



**THE FACTORS INFLUENCING ONLINE PURCHASE INTENTION AMONG
GENERATION Y IN MELAKA**

NURUL BALQIS BINTI YUSOF

2014698762

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UITM)

KAMPUS BANDARAYA MELAKA

JANUARY 2018

ACKNOWLEDGEMENTS

Alhamdulillah with the grace and blessings from Allah S.W.T, I managed to complete this research successfully, which I could not do it without Madam Nur Syuhada binti Muhammad's assistance, comments, guidance and encouragement in making it possible to me to pull through despite of the limited time and knowledge that I possess.

I really appreciate all those respondents who were willing to spend their precious time and patience in helping me out to answer the questionnaire. It would be impossible for me to complete my research without their contribution.

Special thanks to my husband and family for their support and assistance during the completion of this research. Last but not least, my deepest thanks to all of my friends for their kindness support and help during this journey.

Thank you once again.

TABLE OF CONTENTS

CONTENT	PAGES
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
List of Tables	v
Abstract	xi
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Research Problem Statements	4
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Significant of study	7
1.6.1 Researcher	7
1.6.2 Future Researchers	7
1.6.3 University	7
1.7 Limitation of study	8
1.8 Scope of Study	9
1.9 Definition of terms	10

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	11
2.1.1	Online Purchase Intention	11
2.1.2	Trust	15
2.1.3	Perceived Ease of Use	18
2.1.4	Electric Word of Mouth	20
2.2	Theoretical Framework	24

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	25
3.2	Research Design	25
3.3	Sampling	26
3.3.1	<i>Target Population</i>	26
3.3.2	<i>Sampling Technique</i>	26
3.3.3	<i>Sampling Size</i>	27
3.4	Data Collection Method	27
3.4.1.1	<i>Primary Data</i>	28
3.4.1.2	<i>Secondary Data</i>	28
3.4.2	<i>Questionnaire Design</i>	29
3.4.2.1	<i>Structured Question</i>	32
	<i>i. Likert Scale</i>	32
3.5	Data Analysis and Interpretation Techniques	33
3.5.1	<i>Reliability Test</i>	33
3.5.2	<i>Descriptive Statistics</i>	34
3.5.3	<i>Correlation Analysis</i>	34
3.5.4	<i>Regression Analysis</i>	35
3.6	Summary	35

ABSTRACT

The number of online users has increased rapidly. Alternatively, there seems to be huge number of online users that use Internet for other online activities particularly, checking email. People also use internet to do activities such as seeking information, playing games, entertainment, or communicating with friends. The research objective of this research is to explore the factors influencing online purchase intention among generation Y in Melaka. This research focus on the online purchase intention of generation Y .There are three factor that influence customers online purchase intention which are trust , perceived ease of use and electronic word of mouth. This study was conducted in Melaka city with a total of 50 respondents. The sampling method used in this research is convenience sampling. The data was analyzed using Statistic Package for Social Science (SPSS) software (version 20). The findings show that electronic word of mouth is the most significant relationship with online purchase intention. Therefore, this independent variable is significant and has the greatest impact on the dependent variable which is the online purchase intention among gen Y in Melaka city.