

**PERCEIVED USEFULNESS, PERCEIVED EASE TO USE, SELF-
EFFICACY, MAINTAINING SOCIAL DISTANCING,
PERCEIVED ENJOYMENT AND INTENT TO PURCHASE
HARUMANIS PERLIS IN AGROBAZAAR ONLINE**

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DECLARATION

The Final Year Project is a partial fulfilment of the requirements for a Degree of Bachelor of Science in Agrotechnology (Hons.) Horticulture Technology in the Faculty of Plantation and Agrotechnology, Universiti Teknologi MARA.

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ABSTRACT

PERCEIVED USEFULNESS, PERCEIVED EASE TO USE, SELF-EFFICACY, MAINTAINING SOCIAL DISTANCING, PERCEIVED ENJOYMENT AND INTENT TO PURCHASE HARUMANIS PERLIS IN AGROBAZAAR ONLINE

For year of 2021, Harumanis season was fall under pandemic of Covid-19 and restricted movement order. Problems aroused when farmers faced difficulties to sell their fruit. Therefore, selling Harumanis online was an alternative ways sell to cope with the situation. The aim of this study was to investigate factors influencing intent to purchase online for Harumanis. The data collection was held by using quantitative survey-based method. The respondent was among those who experienced in purchasing Harumanis Perlis previously. Data was analyzed by using SPSS software. The total of valid sample size was 114 respondents. That data was collected with using questionnaire from Google Form. The included analysis was frequency, descriptive and correlation. Meanwhile, developed hypothesis was confirmed by Regression. The main finding of this study was hypothesis from perceived usefulness, self-efficacy and perceived enjoyment was positive significant with intent to purchase Harumanis Perlis in Agrobazaar Online. The recommendation was promoting this Agrobazaar Online using social media and provide discount for the first user of this Application. Other than that, sellers need to add clear and easy to understand product information. Besides that, add minimal product information and requires little effort to purchase. Next, add featured such as purchases the product by using online mobile wallets to pay. Furthermore, uses the online platform to buying the product. Lastly, by add the feature such as chatting with seller in the Agrobazaar feature.

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