



**RISK OF ONLINE PURCHASE INTENTION AMONG UNIVERSITY STUDENTS
AT UiTM CAWANGAN MELAKA KAMPUS BANDARAYA**

SITI HAJAR BINTI ABDULLAH

2016566329

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA KAMPUS BANDARAYA**

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ABSTRACT

The main objective of this project paper was conducted to identify the risk of online purchase intention among university students at UiTM Cawangan Melaka Kampus Bandaraya. This study also indicates the relationship between independent variables (financial risk, product risk, security risk, time risk, social risk, and psychological risk) and dependent variable (online purchase intention).

This research is quantitative research and the survey was collected on 132 on numbers of respondent through questionnaire. The data has been analyzed and evidences are being processed by using SPSS software.

Based on the findings, the result shows that, the hypothesis testing display only psychological risk are accepted, while the other three hypotheses concerning financial risk, product risk, security risk, time risk and social risk are rejected. In conclusion, it shows that with psychological risk is the main before buy online purchase intention.

Keywords: Online Purchase Intention, E-commerce, Quantitative Research