



**CONSERVATORY OF MUSIC
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MUF655

RESEARCH PROJECT

**E-WALLET USE IN CONCERT TICKET PURCHASE: THE
EFFICIENCY, SECURITY AND SATISFACTORY**

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ABSTRACT

Due to the evolution of financial technology in recent years, the number of E-wallet cashless transactions has increased significantly. Payment services have grown increasingly significant in Malaysians' everyday life with the introduction of E-wallets in the country, owing to a variety of planned and accidental occurrences. The goal of this research is to discover the E-wallet use in concert ticket purchase, The Efficiency, security and satisfactory. The objectives of this study are to analyse the effectiveness of E-wallets in concert ticket purchasing and to investigate the impacts of E-wallet usage in the music business. The methodology using in this research is SWOT analysis. The finding research objective 1 is what are the effectiveness of E-wallets in concert ticket purchasing. In terms of efficiency, security and satisfactory. After that finding, the research objective 2 is what are the impact of E-wallet usage in the music business. In term consumer and event organiser. This matter to consumers and the Event organiser. The study's findings indicated that the E-wallet is typically helpful in supporting users in achieving their electronic wallet goals. However, there have been certain flaws with the software that need to be addressed in order to improve E-wallet's quality.

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