THRIVING THE BUSINESS: BEHAVIOUR AND TECHNOLOGY APPLICATION

MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS ONLINE COLLOQUIUM 2023

EDITOR
NUR A'MIRAH MOHD YAZIZ
ENI NORENI MOHAMAD ZAIN
NOR HAFIZA OTHMAN
NUR AIN AYUNNI SABRI

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For information contact: amirah.my@umk.edu.my

Preface

Multidisciplinary Research on the Entrepreneurship and Business Online Colloquium 2023 provides the platform for undergraduate students to engage, collaborate, and disseminate ideas and research findings across a broad spectrum of audiences.

Through this colloquium, it enables the work of final year students to be published in the proper documentation of their respective studies. Furthermore, it educates undergraduate students about high-impact publications.

The editors would like to express their sincere thanks to all participants and presenters from all over the field and topic. Last but not least, thank you and congratulations to the organising committee for their support and effort to make this successful event.

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Editor:
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Eni Noreni Mohamad Zain
Nor Hafiza Othman
Nur Ain Ayunni Sabri

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan
Kelantan, Malaysia
2023

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FACULTY OF ENTREPRENEURSHIP AND BUSINESS

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AHMAD IBRAHIM BIN MOHAMED[1], AINA NAFISAH BINTI MUHAMAD ASHIK[2], ALVIN THIEN ZHI CONG[3], FATIN NAJIHAH BINTI ZOLKAFLI[4], DZULKIFLI BIN MUKHTAR[5]

INTRODUCTION

ACKNOWLEDGEMENT

INTRODUCTION

E-commerce can reduce costs associated with warehouse rental, insurance, and storage, as well as labor and utility expenses. Additionally, it can also lead to lower advertising costs. E-commerce is an efficient way to buy and sell goods and services as it saves time and costs. It allows businesses to operate with limited physical space and expand their market globally. It also provides convenience for buyers as they can shop from home and access clear product information.

PROBLEM STATEMENT

SMEs have played an essential role in developing the national economy. But these SMEs also face many problem.

In Malaysia, reviewing research done on SMEs, the statistics clearly show the difficulities of getting loans from bank. The current squeeze has resulted in difficulty for SMEs to obtain financial assistance from commercial banks (Cassetta et al., 2019)

- Lack of skilled labor in technology
- Lack of knowledge in the use of technology
- Problem of buildings and sites involving high operating costs.

This study found that one of the SMEs that can solve these problems is to focus on using E-commerce.

RESEARCH QUESTION

1. What is the platform of e-commerce that can reducing operational costs the most?
2. How can e-commerce reduce operation costs?

RESEARCH OBJECTIVE

☑ To identify the performance of using e-commerce in reducing operating costs compared to doing business physically.

☑ To evaluate how e-commerce aids the reduction of operating costs by making a comparative analysis.

☑ The level of readiness of SME's in using the e-commerce platform

LITERATURE REVIEW

Phase of Actor Network Theory

4. Mobiliz-ation
1. Problem-atization
3. Enrolle-ment
2. Interess-ment

REFERENCES
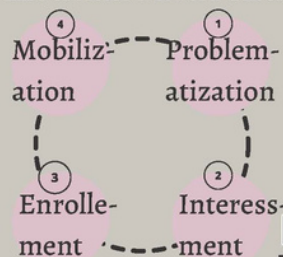
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RESEARCH METHODS

Procedure for Data Analysis

1. Organize the Data
2. Identify the Framework
3. Sort Data in to Framework
4. Use the Framework for Thematic Analysis
5. Second Order Analysis

CONCLUSION & DISCUSSION

Based on chapter one, we can conclude and summarise that E-commerce helps SME entrepreneurs or organisations reduce operational costs. According to our research, e-commerce significantly reduces the operating costs of Malaysian SMEs. We discovered that using this e commerce platform allows SMEs to expand their market by focusing on other things rather than worrying about their operating costs. Most SMEs are at ease with using the shopee platform to sell without having a physical store. In the interview we conducted with the companies public gold and eng popcorn, we learned that these two companies use a website or platform that they created themselves, PG Mall for public gold. Eng's Popcorn, on the other hand, uses their own website as well as other platforms such as Facebook, Instagram, and Tiktok. Then, based on all of this, we can answer our research question about this study. This issue has also provided a better understanding of e commerce, which has reduced operating costs for SMEs.

COMPARISON OF MARKETING STRATEGY FOR BALM AROMATHERAPHY IN COSMETIC INDUSTRY : A QUALITATIVE RESEARCH

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan, Malaysia

ABSTRACT

This study utilizes applied research approach to help the founders of aromatherapy balm based cosmetic industry to make decision in managing their venture. Therefore, the purpose of this study is to compare the marketing strategy that have been employed by the company that sell balm aromatherapy within the cosmetics industry. This study will use 4ps marketing strategy as research framework. Qualitative research approach will be used in order to achieve the purpose of this study .

INTRODUCTION

This study will look at the connection between marketing strategy and the balm-based cosmetics market, which will help students and cosmetic firms learn more about marketing strategy. They will be able to collaborate with their firm to determine the target market and develop a variety of strategies to increase customer value. Their marketing skills will cause changes in the market.

- Marketing strategy
- Cosmetic
- Aromatherapy
- Balm

OBJECTIVES

i. To identify the value proposition that balm aromatherapy products provided in the market.
ii. To identify the range of retail prices for balm aromatherapy products versus weight in the market.
iii. To identify the promotion strategy that has been adopted for balm aromatherapy products in the market.
iv. To identify the distribution strategy that has been adopted for balm aromatherapy products in the market.

CONCEPTUAL FRAMEWORK

PRODUCT — PRICE — 4P MARKETING MIX — PLACE — PROMOTION
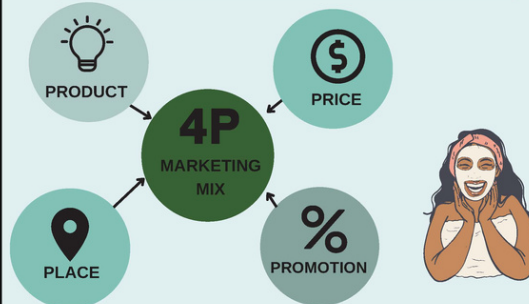
MATERIALS METHODS

A qualitative research approach will use to achieve the purpose of this study.

- Type - applied research
- Research design (research onion)- inductive, inquiry research, mono-method, cross-sectional
- Purposive sample technique- companies that produce aromatherapy balm-based products
- Document analysis
- Data analysis process- content analysis

RESULTS

Succeeded In Identifying The Value Proposition That Balm Aromatherapy Products Provided In The Market.

Identify The Range Of Retail Prices For Balm Aromatherapy Products Versus Weight In The Market Has Succeeded.

Identify The Distribution Strategy That Has Been Adopted For Balm Aromatherapy Products In The Market Has Succeeded.

Succeeded In Identify The Promotion Strategy That Has Been Adopted For Balm Aromatherapy Products In The Market.

CONCLUSION

The results imply that these phrases are not often used in the study's sample populations. The research recommends that future marketing strategy should highlight the 4 Ps in the company's website to change the market apart from creating a difference in marketing strategy for the cosmetic industry. This new knowledge shows that the balm aromatherapy cosmetic industry should proactively evaluate new strategies for impact and changes in the market.

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AINASYASYA BINTI HALIM
A19A1016
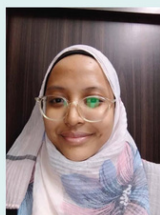
FATIN SAJEEDAH BINTI ZAKARIA
A19A0151

ASHIVINI A/P VELAVAN
A19A0068

AHMAD NAZIRUL MUBIN BIN BAHARUDIN
A19A0015

SUPERVISED BY: ASSOC. PROF. DR. ANIS AMIRA BINTI AB RAHMAN

PRESENTED AT :MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESSE-COLLOQUIUM 2022/2023

FACTORS INFLUENCING ONLINE PURCHASING INTENTION AMONG ENTREPRENEURSHIP (COMMERCE) STUDENTS OF UNIVERSITI MALAYSIA KELANTAN DURING POST COVID-19

UNIVERSITI MALAYSIA KELANTAN

AHMAD NUR IZZAT BIN AHMAD NUZULAN
A19A0016

AINI SHATHIRAH BINTI KANG SI LONG @ ABDUL RAHMAN
A19A0029

BOON CHIE YING
A19A0090
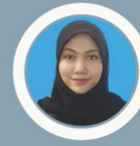
HADAINA HUSNA BINTI NORNIZAR
A19A0164

SUPERVISED BY: ASSOC. PROF. DR. MOHD ASRUL HERY BIN IBRAHIM

ABSTRACT

Due to the implementation of MCO, people's movement is restricted, and most physical stores are closed, consumer online purchasing increased and has become common. This study aims to examine the influence factors on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post-Covid-19. Six factors are examined which are perceived ease of use, perceived usefulness, price, website design quality, trust, and perceived risk. The research used a simple random sampling technique to collect the sample. Besides, 260 valid responses were collected from UMK students through an online Google Form consisting of four main sections. The IBM SPSS Statistics version 26 was then used to analyze the data that had been obtained. This study's hypothesis testing result shows that half of the hypotheses are significant.

INTRODUCTION

Nowadays, consumers increasingly tend to buy things more from e-commerce platforms instead of from brick-and-mortar stores. According to Im, J.; Kim, H.; Miao, L. CEO (2021) the pandemic sparked a miraculous rise in online shopping.

Numerous traders seized the chance to conduct business online to develop their business and reduce the loss of their business. This has also had an impact on the development of online shopping.

As a result, the Covid-19 pandemic has impacted many people's lives and motivations, and their shopping behavior has changed.

