



**“FACTORS INFLUENCING SMARTPHONE ADDICTION AMONG STUDENTS AT
UNIVERSITI TEKNOLOGI MARA, CAWANGAN MELAKA, KAMPUS BANDARAYA
MELAKA”.**

MOHD FAIZ FIRDAUS BIN MOHD YUSOF

2016448384

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN MELAKA

KAMPUS BANDARAYA

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ABSTRACT

This study is conducted at UiTM Kampus Bandaraya Melaka. The purpose of this project paper is to identify factors influencing smartphone addiction among students at Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka. The objective of this study to identify relationship between ease of access and smartphone addiction, relationship between perceived value and smartphone addiction and relationship between social norms and smartphone addiction. This study consist one dependent variable which is Smartphone Addiction and three independent variables which are Ease of Access, Perceived Value and Social Norms. The sample I need for this study is 150 respondents from student in Universiti Teknologi Mara Kampus Bandaraya Melaka. After that, the data collected be running use Statistical Packaging for Social Studies (SPSS). Non probability sampling is the sampling researcher use to conduct this study by focussing in Convenience sampling type. Expected outcome from researcher is to investigate the main factor influencing smartphone addiction among student.

Keywords: Smartphone Addiction, Ease of Access, Perceived Value, Social Norms

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