



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مِيْمَارَا
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MARA

THE USAGE OF E-WALLET AMONG HOTELS IN MALAYSIA

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Abstract

This undergraduate project research is purposely for identifying the factors that affecting the customer's choice toward E-Wallet in Malaysia. The sample use for this research is the usage of e-wallet among hotels in Malaysia. There are three (3) factors identified to be the independent variable which are the E-Wallet application quality, ease of use E-Wallet application and privacy and security of E-Wallet. The dependent variable will be the customer choices which will be the main objective of this thesis. This research is based on few problems facing by hospitality industry in Malaysia such as the hotel guests not ready to utilize the usage of to rapid growth of E-Wallet in Malaysia is one of the main issues. In this research, we going to identify factors that affects the customer choices towards use E-Wallet in Malaysia among the selected independent variable. This research is going to help the Hotel Industry improvise on services when knowing all the reasons why people choose E-Wallet rather than traditional method. It also positively increases the healthy competitions among all related hospitality industries such as Hotel, Resort, Motel and others potential sector. All the data are collected from previous research by previous researchers.

Keyword: E-wallet, Application Quality, Ease of use E-Wallet Application, Privacy and Security of E-Wallet.

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TABLE OF CONTENTS

CHAPTERS	CONTENTS	PAGES
	<i>Author's Declaration</i>	<i>i</i>
	<i>Thesis Declaration</i>	<i>ii</i>
	<i>Abstract</i>	<i>iii</i>
	<i>Acknowledgements</i>	<i>iv</i>
	<i>Table of Contents</i>	<i>v-vi</i>
	<i>List of Figures</i>	<i>vii</i>
	<i>List of Abbreviations</i>	<i>viii</i>
1	INTRODUCTION	1
	1.1 Overview	1
	1.2 Background of the study	1-3
	1.3 Problem Statement	3-5
	1.4 Research Objective	5
	1.5 Research Questions	5
	1.6 Conceptual Framework	6
	1.7 Significance of the Study	7
	1.8 Study Limitations	8
	1.9 Definition of Key Terms	8
	1.9.1 E-Wallet	8
	1.9.2 Application Quality	8
	1.9.3 Behavioral Intention	8
	1.9.4 Privacy and Security	9
	1.9.5 Ease of use E-Wallet Application	9
2	LITERATURE REVIEW	10
	2.1 Overview	10
	2.2 E-Wallet	10

	2.3 Behavioral Intention	11
	2.4 Application Quality	11
	2.5 Ease of use E-Wallet Application	11-12
	2.6 Privacy and Security	13
	2.7 Conclusion	13
3	METHODOLOGY	14
	3.0 Overview	14
	3.1 Research Design	14
	3.2 Research Method	14-15
	3.3 Data Collection	15
	3.4 Comparative Analysis	15-16
	3.5 Research Ethic Consideration	16
	3.5.1 Access	16
	3.5.2 Confidentially and Non-attribution	16
4	ANALYSIS FINDINGS	17
	4.0 Overview	17
	4.1 Findings	17
	4.1.1 Technology Acceptance Model	17-18
	4.1.2 Application Quality	18-19
	4.1.3 Ease of use E-Wallet Application	20-21
	4.1.4 Privacy and Security	21
	4.1.5 Population Ages Usage of E-Wallet in Malaysia	22-23
	4.1.6 E-Wallet Give Good Impact of Economic Growth During Pandemic	23-24
	4.2 Limitations of Study	24
5	RECOMMENDATION AND CONCLUSION	25
	REFERENCES	26-30