

**The perceived characteristics that influence on intention
to use led lighting in residential market**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (OPERATION MANAGEMENT)
FACULTY OF BUSINESS MANAGEMENT
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**“DECLARATION OF ORIGINAL
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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, local or overseas and is not being concurrently submitted for this degree or and other degrees.
- This paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our

information have been specifically acknowledged.

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ACKNOWLEDGEMENT

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ABSTRACT

The purpose of this study is to examine the perceived characteristics that influences of intention to use LED lighting in residential market. There are three independent variables that be used in this study which are relative advantage, compatibility, and image. While, for the dependent variable is intention to use LED lighting. This study using questionnaire as a research instrument, as much as 73 sets of questionnaires that have been distributed to the respondents. Then, all data collection has been interpreted by using SPSS version 20. The results shows one of three independent variables which is image has a positive relationship with intention to use LED lighting. While, other than that which are relative advantage and compatibility have no relationship with intention to use LED lighting.

Keywords: perceived characteristics, LED lighting, relative advantage, compatibility, image, intention to use