PROBLEM STATEMENT

Due to Covid-19:-
1. Movement of people is restricted
2. Most brick-and-mortar stores are closed.
3. Shopping behavior is affected

OBJECTIVE

To examine the influence of perceived ease of use, perceived usefulness, price, website design quality, trust, and perceived risk on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post-Covid-19.

LITERATURE REVIEW

Variable	Citation
Online Purchasing Intention (DV)	Ajzen, 1991
Perceived ease of use (IV)	Suhir, M., Suyadi, I., & Riyadi., 2014
Perceived usefulness (IV)	Davis, 1989
Price (IV)	Beneke et al., 2015
Website design quality (IV)	Ranganathan and Ganaphaty, 2002
Trust (IV)	Kim, Ferrin, & Rao, 2008
Perceived risk (IV)	Ivan Ventre & Diana Kolbe, 2020

CONCEPTUAL FRAMEWORK

Price (H3)
Websited design quality (H4)
Perceived usefulness (H2)
Trust (H5)
Perceived ease of use (H1)
Online Purchase Intention
Perceived risk (H6)

METHODOLOGY

Questionnaire Form (Online Survey)

Krejcie and Morgan's table (Sample Size)

Simple Random Sampling

HYPOTHESIS

H1: Perceived ease of use has a positive influence on the consumers' online purchase intention

H2: Perceived usefulness has a positive influence on the consumers' online purchase intention

H3: Price has a negative influence on the consumers' online purchase intention

H4: Website design quality has a positive influence to online purchase intention

H5: Trust has a positive influence to purchase intention toward online shopping

H6: Perceived risk has a negative influence to purchase intention toward online shopping

DATA ANALYSIS

Coefficients					
Independent variable	B	Std. Error	Beta	t	Sig.
(Constant)	-.487	.255		-1.913	.057
Perceived ease of use	.017	.067	.012	.248	.804
Perceived usefulness	.457	.121	.368	3.784	<.001
Price	0.12	.045	.012	.276	.783
Website design quality	0.95	.124	.079	.765	.445
Trust	.440	.053	.456	8.279	<.001
Perceived risk	.096	.041	.134	2.337	.020

Dependent variable: online purchase intention

DISCUSSION

- Perceived usefulness, Trust, and Perceived risk had a positive significance on online purchasing intention among Commerce students. Thus, H2, H5, and H6 were accepted.

- H1, H3, and H4 were rejected as the Perceived ease of use, Price, and Website design quality were negatively significant on online purchase intention.

CONCLUSION

- From the overall results, many factors can influence online purchase intention as well as many processes that lead to the decision toward online purchase intention.

- The findings cannot be generalized to the general public because this study's target population and sample size are small.

- Researchers can manage the risk of reporting findings that are either false negative or positive with larger sample sizes. The precision of the results will increase with the number of samples.

RECOMMENDATION

1. Increase target population and sample size
2. Use a privacy notice when conducting an online survey
3. Make the survey straightforward and interesting
4. Take more time to conduct

Presented at: Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

Bacherlor of Entrepreneurship in Commerce with Honors
Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan

Ahmad Rasydan bin Razali[1] , Amira Fatini binti Salehhudin[2] , Chan Chun Lee[3]
Intan Nur Syafiqah binti Moktar[4], Mohd Nazri bin Zakaria[5]

rasydan.a19a0017@siswa.umk.edu.my, fatini.a19a0043@siswa.umk.edu.my, chunlee.a19a0093@siswa.umk.edu.my,
syafiqah.a19a0190@siswa.umk.edu.my, mnazri.z@umk.edu.my

FACTORS INFLUENCE CONSUMER ACCEPTANCE OF CASHLESS PAYMENT AMONG STAFF OF UNIVERSITY MALAYSIA KELANTAN

ABSTRACTS

The purpose of this study is to examine the acceptance of cashless payment users among staff of Universiti Malaysia Kelantan. This study showed that the factors that influence consumer acceptance of cashless payment are performance expectancy, facilitating condition, social influence, innovativeness, perceived technology security, and hedonic motivation. This decision may have been influenced by the benefits of cashless payment, which encourage its use.

Keywords: Acceptance of cashless payment, performance expectancy, facilitating condition, social influence, innovativeness

INTRODUCTION

Cashless payment is a behavioral change in the consumer in which consumers could reduce the usage of money as a medium of exchange for goods and services by allowing electronic transfer payments such as digital cash and e-wallet. The purpose of this study is to determine factors influence consumer acceptance of cashless payment among staff of University Malaysia Kelantan. In this study, primary data and secondary data will be use as a research approach.

MATERIAL AND METHODS

Research Design	Qualitative method
Data Collection	Secondary and Primary data
Population	420 Consumer
Sample size	195 Respondent

Descriptive analysis,
Reliability analysis,
Normality analysis,
Sperman Correlation analysis,
Regression analysis

OBJECTIVES

- To analyse the relationship between performance expectancy and consumer acceptance of cashless payment among staff of University Malaysia Kelantan.
- To examine the relationship between facilitating conditions and consumer acceptance of cashless payment among staff of University Malaysia Kelantan
- To investigate the relationship between social influence and consumer acceptance of cashless payment among staff of University Malaysia Kelantan
- To analyse the relationship between Innovativeness and consumer acceptance of cashless payment among staff of University Malaysia Kelantan.
- To investigate the relationship between perceived technology security and consumer acceptance of cashless payment among staff of University Malaysia Kelantan
- To examine the relationship between hedonic motivation and consumer acceptance of cashless payment among staff of University Malaysia Kelantan

CONCEPTUAL FRAMEWORK

Performance Expectancy
Facilitating Condition
Social Influence
Innovativeness
Perceived Technology Security
Hedonic motivation
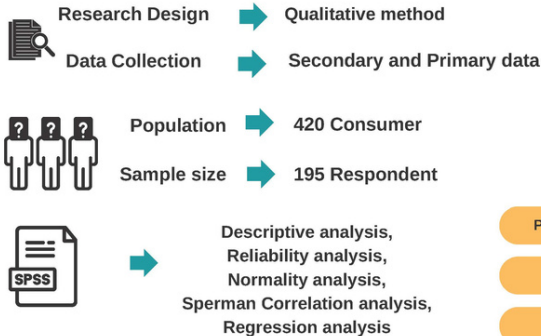
→ Consumer acceptance of cashless payment
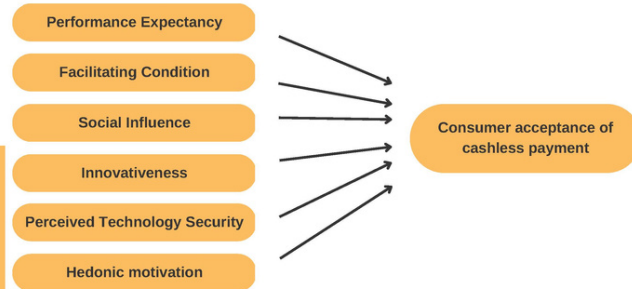
Conclusion

The results of this study showed that the factors that influence consumer acceptance of cashless payment are significantly affected by performance expectancy, facilitating condition, social influence, innovativeness, perceived technology security, and hedonic motivation. The results of this study also indicate that most respondents do have a strong propensity to use cashless payment. This decision may have been influenced by the benefits of cashless payment, which encourage its use.

Result

Table 1: Reliability Analysis

Variable	Items	Alpha	Strength
Performance expectancy	4	.792	Acceptable
Facilitating Condition	3	.741	Acceptable
Social Influence	3	.805	Good
Innovativeness	3	.769	Acceptable
Perceived Technology Security	3	.748	Acceptable
Hedonic Motivation	3	.854	Good
Cashless Payment	3	.787	Acceptable

Table 2: Correlation Analysis

Hypothesis	Sig. Value	Conclusion	Coefficient Value	Conclusion
H1	.000	Accepted	0.724	Large
H2	.000	Accepted	0.693	Large
H3	.000	Accepted	0.571	Large
H4	.000	Accepted	0.781	Large
H5	.000	Accepted	0.750	Large
H6	.000	Accepted	0.767	Large

Reference

- Rahman, M., Ismail, I., & Bahri, S. (2021). Analysing consumer adoption of cashless payment in Malaysia. Digital Business, 1(1), 100004. https://doi.org/10.1016/j.digbus.2021.100004

A STUDY OF ONLINE PURCHASE (ONLINE SHOPPING) INTENTION AMONG UMK STUDENTS –CAMPUS KOTA DURING QUARANTINE COVID-19

UNIVERSITI MALAYSIA KELANTAN

RESEARCHERS

[1] ANIS ADILAH BINTI ROSLAN (A19A0050)

[2] ARIFF SYUKRAN BIN HAMZAH (A19B0059)

[3] GAN SEE TENG (A19A0159)

[4] INTAN SYUHADA NORHISHAM BINTI ABDULLAH (A19A0192)

SUPERVISOR

• DR. MOHD NAZRI BIN MUHAYIDDIN

EXAMINER

• PROF. MADYA DR. DZULKIFLI BIN MUKHTAR

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We want to thank the Almighty in particular for providing us with a team on this occasion so that we can do this mission together. With His approval, we were able to complete the task quite well. We discovered that the PPTA (Final Year Project) research allowed us to carefully analyse particular areas of research connected to the field we are studying, namely Entrepreneurship in (Commerce). First and foremost, we would like to thank Dr. Mohd Nazri Bin Muhayiddin, our supervisor. Having him as our supervisor for the duration of this study project was a pleasure and an honor. Moreover, we want to express our gratitude and appreciation for our family's and friends' unending affection. Finally, we would like to express our gratitude to the respondents for their cooperation and willingness to spend the time filling out our survey. Last but not least, we appreciate University Malaysia Kelantan (UMK) for granting us permission to carry out this study.

