



اَوْتِيُوْا سِيْمِيْوِيْ تَنْجِيُوْا لَوْ كُنْ اَمَّاا  
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TEKNOLOGI  
MARA

**FACTORS OF STUDENTS' INVOLVEMENT IN  
ONLINE BUSINESS: A CASE STUDY OF THE  
ACADEMY OF CONTEMPORARY ISLAMIC STUDIES  
(ACIS) UITM SHAH ALAM.**

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## ABSTRACT

This study aims to identify the factors of student engagement in online business among students Academy of Contemporary Islamic Studies. The objective of this study is to identify whether motivation is a contributing factor to student engagement in online business. Second, to identify whether attitude is a contributing factor for student engagement in online business. Thirdly, to identify whether skills are the contributing factors for student engagement in online business. Finally, to identify whether technology is a contributing factor for student engagement in online business. Online business in Malaysia has become increasingly popular among students in Malaysia. Internet use is the basis for businesses in society to start and continue their business activities. Success or failure of engagement in business can depend on students behavior and innovation in forming social relationships with family members, friends, employees, customers and suppliers who benefit them in material and non-material benefits. As research has been conducted, many students have ventured into online business. This study was conducted on quantitative studies by collecting feedback based on questionnaires distributed to 120 students in the Academy Of Contemporary Islamic Studies as a method of collecting data and analyzing using (SPSS). Overall, the results of the study highlighted that the students involvement in online business was influenced by motivation, attitude, skills and technology.