AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The objective of to examine factors determining online shopping behaviour among government servants whereby five variables or factors was selected such as social influence, perceived risk, e-service quality, price and trust. The aim is to investigate the influential factors in the decision-making process or purchase intention towards online shopping behaviour among government servants in Pejabat Kesihatan Daerah Kemaman. Samples for this study consisted of Pejabat Daerah Kesihatan Kemaman's staff and there were 255 sets of questionnaire forms were distributed Data for this study were analysed using SPSS. This study found that significant factors are social influence, e-service quality, price and trust towards online shopping behaviour. Meanwhile, perceived risk was not significant in the findings. Perceived risk factors is indicating that the major respondents group feels uncomfortable or unsafe while using the online shopping activity especially in online payment transaction on the web vendor. Despite of high potential of online shopping in Malaysia, there is still lack of information by vendor or retailer on how to improve their services. Research also need to gathered data from consumer's review towards online shopping activity. Therefore, the objective of this study is to investigate the factors affecting online shopping behaviour. This study was done regarding only general conditions and the findings may not necessarily be applicable to a particular e-business. Therefore, in the future it would be highly encouraged to examine consumer's behaviour towards specialized online shopping websites to look for differences by kinds of products or services. This paper may be valuable for online retailers, as it will help them to attract consumers and enable better form their e-marketing strategies allowing to understand the consumer's changing needs and lifestyles as well as to attract with the regard to their online shopping experience.

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TABLE OF CONTENTS

CONTENTS			PAGE
ABSTRACT			i
ACKNOWLEDGEMENT			ii
TABLE OF CONTENTS			iii
LISTS OF CHART			iv
LISTS OF FIGURE			v
LISTS OF TABLE			vi
CHAPTER 1:	**INTRODUCTION**		
	1.1:	Background of Study	1
	1.2:	Problem Statement	4
	1.3:	Research Questions	9
	1.4:	Research Objectives	10
	1.5:	Scope of Study	10
	1.6:	Significant of Study	10
	1.7:	Limitation of Study	11
	1.8:	Definition of Terms	13
	1.9:	Organization o Report	14
CHAPTER 2:	**LITERATURE REVIEW**		
	2.1:	Introduction	15
	2.2:	Online Shopping Behaviour	15
	2.3:	Determinant of Online Shopping Behaviour	20
	2.4:	Conceptual Framework	22
	2.5:	Hypotheses	23
	2.6:	Conclusion	24
CHAPTER 3:	**RESEARCH METHODOLOGY**		
	3.1:	Introduction	25
	3.2:	Research Design	25
	3.3:	Population	25
	3.4:	Sampling	26
	3.5:	Sample Size	26
	3.6:	Sampling Technique	27
	3.7:	Variables	27
	3.8:	Unit of Analysis	28
	3.9:	Data Collection Procedures	28
	3.10:	Pilot Test	28
	3.11	Data Analysis	31
	3.12	Reliability Analysis	36

CHAPTER 4:	**DATA ANALYSIS AND FINDING**		
	4.1:	Introduction	37
	4.3:	Frequencies Analysis	37
	4.4:	Descriptive Analysis	42
	4.6:	Correlation	42
	4.7:	Regression	45
	4.8:	Chapter Summary	46
CHAPTER 5:	**DISCUSSION AND CONCLUSION**		
	5.1:	Introduction	47
	5.2:	Research Finding	47
	5.3:	Research Discussion	48
	5.4:	Research Implication	51
	5.5:	Recommendation on Future Research	55
	5.6:	Conclusion	55
REFERENCES			57
APPENDICES:		Questionnaire	63
		Output	73