INTRODUCTION

Over the past ten years, online buying has increased. The Covid-19 epidemic has given everyone a greater opportunity to make excellent use of the online platform. Technology is the power of all sources and knowledge, as we are all aware. The students' situation was that the online platform had changed their student experience. The final test or assessment extends to the final online evaluation as well as for the club meeting, taking into account both their in-person and online studies. The announcement was probably spread more through group messages on Telegram and WhatsApp or through official university student websites. During the Covid-19 pandemic, online buying for college students increased significantly. Students are well aware of the necessity to think about online buying as a preventative measure in a pandemic situation. Online shopping has consistently strong sales compared to in-person purchasing, and the cost was reasonable for students. As we entered the modern era of technology, students now enjoy a number of advantages. The pupils' varied lifestyles and cultures inside the pandemic are a result of the recent globalization. Covid-19.

OBJECTIVE

• (RO1) To study the linkage between attitude (A) and online purchase intention of UMK students Campus Kota in the period of quarantine.
• (RO2) To study the relationship between trustworthiness (T) and online purchase intention of UMK Campus Kota students in the period of quarantine.
• (RO3) To study the relationship between perceived usefulness of social media (PUSM) and online purchase intention of UMK students Campus Kota in the period of quarantine.
• (RO4) To study the relationship between delivery time as perceived risk (DEL) and online purchase intention of UMK students Campus Kota in the period of quarantine.

CONCEPTUAL FRAMEWORK

MATERIALS & METHOD

RESEARCH DESIGN	• Quantitative Method
SAMPLE SIZE	• 110 Respondents
SAMPLING TECHNIQUE	• Non-probability Technique (Convenience sampling)
DATA COLLECTION METHOD	• Primary Data (Online questionnaire survey thru Google Form) • Secondary Data (Journal)
DATA ANALYSIS	• Preliminary analysis (pilot test) • Reliability and Validity Test • Normality Test • Descriptive Test • Multiple linear regression

RESULT

One of the demographic questions

Do you think that, using online platform to shop online is a good way for us to buy something we want in the period of quarantine

Reliability test (110 respondents)

Section	Number of Items	Cronbach's Alpha
Online purchase intention (OPI)	3	0.814
Attitude (A)	5	0.869
Trustworthiness (T)	4	0.769
Perceived usefulness from social media (PUSM)	4	0.891
Delivery time as perceived risk (DTPR)	4	0.818

Hypothesis testing (output SmartPLS)

H[1]	There is a relationship between attitude and online purchasing intention among UMK student Campus Kota during quarantine.
H[2]	There is a relationship between trustworthiness and online purchasing intention among UMK student Campus Kota during quarantine.
H[3]	There is a relationship between perceived usefulness from social media and online purchasing intention among UMK student Campus Kota during quarantine.
H[4]	There is a relationship between delivery time as perceived risk and online purchasing intention among UMK student Campus Kota during quarantine.

Path coefficient diagram (value β)

Path coefficient diagram (P-Value)

CONCLUSION

• From this research, it has been satisfied the minimum requirement of reliability since the Cronbalt's Alpha coefficient shows less than 0.9 which is all the independent variables had the significant relationship to the dependent variables.
• It has been found that three variables only have positive significant relationship to online purchase intention while delivery time as perceived risk has negative significant relationship in this study.
• The result showed the four factor that affects the online purchase intention plays vital role to UMK students.

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A STUDY OF FACTORS THAT INFLUENCE CONSUMER INTENTION OF FOOD DELIVERY APPLICATIONS DURING COVID-19 QUARANTINE AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT

ANIS SYAMILA BINTI IMAN, AZRI ISKANDAR BIN FADLUN
CHEW JIA YI, IZZATUN HUSNA BINTI MOHD SOBRI

UNIVERSITY MALAYSIA KELANTAN, KOTA BHARU, KELANTAN

INTRODUCTION

Movement Control Orders (MCO) announced by governments due to the coronavirus pandemic (COVID-19) are causing the worst disruption to the global economy (Ramos, 2021). Faced with an unprecedented situation, characterized by rapidly growing needs, consumers need to buy food and drinks to continue living (Ramos 2021). According to Ramos, 2021 Food delivery applications can help people get daily food during quarantine without having to leave the house. (Ramos 2021).

OBJECTIVE

- To identify the relationship between effort expectancy and continued usage intention towards food delivery applications among Universiti Malaysia Kelantan students during COVID-19 quarantine.

- To identify the relationship between food and beverage quality and continued usage intention towards food delivery applications among Universiti Malaysia Kelantan students during COVID-19 quarantine.

- To identify the relationship between performance expectancy and continued usage intention towards food delivery applications among Universiti Malaysia Kelantan students during COVID-19 quarantine.

- To identify the relationship between price saving and continued usage intention towards food delivery applications among Universiti Malaysia Kelantan students during COVID-19 quarantine.

MATERIALS & METHOD

- RESEARCH DESIGN – Quantitative design
- STUDY POPULATION – 11,463 student UMK
- SAMPLE SIZE – 143 Respondents (Roscoe)
- DATA COLLECTION – Questionnaires
- DATA ANALYSIS – SPSS, SMART PLS, MLR

THERETICAL FRAMEWORK

CONCLUSION

- This study has provided a further understanding on relationship all independent variable and dependent varible.This study also had discussed about the limitation that had been experienced during the research progress and recommendation for future researchers.

- Based on SPSS analysis, food and beverage quality and price savings were significantly related to Continuance Usage Intention. While, the effort expectancy and performance expectancy have not statistically significance due to their p-value is higher

- Based on SMART PLS analysis,the P- value for both independent variable such as effort expectancy ,performance expectancy and price savings which are more than 0.05 and value of correlation coefficient is shows the positive relationship between them.

RESULT & DISCUSSION

VARIABLE	MEAN	STD. DEVIATION	P VALUE	SIGNIFICANT STATUS
Effort Expectancy	4.1633	0.61410	0.686	Non Significant
Food And Beverage Quality	4.0600	0.51089	0.001	Significant
Performance Quality	4.1500	0.55125	0.914	Non-Significant
Price Saving	4.1100	0.57111	0.005	Significant

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We would like to thank Dr. Mohd Nazri Bin Muhayiddin, our supervising professor, and our teammates for their commitment to making this writing proposal research successful. Without the teamwork of our teammates, we could not have finished this proposal research in the allocated time. A sincere thank you to our beloved family for their financial assistance as well as for supporting us and motivating us to work hard.

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Universiti Malaysia KELANTAN

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

Annrita Anushia A/P Francis [1]
Chew Yee Xain [2]
Juliana Binti Abd Kadir [3]
Luqmanul Hakim Bin Jamil [4]
Dr. Nurul Izyan Binti Mat Daud [5]

THE IMPACT OF ELECTRONIC WORD-OF-MOUTH (e-WOM) ON PURCHASE INTENTIONS DURING ONLINE SHOPPING: EXPLORING E-MARKETING

Abstract

Electronic word-of-mouth (e-WOM) has become a significant emerging business strategy in the marketing and customer environments in the era of globalization. Electronic word-of-mouth, or e WOM, is one of the platforms for consumers to express their views on products and services because of technological advancements. This study is to investigate the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping among social media and internet application users who live in Pengkalan Chepa, Kelantan, Malaysia. This study was conducted using a quantitative research approach, with a total of 390 respondents. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data collected. Consequently, several methodologies, including descriptive, reliability, and normality analysis, were used to analyse the collected data from the questionnaire survey. The result reveals that the dependent variable is significantly impacted by the four remaining independent factors. This study advances our knowledge of the still-limited persuasive potential of digital communication. Additionally, it may help the community when establishing its own social media communication approach and enlighten businesses, especially Small and Medium-Sized Enterprises (SME), about the benefits of e-WOM adoption. Realistically speaking, this study offers suggestions to all aspects of society on how to use e-WOM to encourage people to engage in effective e-marketing.

Keywords: e-marketing, electronic word-of-mouth (e-WOM), online shopping, online review, purchase intentions.

Introduction

- E-Wom is one of the platforms that consumers use to express their opinions.
- It help the community when establishing its own social media communication approach and enlighten businesses.
- This research aims to study the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping towards internet application users in Pengkalan Chepa,

Objective

- To find out the relationship between trust that influences electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.
- **To find out the relationship between attitude that influences electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.**
- To find out the relationship between perceived quantity that influences electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.
- **To find out the relationship between information quantity that influences electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.**

Result

Gender — Female: 70.3%
Age — 22-25 years: 57.9%
Race — Malay: 57.7%
Employment Status — Student: 63.1%
Social Media — Instagram: 45.4%
Frequency — 1-3 times a month: 39.5%
E-commerce Platform — Shopee: 61.3%
Shopping Frequency — 2-4 times a month: 45.6%

Table 1: Summary of Descriptive Statistics

	Mean	Std. Deviation
Trust (IV1)	3.9333	.79868
Attitude (IV2)	4.2795	.69963
Perceived Relevancy (IV3)	4.1891	.69448
Information Quantity (IV4)	4.2301	.70238
Purchase Intention (DV)	4.1346	.73724

Table 2: Actual reliability test of 390 respondents

Variable	Cronbach's Alpha Result	Items	Result
Trust	0.880	4	Good
Attitude	0.891	4	Good
Perceived Relevancy	0.831	4	Good
Information Quantity	0.871	4	Good
Purchase Intention during Online Shopping	0.860	4	Good

