



**Faculty of Administrative Science  
& Policy Studies  
Universiti Teknologi MARA**

**Bachelor of Administrative Science (Hons.)**

**Title of Research:**

**Factors That Influence the Advancement of E-Commerce Among UiTM Seremban  
3 Students**

**Name of Student**

**AHMAD ARIF FAUZAN BIN AMRAN – 2019406352  
AMIRUL SYAFIQ BIN AIZZUDEAN - 2019230716**

**Supervised by:**

**MUJIBU ABD MUIS**

## **Acknowledgement**

We would like to express our gratitude for the lecturers who had guide us in the proposal until this period. This means a lot to us for considering the extra knowledge taken by them in educating, guiding, and leading us even by online method. Because that we are still in the period of Open Distance Learning (ODL), our lectures are continued normally despite the difficulties every of us currently facing. The initiative taken by lecturers motivated us to study hard and keep moving forward during this hard period. We want to thank Sir Mujibu Abd Muis specifically because with his idea and guidance, we can portray this research in a more academic manner.

We would also thank all the UiTM staffs. They had been working for all day long to ensure the university achieve its aims. Without them, we might not be able to finish this proposal. They had truly taken an extra mile even though they are currently at home. Not to be left behind, our inspired seniors who had help us throughout the process of finishing this proposal. They gave us the motivation and confidence to finish what we had already started. They also making sure this subject can be seen hard to pass at first but extremely helpful in the future.

Lastly, we would like to thank our family and friends for every support and kind words they had given us during the process. We believe that research is a process of exploring new knowledge that leads us to new possibilities of dreams and hope. This all seems possible with all support along the way.

Thank you.

## **Abstract**

The electronic commerce began decades ago with the purpose of easing the transaction with less time and power consumed. Nowadays, e-commerce has begun shining due to technological development and easing everyday buy and selling transactions. This research paper is mainly aimed at studying the factors that influence the advancement of e-commerce among UiTM Seremban 3 students. The research came to life, where the topic focuses on online purchase ever since the Covid-19 pandemic, where physical touch was to be heavily avoided with one another. The problem statement looks at the acknowledgement of UiTM Seremban 3 students regarding the advancement of e-commerce. In order to understand it, it oversees the factors that has been said to contribute for its advancement. The data gained from the research showed that a significant number of students do acknowledge of e-commerce's development based on factors they felt are more relevant. The paper had also included limitations of the research along the way and suggestions on how e-commerce could be more well known in the future.

## Table of contents

### Chapter 1: Introduction

1.1	Introduction	1
1.2	Problem statement	2
1.3	Research questions	3
1.4	Research objectives	4
1.5	Scope of the study	4
1.6	Significance of the study	4
1.7	Definition of terms/concepts	6

### Chapter 2: Literature Review & Conceptual Framework

2.1	Introduction	8
2.2	Literature Review	8
2.3	Factors influencing the advancement of e-commerce	10
2.4	Conceptual framework	13
2.5	Hypothesis Development	14
2.6	Summary	17

### Chapter 3: Research Method

3.1	Introduction	18
3.2	Research design	18
3.3	Unit of Analysis	18
3.4	Sampling Size	19
3.5	Sampling Technique	19
3.6	Measurement/Instrumentation	20
3.7	Data Collection	22
3.8	Data Analysis	22

### Chapter 4: Research Findings

4.1	Introduction	24
4.2	Demographic Profile	24
4.3	Preliminary Analysis	26
4.4	Main Findings	28

4.5	Summary of Findings	30
-----	---------------------	----

## Chapter 5: Discussion and Conclusion

5.1	Introduction	31
5.2	Summary of Research Objective	31
5.3	Research Recommendation	32
5.4	Research Limitations and Future Suggestions	36
5.5	Conclusion	39

## References