



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT INFLUENCE CONSUMERS'
PARTICIPATION IN EBPP
(CASE STUDY WITH KUCHING WATER BOARD).**

**Marketing research project submitted in
partial fulfillment of the requirements for the**

DEGREE IN BUSINESS ADMINISTRATION (MARKETING) HONS

BY

NANCY HAJI HOSSEN

STUDENT NO: 2000566870

UNIVERSITI TEKNOLOGI MARA

CAWANGAN SARAWAK

OCTOBER 2004

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ABSTRACT

Electronic bill presentment and payment (or EBPP) is defines as a technology solution that allows billers to present their bills electronically to consumers or companies which enables these parties to initiate electronic payment.

EBPP consist of two components:

- i. Electronic bill presentment which focused on electronically transmitting bills from billers to consumers and
- ii. Electronic bill payment, which focus on electronically transmitting payment from consumers to billers through the financial institutions via the Internet.

(Value Positions of Financial Institutions in EBPP, Page 1 – Dr Alea M Fairchild)

EBPP is relevant to corporation in the financial services, telecommunications and utilities like Kuching Water Boards (KWB). These corporations usually produce hundreds of thousand of bills every month.

The main objective of introducing EBPP is for consumers' convenience and time saving to settle their bills. For billers, EBPP helps to improve the efficiency and effectiveness in the workflow besides being cost effective to the organization.

Kuching Water Board is among the utilities corporation that participate in EBPP service. This service system was initiated by the Sarawak State Government under

CHAPTER 1 INTRODUCTION

1.1 Background

a. Background of Kuching Water Board

Kuching Water Board was established on 1st January 1959, by authority of Kuching Water Board Order 1959. It is set up to take over Kuching Water Supply from the Public Works department. The main function of Kuching water Board is to provide adequate treated quality water to meet the consumers demand in Kuching division in the state of Sarawak, Malaysia.¹

Currently, Kuching Water Board has 104,508 consumers which are categorized as follows:

- i. Commercial - Consumers who consume treated water for commercial purpose. These are big companies like First Silicon, Hadco, Taiyo Yuden, Fraser and Neave, Yeo Hiap Seng etc, Consumers who consume treated water for building and construction purpose, recreation club and swimming pool are also included in this category.
- ii. Commercial/Domestic - Consumers who consume treated water for both commercial and domestic purpose for example, shop houses.
- iii. Domestic - Consumers who consume water for domestic purpose like private dwelling.

CHAPTER 2: LITERATURE REVIEW

2.1 Consumers' awareness on EBPP.

Generally, the process of paying bills is time consuming for consumers. Consumers might receive several bills in the mail every month, write check for each bill, record the payment, balance the check book and then mail each check.

For consumers who do not issue checks, they have to go through the hassle of beating the traffic jam, searching for parking space and joining the long queue at the payment counters when making bill payment. Some even have to be on a day leave from their work just to settle the bills every month.

Today, that process has been reduced to few minutes of logging on to EBPP web site to make payment. The emergence of EBPP serves as technology solution to the problem of long process bill payment besides meeting consumers' needs and satisfaction.⁷ However, since EBPP is still at an infant stage, it is important to know whether consumers are aware on its existence.

Analysts continue to support EBPP service system, but the truth is consumers are not rushing to the application right now. Despite their enthusiasm about EBPP's future, analysts acknowledge that there is consumer's lack of response in adopting the EBPP service.