Table 3: Summary of Status of Hypothesis

Hypothesis	Results	Spearman Correlation	Status	Conclusion
H1 There is a positive significant between trust and purchase intention during online shopping.	$p < 0.01$	0.688	Accepted	Moderate positive relationship
H2 There is a positive significant between attitude and purchase intention during online shopping.	$p < 0.01$	0.662	Accepted	Moderate positive relationship
H3 There is a positive significant between perceived relevancy and purchase intention during online shopping.	$p < 0.01$	0.741	Accepted	Highly positive correlation
H4 There is a positive significant between information quantity and purchase intention during online shopping.	$p < 0.01$	0.763	Accepted	Highly positive correlation

Material & Method

Research Design — Quantitative Method
Data Collection — Questionnaire
Population — 159,700 residents
Sample size — 384 respondents
Data Analysis Technique — SPSS 26
1. **Descriptive Analysis**
2. **Reliability Analysis**
3. **Normality Analysis**
4. **Spearman Correlation Analysis**

Conceptual Framework

- Trust
- Attitude
- Perceived Relevancy
- Information Quantity

→ Purchase intention during online shopping
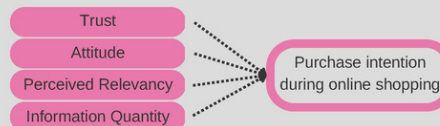
Acknowledgement

We are feeling grateful that finally we have completed our final year research project. This journey would not have been possible without the following people who guided us in completing this project. We would like to acknowledge and give our warmest thanks to our supervisor Dr. Nurul Izyan Binti Mat Daud for her guidance in accomplishing this final year research project. Without her guidance we may lose our capability to complete this task. We also would like to extend our sincere thanks to our examiner Madam Nik Madeeha binti Nik Mohd Munir for spending her time evaluating this project. Last but not least, we are thankful for every cooperation from all sides in finishing this project.

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Conclusion

- This research has been carried out to give a proper analysis of the variables influencing impact of EWOM on purchase intention during online shopping.
- The result presented that trust is the most important factor that impact the purchase intention during online shopping.

Discussion

- The result showed all the factors have a positive significant relationship between purchase intention during online shopping.
- People now a days were swayed by higher average customer ratings while making online purchase decisions.

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UNIVERSITI MALAYSIA KELANTAN
FACULTY OF ENTREPRENEURSHIP AND BUSINESS

FACTORS INFLUENCING M-COMMERCE ADOPTION IN KOTA KINABALU

Aryati Ayinah binti Hassan, Chin Xin Yi , Harith Haziq bin Raizan, Masmera binti Bakir, Dr Nurul Izyan binti Mat Daud
UNIVERSITI MALAYSIA KELANTAN
aryati.a19a0067@siswa.umk.edu.my, xinyi.a19a0102@siswa.umk.edu.my, haziq.a19a0173@siswa.umk.edu.my, masmera.a19a0267@siswa.umk.edu.my, izyan.md@umk.edu.my

ABSTRACT

The aim of this study is to examine the relationship between perceived usefulness, perceived ease of use, perceived self-efficacy, perceived trust, and intention to adopt mobile commerce (m-commerce) in Kota Kinabalu. Due to the postage fee from Peninsular Malaysia to East Malaysia is quite expensive, so we as researchers want to determine how high the intention of citizens in Kota Kinabalu adopt the m-commerce for online purchasing or selling. The researcher evaluated consumer behavioral intentions and the usage of m-commerce in Kota Kinabalu using the idea of the Technology Acceptance Model (TAM) to meet the study's goals. This study uses non-probability sampling which is convenience sampling and SPSS to analyze the data. The online survey will be spread among residents in Kota Kinabalu and 384 respondents as its sample size. The findings of this study shows that all of the hypotheses have a high statistical significance and through the positive results show the relationship between dependent and independent variables are positive and very strong. In conclusion, this study will contribute to researchers, retailers, or marketers to understand consumer behavioral and intensify the m-commerce market in the future.

INTRODUCTION

M-Commerce

Mobile commerce (m-commerce) refers to the purchase or sale of goods and services via wireless handheld devices like cell phones and tablets (Yasar, 2022).

Perceived Usefulness

Perceived usefulness (PU) defined by Fred Davis as "the degree to which a person believes that using a particular system would enhance their job performance".

Perceived Ease of Use

Perceived Ease of Use (PEOU) defined as the degree to which individuals perceive how easy it is to use the technology (Davis et al. 1989).

Perceived Self-Efficacy

Perceived self-efficacy is defined as people's beliefs about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives (Bandura, 1994).
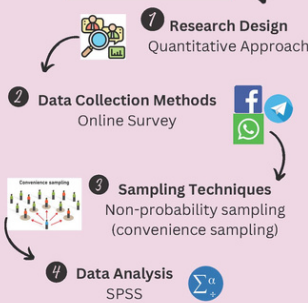
Perceived Trust

In the context of m-commerce, perceived trust is defined by Zhang et al. (2012) as "the extent to which an individual believes that using m-commerce is secure and has no privacy threats".

OBJECTIVE

- To determine the relationship between perceived usefulness and intention to adopt m-commerce in Kota Kinabalu.
- To determine the connection between perceived ease of use and intention to adopt m-commerce in Kota Kinabalu.
- To determine the correlation between perceived self-efficacy and intention to adopt m-commerce in Kota Kinabalu.
- To determine the correspondence between perceived trust and intention to adopt m-commerce in Kota Kinabalu.
- To determine the most important factor that influences the adoption of m-commerce in Kota Kinabalu.

METHODOLOGY

1. **Research Design** — Quantitative Approach
2. **Data Collection Methods** — Online Survey
3. **Sampling Techniques** — Non-probability sampling (convenience sampling)
4. **Data Analysis** — SPSS

CONCLUSION

- The overall analysis found that all the independent variables meet the minimum reliability because all Cronbach's Alpha coefficients show a value greater than 0.6.
- Based on the relationship, it can be concluded that the intention to adopt m-commerce in Kota Kinabalu is influenced by the independent variables, which are perceived usefulness, perceived ease of use, perceived self-efficacy, and perceived trust.
- The results show that all hypotheses have a high statistical significance.

RESULTS

Demographic
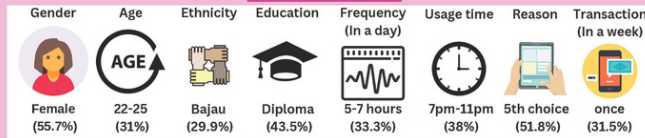
Gender	Age	Ethnicity	Education	Frequency (In a day)	Usage time	Reason	Transaction (In a week)
Female (55.7%)	22-25 (31%)	Bajau (29.9%)	Diploma (43.5%)	5-7 hours (33.3%)	7pm-11pm (38%)	5th choice (51.8%)	once (31.5%)

Reliability Analysis (Cronbach's Alpha)

Perceived Trust	0.937
Perceived Self-Efficacy	0.922
Perceived Ease of Use	0.933
Perceived Usefulness	0.93
Intention to adopt m-commerce	0.937

Multiple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849	.721	.718	.42944

a. Predictors: (Constant), MEAN_PT, MEAN_PU, MEAN_PSE, MEAN_PEOU
b. Dependent Variable: MEAN_I

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.692	4	45.173	244.949	.000b
	Residual	69.894	379	.184		
	Total	250.586	383			

a. Dependent Variable: MEAN_I
b. Predictors: (Constant), MEAN_PT, MEAN_PU, MEAN_PSE, MEAN_PEOU

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.310	.123		2.531	.012
	MEAN_PU	.502	.059	.489	8.477	.000
	MEAN_PEOU	.251	.074	.231	3.395	.001
	MEAN_PSE	.156	.059	.158	2.625	.009
	MEAN_PT	.015	.058	.015	.264	.792

Normality Test

	Skewness	Kurtosis	Result
Intention to adopt m-commerce	-1.313	2.777	Normal distributed
Perceived usefulness	-1.279	2.852	Normal distributed
Perceived ease of use	-1.326	3.651	Normal distributed
Perceived self-efficacy	-1.217	2.356	Normal distributed
Perceived trust	-1.173	2.624	Normal distributed

Key Findings

Hypothesis	Result	Finding of Data Analysis
H1: There is a significant relationship between perceived usefulness and intention to adopt m-commerce in Kota Kinabalu.	r = 0.827** p = 0.000 Strong	H1 is accepted
H2: There is a significant relationship between perceived ease of use and intention to adopt m-commerce in Kota Kinabalu.	r = 0.801** p = 0.000 Strong	H2 is accepted
H3: There is a significant relationship between perceived self-efficacy and intention to adopt m-commerce in Kota Kinabalu.	r = 0.768** p = 0.000 Strong	H3 is accepted
H4: There is a significant relationship between perceived trust and intention to adopt m-commerce in Kota Kinabalu.	r = 0.740** p = 0.000 Strong	H4 is accepted
H5: There is a significant influence between perceived usefulness, perceived ease of use and perceived self-efficacy with the adoption of m-commerce, while there is no significant influence between perceived trust with the adoption of m-commerce in Kota Kinabalu.	PU = 0.000 PEOU = 0.001 PSE = 0.009 PT = 0.792	H5 is not accepted

Pearson Correlation

Perceived Usefulness	0.827
Perceived Ease of Use	0.801
Perceived Self-Efficacy	0.768
Perceived Trust	0.74

Y-axis: INTENTION TO ADOPT M-COMMERCE IN KOTA KINABALU
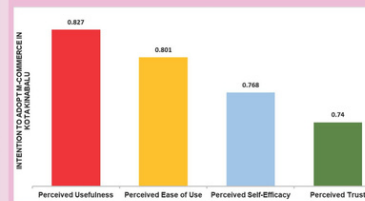
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Universiti Malaysia KELANTAN

AZILA BINTI ANUAR, DARSHINI A/P RAVINTHARAN, MOHAMAD AMEER HAFIES BIN ROSLI, NG CHAI XUAN

SUPERVISOR: DR. SHAH ISKANDAR FAHMIE BIN RAMLEE

FACTOR INFLUENCING THE INTENTION TO USE E-COMMERCE AMONG GENERATION-Y IN KOTA BHARU

INTRODUCTION

We has study the factors influencing the intention to use e-commerce among Generation Y in Kota Bharu because we believe that COVID-19 still had a huge influence on the e-commerce. The academic community has less focused on how COVID-19 will affect consumers' intention to use online banking. There has been a significant increase in the number of sales made over the internet since the beginning of the pandemic. We found that Cyber-security has affects consumers' online banking in e-commerce. This research analysed consumers' cyber security concerns and online banking intentions to meet that requirement.

