customer intention from the start of study. As conclusion, perceived usefulness is the strongest factor that can influence customer intention to adopt smart home and second strongest is individualism.