



**CONSUMERS RIGHT ON ECOMMERCE PLATFORM:  
A STUDY AT UiTM KAMPUS BANDARAYA MELAKA**

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## **ABSTRACT**

The purpose of this research is to investigate the level or percentage of awareness of consumer's rights on eCommerce platform among Bachelor of Business Administration (International Business) students at UiTM Kampus Bandaraya Melaka. This research is quantitative research which the instrument for the data collection is the self-administered electronic questionnaires. The data collected at a percentage of 82% from the total of 170 respondents that act as sample size from the populations of 316 students. Convenience sampling technique has been used as a sampling technique. The data collected then key in using Statistical Package for the Social Science (SPSS) Version 23 Software. Several analysis have been done by using the SPSS such as reliability analysis, frequency distribution, descriptive analysis, correlation analysis and multiple regression. Based on the result obtained, it was found that consumers' behaviour among students can be affected to awareness of consumers' right on eCommerce platform.

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