OBJECTIVE

- To identify the relationship between perceived security and intention to use internet banking in e-commerce among Generation Y in Kota Bharu.
- To identify the relationship between perceived usefulness and intention to use internet banking in e-commerce among Generation Y in Kota Bharu.
- To identify the relationship between perceived ease of use intention to use internet banking in e-commerce among Generation Y in Kota Bharu.
- To identify the relationship between consumer trust and intention to use internet banking in e-commerce among Generation Y in Kota Bharu.
- To identify the relationship between malware attack and intention to use internet banking in e-commerce among Generation Y in Kota Bharu.

LITERATURE REVIEW

Theory
- Theory Technology Acceptance Model (TAM)
- Theory of Behaviour Planned (TBP)

CONCEPTUAL FRAMEWORK

Perceived Ease of Use	
Perceived Security	Intention to use internet banking
Perceived Usefulness	
Malware Attack	
Consumer Trust	
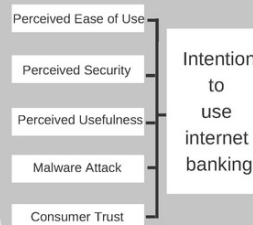
Hypothesis statement:

Independent variables
- Perceived security
- Perceived usefulness
- Perceived ease of use
- Malware attack
- Consumer trust

Dependent variable
- Intention to use internet banking

METHODOLOGY

- Research design: quantitative research
- Sampling technique: Stratify random
- Population: 358,000 generation Y in Kota Bharu
- Data collection: Questionnaire
- Sample size: 380 respondents
- Research instrument: Google form
- Data analysis: descriptive analysis, pilot test, reliability test, & Pearson correlation coefficient
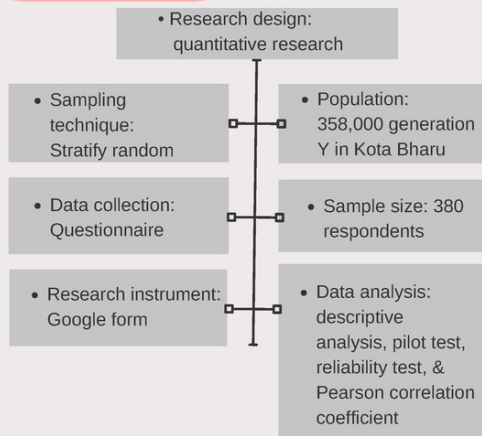
RESULT

Table 1: Summary of Mean and Standart Deviation

Descriptive Statistics

	N	Mean	Std. Deviation
Intention to Use Internet Banking	380	3.8253	.68777
Perceived Security	380	3.9247	.62212
Perceived Usefulness	380	3.8968	.62633
Perceived Ease of Use	380	4.1053	.61749
Consumer Trust	380	4.0832	.59871
Malware Attack	380	3.9147	.65467
Valid N (listwise)	380		

Table 2: Actual Reliability Statistics

Variables	Dimensions / Items	Number of Item	Cronbach's Alpha Value	Strength
Dependent Variables	Intention to Use Internet Banking	5	0.750	Good
Independent Variables	Perceived Security	5	0.781	Good
	Perceived Usefulness	5	0.749	Good
	Perceived Ease of Use	5	0.838	Good
	Malware Attack	5	0.823	Good
	Consumer Trust	5	0.834	Good

Table 3: Summary of Correlation Analysis

Hypothesis	Correlation Value	Significant Value (2-tailed)	Relationship	Conclusion
H1	0.603	0.00	Moderate Positive	Accepted
H2	0.655	0.00	Moderate Positive	Accepted
H3	0.578	0.00	Moderate Positive	Accepted
H4	0.616	0.00	Moderate Positive	Accepted
H5	0.579	0.00	Moderate Positive	Accepted

CONCLUSION

This research report examines the factors influencing Generation Y's proclivity to utilise e-commerce in Kota Bharu. The outcomes of this study are expected to provide insight and knowledge of the variables driving Gen Y's tendency to use online banking. It also helps to improve the understanding about the effectiveness of online banking towards Gen Y during pandemic and after pandemic.

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THE STUDY OF FACTORS AFFECTING ACCEPTANCE OF E- MARKETPLACE AMONG SMALL AND MEDIUM-SIZED ENTREPRISES (SMEs) IN KOTA BHARU, KELANTAN

UNIVERSITI MALAYSIA KELANTAN, KOTA BHARU, KELANTAN

nabila.a19a1161@siswa.umk.edu.my   eqhmal.a19b1153@siswa.umk.edu.my
deavisri.a19b0112@siswa.umk.edu.my   syuhada.a19a0637@siswa.umk.edu.my

Researcher:
1. Deavisri A/P Paramesvaran (A19B0112)
2. Eqhmal Hakimi Bin Zainodin (A19B1153)
3. Nabila Ashiqin Zulkifli (A19A1161)
4. Nur Syuhada Binti Zainol (A19A0637)

Supervisor:
Dr. Shah Iskandar Fahmie Bin Ramlee

Examiner:
Dr. Yusrinadini Zahirah Binti Md.Isa@Yusuff

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INTRODUCTION

Small and medium-sized enterprises (SMEs) in Malaysia have been exposed to the new business norm that has fast developed into one geared towards utilizing E-marketplace as its primary during the past two years. E-Marketplace offers opportunities for SMEs to sell and market products and services to consumers.The expansion of the E-marketplace has almost dominated various parts of the world. It is imperative to understand the determinants of acceptance E-Marketplace. Identifying the factors that affect acceptance of E-Marketplace among SMEs will not only allow the prediction of E- Marketplace usage but also make it possible to assess its future growth. Perhaps, by identifying these factors can help SMEs success for implementing E-Marketplace, which will afterwards result in economic growth in Malaysia.

RESEARCH OBJECTIVES

● To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived usefulness.
● To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived ease of use.
● To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by attitude.
● To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected
● To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived behaviour control.

HYPOTHESIS STATEMENT

■ H1: There is a significant positive relationship between perceived usefulness and acceptance of E-Marketplace among SMEs.
■ H2: There is a significant positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs.
■ H3: There is a significant positive relationship between attitude and acceptance of E-Marketplace among SMEs.
■ H4: There is a significant positive relationship between subjective norm and acceptance of E-Marketplace among SMEs.
■ H5: There is a significant positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs.

MATERIAL AND METHOD

RESEARCH DESIGN — Quantitative Method

DATA COLLECTION METHOD — Questionnaire

SAMPLE SIZE — 320 Respondents

POPULATION — 1900 SME's in Kota Bharu, Kelantan

DATA ANALYSIS — SPSS
1. Preliminary analysis (pilot test)
2. Descriptive analysis
3. Validity and Reliability analysis
4. Pearson correlation coefficient analysis

SAMPLING TECHNIQUES — Purposive Sampling Method

RESULT AND FINDING

Table 4.14 Result of Reliability Test for Independent Variables and Dependent Variable

Variables	Total Respondent	Cronbach's Alpha	Result
Perceived usefulness	320 respondents	0.870	Good
Perceived ease of use	320 respondents	0.865	Good
Attitude	320 respondents	0.856	Good
Subjective norm	320 respondents	0.872	Good
Perceived behaviour control	320 respondents	0.882	Good
Acceptance of E-Marketplace	320 respondents	0.837	Good

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mean1_PU	320	3.00	5.00	4.8406	.32987
Mean2_PEOU	320	3.40	5.00	4.8100	.37795
Mean3_AU	320	2.60	5.00	4.8181	.34630
Mean4_SN	320	3.00	5.00	4.8075	.36139
Mean5_PBC	320	3.00	5.00	4.8300	.33720
Mean6_AOE	320	3.40	5.00	4.8525	.29456
Valid N (listwise)	320				

4.5 Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean1_PU	.420	320	.000	.554	320	.000
Mean2_PEOU	.399	320	.000	.575	320	.000
Mean3_AU	.400	320	.000	.589	320	.000
Mean4_SN	.397	320	.000	.598	320	.000
Mean5_PBC	.405	320	.000	.575	320	.000
Mean6_AOE	.417	320	.000	.574	320	.000

Summary of correlation analysis

Number of hypotheses	Statement of hypotheses	Result	Significant value
H1	There is a significant positive relationship between perceived usefulness and acceptance of E-Marketplace among SMEs.	Accepted	.000
H2	There is a significant positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs.	Accepted	.000
H3	There is a significant positive relationship between attitude and acceptance of E-Marketplace among SMEs.	Accepted	.000
H4	There is a significant positive relationship between subjective norm and acceptance of E-Marketplace among SMEs.	Accepted	.000
H5	There is a significant positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs.	Accepted	.000

LITERATURE REVIEW

THEORY
- Theory Technology Acceptance Model (TAM)
- Theory Planned Behaviour (TPB)

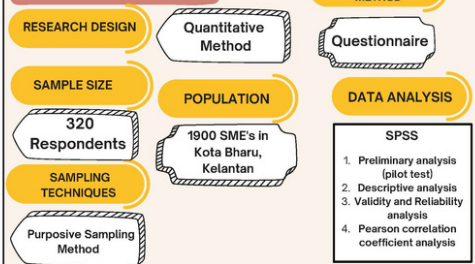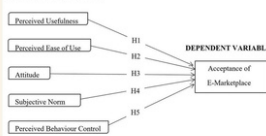## CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLE
Perceived Usefulness (H1)
Perceived ease of use (H2)
Attitude (H3)
SubjectiveNorm (H4)
Perceived behavior control (H5)

DEPENDENT VARIABLES
Acceptance of E-Marketplace

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CONCLUSION

• The researchers aim to identify the relationship between five (5) independents variables in this study which is perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control.

• The SPSS programme was used to perform descriptive analysis, reliability tests, normality testing, regression analysis and Pearson correlation analysis.

• This study becomes beneficial to respondents which is SME's owners and researchers because of the new understanding and new knowledge it provides to them either directly or indirectly.

Presented at:
Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

THE STUDY ON FACTORS INFLUENCING E-LEARNING READINESS TOWARDS LOCAL UNIVERSITY STUDENTS IN MALAYSIA

DINISH A/L ANANTHAN[1] | NABILAH BINTI RAMLI[2] | NG CHUN SIONG[3] | NUR ZAKIAH BINTI MOHD YAHYA[4]
SUPERVISOR: DR. WAN MOHD NAZDROL BIN WAN MOHD NASIR
UNIVERSITI MALAYSIA KELANTAN

UNIVERSITI MALAYSIA KELANTAN

ACKNOWLEDGEMENT

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INTRODUCTION

The concept of e-learning, according to the Ministry of Education (MOE), encompasses systems capable of gathering, managing, accessing, and transmitting information in a variety of ways (Hassan, 2002). This study aimed to study e-learning readiness towards students' academic performance according of gender, age, level of education who attended at local university in Malaysia.

OBJECTIVES

- To determine the connection between the academic performance of Malaysia's local Universities students and the students' characteristics.

- To determine the connection between the academic performance of Malaysia's local Universities students and the evaluation use of technology.

- To determine the connection between the academic performance of Malaysia's local Universities students and institutional support.

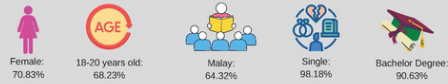- To determine the connection between the academic performance of Malaysia's local Universities students and online interaction and social.

- To determine the connection between the academic performance of Malaysia's local Universities students and perceived usefulness.

RESULTS

Female: 70.83%
18-20 years old: 68.23%
Malay: 64.32%
Single: 98.18%
Bachelor Degree: 90.63%

Summary of The Means of Computed Items According to Variable

Factors Influencing E-learning Readiness	N	Mean	Std. Deviation
Students' Characteristics Factors	384	3.4286	0.73617
The Evaluation Use of Technology Factors	384	4.3615	0.66864
Institutional Support Factors	384	4.4383	0.69461
Online Interaction and Social Factors	384	3.8323	0.72824
Perceived Usefulness Factors	384	4.0042	0.67803

Validity and Reliability Result

Variables	No. of Item	Cronbach's Alpha Coefficient
Students' Characteristics Factors	5	0.814
The Evaluation Use of Technology Factors	5	0.813
Institutional Support Factors	5	0.814
Online Interaction and Social Factors	5	0.811
Perceived Usefulness Factors	5	0.812

Summary of Correlation Analysis

Variables	Spearman's Correlation Coefficient	
Student Characteristics	Sig. (2-tailed)	P = 0.00 (p < 0.01) R = 0.468
The Evaluation Use of Technology	Sig. (2-tailed)	P = 0.00 (p < 0.01) R = 0.510
Institutional Support	Sig. (2-tailed)	P = 0.00 (p < 0.01) R = 0.280
Online Interaction and Social	Sig. (2-tailed)	P = 0.00 (p < 0.01) R = 0.511
Perceived Usefulness	Sig. (2-tailed)	P = 0.00 (p < 0.01) R = 0.491

METHODS

Research Design: Quantitative Study

Data collection: Questionnaire

Total Population: 584,576 students

Sample size: 384 students (Krejcie & Morgan (1970)

Preliminary analysis
Descriptive analysis
Validity and reliability test
Normality test
Spearman's Correlation Coefficient

CONCLUSION

Students at local universities in Malaysia have a bit of a reputation when it comes to E-Learning. Due to the fact that the value of the Cronbach Alpha coefficients is more than 0.7, the fundamental need of the reliability analysis has been satisfied as a result of the examination of all of the variables.

RECOMMENDATION

Make use of a new kind of research technique, namely one that takes a qualitative approach

Identify the other challenges that students might face during the course of their studies in addition to the impact of E-Learning implementation on student's academic achievement at local Universities in Malaysia.

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PRESENTED AT:

MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENUERSHIP AND BUSINESS E – COLLOQUIUM 2022/2023

THE STUDY ON FACTORS INFLUENCING CONSUMER PURCHASING BEHAVIOUR ON ELECTRONIC PRODUCTS IN KELANTAN

AUTHORS:

Dominic Lim Yi Wei - A19A0118

Nagarupini A/P Ragu - A19B0394

Nik Ahmad Syukri Bin Nik Mayudin - A19A0408

Noorazean Binti Abu Bakar - A19A0435

SUPERVISOR:

Dr. Wan Mohd Nazdrol Bin Wan Mohd Nasir

EXAMINER:

En. Ahmad Syakir Bin Junoh @ Ismail

ABSTRACT

Malaysia is home to many qualities electronic and electrical consumer products through homegrown entrepreneurial efforts. Some of these brands have made a significant impact in the consumer electronics industry locally and internationally. Consumer purchasing behaviour entails the steps that consumers take before making a purchase of a good or service, both online and offline. Therefore, this study aims to study the factors influencing consumer purchasing behaviour on electronic products in Kelantan. Quantitative method was use and a total pf 392 respondents have been collected through questionnaires. Data collected was analyze by using IBM SPSS software. The results of the study shows there is a strong correlation between social factors, personal factors, price factors, promotion factors, and product factor that influencing consumer purchasing behaviour on electronic products in Kelantan.

INTRODUCTION

The aim of the researcher wants to study is about the factors influencing consumer purchasing behaviour on electronic products in Kelantan. Furthermore, the researcher chooses to study in this topic because of to know about what the consumer behaviour in the Kelantan when they use the electronic product. It can show that the behaviour of the consumer is different depends on which factors and what is the effect will happen to consumer. The user's tastes, perspectives, aims, and decisions on the consumers' reaction come together to form the consumer purchasing behaviour.

RESEARCH OBJECTIVES:

1. To examine the factors which influencing the consumer purchasing behaviour on electronic products in Kelantan.
2. To examine the relationship between social factors and consumer purchasing behaviour on electronic products in Kelantan.
3. To examine the relationship between personal factors and consumer purchasing behaviour on electronic products in Kelantan.
4. To examine the relationship between price factors and consumer purchasing behaviour on electronic products in Kelantan.
5. To examine the relationship between promotion factors and consumer purchasing behaviour on electronic products in Kelantan.
6. To examine the relationship between product factors and consumer purchasing behaviour on electronic products in Kelantan.

HYPOTHESES STATEMENT

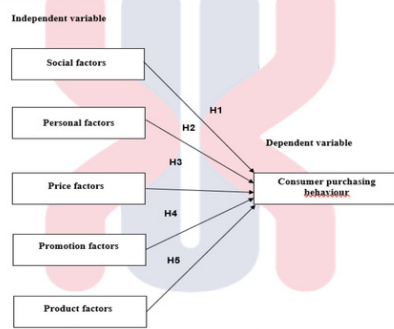H1: There is a positive relationship between social factors and consumer purchasing behaviour on electronic products in Kelantan

H2: There is a positive relationship between personal factors and consumer purchasing behaviour on electronic products in Kelantan

H3: There is a positive relationship between price factors and consumer purchasing behaviour on electronic products in Kelantan

H4: There is a positive relationship between promotion factors and consumer purchasing behaviour on electronic products in Kelantan

H5: There is a positive relationship between product factors and consumer purchasing behaviour on electronic products in Kelantan

2.5 Conceptual framework

Material and Method

Research Design
- Quantitative Method

Total population
- 1,739,594

Sample Size
- 392

Data collection method
- Questionnaire
- Newspaper, article and website related

Data analysis
- Statistical Package for Social Science (SPSS)

Results and Findings
The Pearson Correlation Result

Correlations

		Consumer Purchasing Behaviour	Social Factors	Personal Factors	Price Factors	Promotion Factors	Product Factors
Consumer Purchasing Behaviour	Pearson Correlation	1	.519**	.531**	.548**	.756**	.434**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	392	392	392	392	392	392
Social Factors	Pearson Correlation	.519**	1	.498**	.551**	.688**	.378**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	392	392	392	392	392	392
Personal Factors	Pearson Correlation	.531**	.498**	1	.648**	.440**	.361**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	392	392	392	392	392	392
Price Factors	Pearson Correlation	.548**	.551**	.648**	1	.560**	.524**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	392	392	392	392	392	392
Promotion Factors	Pearson Correlation	.756**	.688**	.440**	.560**	1	.617**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	392	392	392	392	392	392
Product Factors	Pearson Correlation	.434**	.378**	.361**	.524**	.617**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	392	392	392	392	392	392

**. Correlation is significant at the 0.01 level (2-tailed).

Table 1: Summary of correlation analysis

Hypothesis	Correlation	Correlation Value	Conclusion
H1	Accepted	0.519	Substantial
H2	Accepted	0.531	Substantial
H3	Accepted	0.548	Substantial
H4	Accepted	0.756	High
H5	Accepted	0.434	Moderate

CONCLUSION

The findings indicate that the majority of the hypotheses that were tested had a high statistical significance, and the findings of the data that was acquired have been recognized and analyzed. This is the overall conclusion drawn from the research. Additional study is required in the future to provide reference material to the topic of consumerism, and this research must be done.

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UNIVERSITI MALAYSIA KELANTAN

YOUTH ENTREPRENEURSHIP AND DIGITAL: A STUDY FROM MALAYSIANS DIGITAL BASED BUSINESS.

Eh Way Chiam A/L Eh Bun Sing[1] Nik Mohamad Ezamie bin Nik Yusof[2] Nor Shafiqah Hanum binti Mohd Nazri[3] Norzarifah binti Mat Zakri[4]

Supervisor : Dr. Sathiswaran A/L Uthamaputhran
Examiner : Dr.Mohd Ikhwan bin Aziz

INTRODUCTION

Small and medium enterprises have been a major contributor to the growth of the country's economic. According to Sathiabama (2010) entrepreneurship is a dynamic process of creating wealth by individuals or groups of individuals. In Malaysia young unemployment is on the rise because of market instability and general economic conditions. The theory that we used is Theory Planned Behaviour (TPB). Problem statement : Academic gap, practice gap and achievement gap

RESEARCH OBJECTIVE

- To identify key factors that support the intention to do the digital base business.
- To examine the effectiveness key factors that can influence youth entrepreneurs' intention to start the digital base business
- To propose a model that can influence youth entrepreneurs' intention to do the digital base business.

RESEARCH METHODS

1. Quantitative methods
2. Youth Entrepreneur in Kelantan
3. Sample size : 254 respondents
4. Convenience sampling
5. Online questionnaire: Google Form
6. Data Analysis: IBM SPSS Statistics Software
7. Result: Frequency analysis, Descriptive analysis, Reliability and Validity, Spearman Correlation , Descriptive and Regression

RESULT
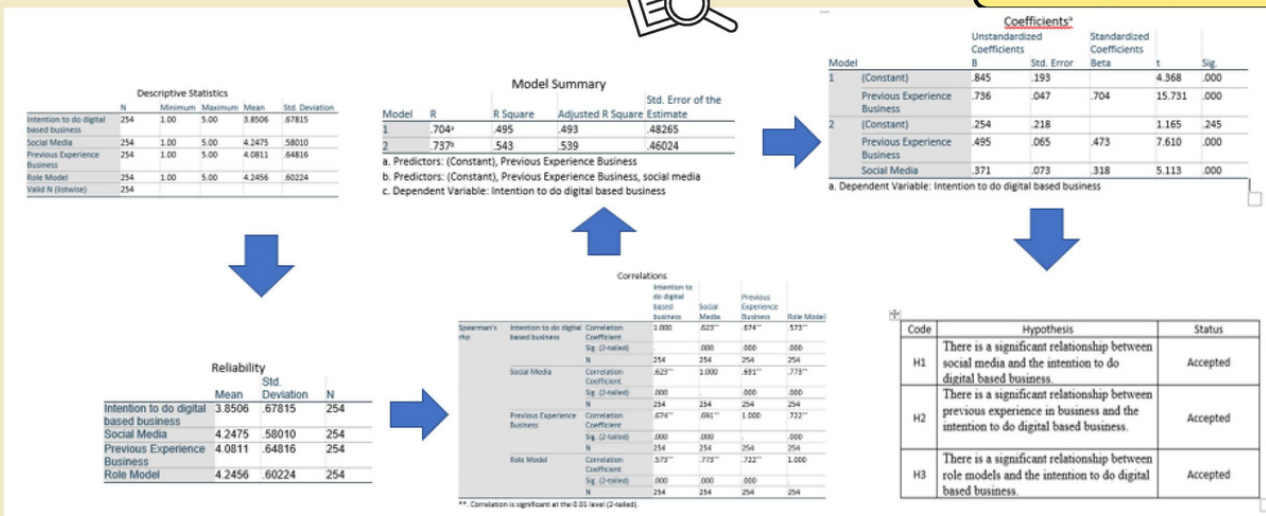
ACKNOWLEDGEMENT

We would like to extend our sincere gratitude and appreciation to our supervisor, Dr. Sathiswaran A/L Uthamaputhran, for helpful suggestions, valuable comments, encouragement, and support which help us to shape our final year project research. We also thanke to our examiner Dr Mohd Ikhwan bin Aziz to for help to do this research.

CONCLUSION

With the completion of this study dedication, the researcher hopes this study will provide useful information and the information can help in understanding the youth entrepreneurial intention specifically on intention on digital entrepreneurship and hope that this study can be used as reference to future study in similar context.

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Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

YOUTH ENTREPRENEURSHIP AND BUSINESS GROWTH: A STUDY FROM YOUTH ENTREPRENEURS IN MALAYSIA

Ellvina Anak Stephen[1] Nik Nur Dayana Sahira binti Nik Kamarul Anuar[2] Nurain Afiqah binti Rizal[3] Zakia Muthia[4]

Faculty of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia

Supervisor: Dr. Satishwaran A/L Uthamaputhran
Examiner : Dr. Mohd Ikhwan bin Aziz

INTRODUCTION

Malaysia is a country that is changing the state of society from a government-dependent society to a self-employed society. The government recommends that people work alone without relying on the help of others to support themselves and their families. This means that the government has indirectly encouraged the community to become entrepreneurs. This effort has also encouraged many parties, including the youth, to venture into the field of entrepreneurship. However, youth entrepreneurs find it difficult to maintain performance in their businesses, which is the issue that prompts us to study the problems that cause things like this to happen. One of the causes of this problem is that young entrepreneurs do not get a place to accept the initiatives given by the government in developing the field of entrepreneurship which causes them to struggle just to ensure that their businesses continue to operate. Although there are already initiatives that have started to be channeled to youth entrepreneurs, these initiatives are not enough to support youth entrepreneurs to continue to progress in their businesses. The lack of research related to young entrepreneurs also causes them to be trapped without fresh and creative ideas for them to use in their business and the lack of experience in business also causes young entrepreneurs to often be seen to fail because without experience young entrepreneurs are seen as less prepared to face challenges in the field of entrepreneurship.

OBJECTIVES

- To investigate the key drivers that support youth entrepreneurship and business growth.
- To determine which key drivers, social network, digital knowledge, and business experience most influence youth entrepreneurship and business growth.
- To propose a model that supports youth entrepreneurship and business growth.

MATERIAL AND METHOD

1. Quantitative method
2. Youth in Malaysia
3. Sample size: 258 respondents
4. Simple random sampling
5. Online Questionnaire: Google Form
6. Data Analysis: IBM SPSS Statistic Software
7. **Results**: Reliability Analysis, Descriptive Analysis, Spearman Correlation, Multiple Linear Regression. Expert Validity Analysis

RESULT

Descriptive Statistics

	N	Mean	Std. Deviation
growth of youth start-up	258	4.4756	.37712
social networks	258	4.4194	.45405
digital knowledges	258	4.5362	.37798
business experiences	258	3.9163	.77216
Valid N (listwise)	258		

Reliability Analysis

	Cronbach Alpha	Sum of Items	N
growth of youth start-up	.7270	7	258
social networks	.7130	5	258
digital knowledges	.7600	6	258
business experiences	.7560	5	258

Correlations

			growth of youth start-up	social networks	digital knowledges	business experiences
Spearman's rho	growth of youth start-up	Correlation Coefficient	1.000	.581**	.616**	.190**
		Sig. (2-tailed)	.	.000	.000	.002
		N	258	258	258	258
	social networks	Correlation Coefficient	.581**	1.000	.579**	.301**
		Sig. (2-tailed)	.000	.	.000	.000
		N	258	258	258	258
	digital knowledges	Correlation Coefficient	.616**	.579**	1.000	.176**
		Sig. (2-tailed)	.000	.000	.	.005
		N	258	258	258	258
	business experiences	Correlation Coefficient	.190**	.301**	.176**	1.000
		Sig. (2-tailed)	.002	.000	.005	.
		N	258	258	258	258

** Correlation is significant at the 0.01 level (2-tailed)

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.706	.224		7.600	.000
	digital knowledges	.611	.049	.612	12.379	.000
2	(Constant)	1.382	.220		6.288	.000
	digital knowledges	.418	.058	.419	7.236	.000
	social networks	.271	.048	.326	5.625	.000

a. Dependent Variable: growth of youth start-up

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612[a]	.374	.372	.29885
2	.666[b]	.444	.439	.28243

a. Predictors: (Constant), digital knowledges
b. Predictors: (Constant), digital knowledges, social networks

CONCLUSION

Overall, the findings in this study can indirectly help youth entrepreneurs grow in popularity because of the advancement of internet technology that provides many business opportunities. Other than that, it can helpful for business growth and value that influence the strength of business start-up development strategies, such as relationship building (social networks), digital knowledge, and previous experience. These research findings also provide sufficient information to those who will undergo similar studies in the future as additional literature for their study.

ACKNOWLEDGEMENT

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FACTORS INFLUENCING ATTITUDE TOWARDS SOCIAL COMMERCE SITES AMONG UNDERGRADUATE STUDENTS AT THE FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN

Nuralyia Nazureen Binti Ali (A19A0655), Nurfarah Hanim Binti Zainal (A19B1103),
Ennly Aina Ponji (A19A0124), Noorsally Izzaty Binti Nordin (A19A0440)
Supervisor: Dr. Nur Izzati binti Mohamad Anuar

INTRODUCTION

- Social commerce sites are a new type of electronic commerce that incorporates the use of social media to aid in the online buying of items and services. In the next five years, the result was stated that higher positives of social media will become increasingly this day, as the system of making purchases online continues to expand across the globe, including in Malaysia.

OBJECTIVES

RO1 1. To identify the relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

RO2 2. To identify the relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

RO3 3. To identify the relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

RO4 4. To identify the relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

METHODOLOGY

RESEARCH DESIGN
- Quantitative
- DATA COLLECTION- Questionnaires- through Google Form

SAMPLE SIZE
- 341 Respondents in Krejcie and Morgan

POPULATION
- Undergraduate Students
- Faculty of Entrepreneurship and Business, UMK.

SAMPLING TECHNIQUES
- NON- PROBABILITY

DATA ANALYSIS
- DESCRIPTIVE ANALYSIS
- RELIABILITY TEST
- SPEARMAN
- CORRELATION COEFFICIENT

RESULTS

Result of the Reliability Analysis on Constructs

STUDY INSTRUMENTS	NUMBER OF ITEMS	CRONBACH ALPHA
Perceived Useful	6	0.877
Perceived Ease of Use	6	0.888
Perceived Trust	6	0.923
Perceived Social Presence	6	0.910
Attitude towards social commerce sites	6	0.903

Normality Test

We employ the Kolmogorov -Smimo and Shapiro - Wilk methods. Based on the obtained value, it indicates a value of 0.00. As a result, we can therefore conclude that neither the IV and DV are normally distributed.

SPEARMAN CORRELATION:

Variable	Spearman Correlation	Significant
Perceived Useful	0.854	0.000
Perceived Ease of Use	0.860	0.000
Perceived Trust	0.764	0.000
Perceived Social Presence	0.818	0.000

The results of the study show that perceive useful (r= 0.854), Perceived Ease of Use (r= 0.860), Perceived Trust (r= 0.764) and Perceived Social Presence (r= 0.818) have a solid and positive correlation between attitudes towards social commerce among Undergraduate students at Faculty of Entrepreneurship and Business, Universiiti Malaysia Kelantan.

CONCLUSION

- The increasing popularity of social media has created a solid foundation for social commerce to prosper internationally.
- Because the purpose of this platform is not only to make it easier to get information quickly to others, but it may also become a famous platform to buy goods on social commerce sites while being able to interact with contacts.
- As a result, the purpose of this study was to identify the factors that attitude undergraduate students' opinions regarding social commerce sites at Faculty of Entrepreneurship and Business, UMK.
- Independent variables are perceived useful, perceived ease of use, perceived trust and perceived social presence.
- Dependent variables is the attitudes toward social commerce sites.
- The hypotheses are accepted

ACKNOWLEDGMENT

5th MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E- COLLOQUIUM 2022/2023

UNIVERSITI MALAYSIA KELANTAN

FACTORS INFLUENCING THE INTENTION TO USE
E-WALLET PAYMENT SYSTEM AMONG GEN Z IN PENANG, MALAYSIA

ESWARAN A/L MORGAN[1] NURFARAHIN HANANI BINTI MOHD ASRI[2] NANCY KONG KAH MENG[3] NOR NASIHAH BINTI ZAINI[4]

SUPERVISOR: DR. NUR IZZATI BINTI MOHAMAD ANUAR
EXAMINER: DR. WAN FARHA BINTI WAN ZULKIFFLI

INTRODUCTION

Technological innovation is transforming financial services and products. The desire for faster and easier payment methods has been fueled by the advent of innovative services like e-commerce made possible by the constantly expanding and changing technologies (Hammond, 2018). In this study, the researcher has been investigating the Factors Influencing the Intention to use an E-Wallet Payment System Among Gen Z In Penang, Malaysia. Due to the form of online shopping and eCommerce websites, the need for electronic payment methods has increased dramatically. Therefore, the complicated consumer intention affects the e-wallet system for online payments. The underpinning theory that has been used this study is Technology Acceptance Model (TAM). It concentrates on four major factors that influence people's acceptance of new technology: perceived usefulness, perceived ease of use, perceived security and perceived trust

RESEARCH OBJECTIVES

- To examine the relationship between Perceived Ease of Use and Intention to use E-Wallet Payment System Among Gen Z In Penang, Malaysia.
- To examine the relationship between Perceived Usefulness and Intention to use E-Wallet Payment System Among Gen Z In Penang, Malaysia.
- To examine the relationship between Perceived Security and Intention to use E-Wallet Payment System Among Gen Z In Penang, Malaysia.
- To examine the relationship between Perceived Trust and Intention to use E-Wallet Payment System Among Gen Z In Penang, Malaysia.

RESEARCH METHODS

- Quantitative methods
- Gen Z in Penang Malaysia
- Sample Size: 384 respondents
- Convenience sampling
- Online questionnaire: Google Form
- Data Analysis: IBM SPSS Statistics Software 26
- Results: Frequency analysis, Descriptive analysis, Reliability and Validity, Pearson Correlation Coefficient and Multiple Linear Regression

RESULTS

GENDER	AGE	RACE	E-WALLET
Male (51.3%)	22-25 years old (56.5%)	Malay (40.1%)	Touch' n Go (42.2%)
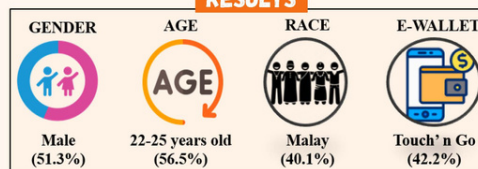
DESCRIPTIVE STATISTICS

Category	N	Std. Deviation	Mean
Perceived ease of use	384	0.63144	4.2904
Perceived usefulness	384	0.69134	4.2795
Perceived security	384	0.70755	4.2405
Perceived Trust	384	0.71390	4.2313
Intention to use e-wallet payment system among gen z	384	0.65398	4.2691

RELIABILITY ANALYSIS

Content	Cronbach's Alpha	Sum of Items	N
Perceived ease of use	0.869	6	384
Perceived usefulness	0.903	6	384
Perceived security	0.908	6	384
Perceived Trust	0.910	6	384
Intention to use e-wallet payment system among gen z	0.882	6	384

MODEL SUMMARIES

Model	R	R²	Adjusted R²	Std. Error of the Estimate
1	.844ª	.713	.710	.35235

COEFFIECIENTS

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.579	.128		4.512	.000
	Perceived ease of use	.211	.046	.204	4.588	.000
	Perceived usefulness	.070	.050	.074	1.406	.161
	Perceived security	.143	.056	.155	2.563	.011
	Perceived Trust	.444	.050	.485	8.902	.000

Code	Hypotheses	Status
H1	Perceived ease of use has a significant influence on intention to use an e-wallet payment system among gen z in Penang, Malaysia	Accepted
H2	Perceived usefulness has a significant influence on intention to use an e-wallet payment system among gen z in Penang, Malaysia	Accepted
H3	Perceived security has a significant influence on intention to use an e-wallet payment system among gen z in Penang, Malaysia	Accepted
H4	Perceived trust has a significant influence on intention to use an e-wallet payment system among gen z in Penang, Malaysia	Accepted

PEARSON CORRELATION COEFFICIENT

	The Intention to Use An E-Wallet Payment System Among Gen Z	Perceived Ease of Use	Perceived Usefulness	Perceived Security	Perceived Trust	Sig
The Intention to Use An E-Wallet Payment System Among Gen Z	1	0.695	0.714	0.762	0.806	0.000
Perceived Ease of Use	0.695	1	0.743	0.706	0.680	0.000
Perceived Usefulness	0.714	0.743	1	0.805	0.751	0.000
Perceived Security	0.762	0.706	0.805	1	0.832	0.000
Perceived Trust	0.806	0.680	0.751	0.832	1	0.000

CONCLUSION

The outcome of this research indicated that perceived trust is the most important factor influencing the intention to use e-wallet payment system among Gen Z in Penang, Malaysia. This is because, without our realising the purpose and benefits of e-wallets, there will be a lack of appreciation among e-wallet consumers for their contribution towards their strong belief in this cashless society. In summary, this research can help the service provider gain a competitive advantage and researchers from other countries can also use the data for their usage.

ACKNOWLEDGEMENT

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Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

ANALYSIS OF COMPETITIVE ADVANTAGE THROUGH SOFT SKILLS AND HARD SKILLS AMONG UNDERGRADUATES IN UNIVERSITI MALAYSIA KELANTAN

UNIVERSITI MALAYSIA KELANTAN

HAN JIA PING , NG JUN HONG, NURHANISAH BINTI MAT SUM, NURHAZIMAH BINTI RASHIDI
SUPERVISOR: DR. MOHD IKHWAN BIN AZIZ
Bachelor of Entrepreneurship (Commerce) with Honours
Faculty of Entrepreneurship and Business

Acknowledgement

Introduction

1. In the current environment, graduates must possess both soft skills and hard abilities to develop their competency and gain a competitive edge via students.
2. The main problem that arises is caused when the skills that graduates have today do not tally with the needs and requirements of the industry.
3. The purpose of this study is to investigate the competitive advantage among students through soft skills and hard skills

Objective

1. To identify the relationship between soft skills and competitive advantage among undergraduates in Universiti Malaysia Kelantan, City Campus.
2. To analyse the relationship between hard skills and competitive advantage among undergraduates in Universiti Malaysia Kelantan, City Campus.
3. To propose the analysis influencing the competitive advantage among undergraduates in Universiti Malaysia Kelantan, City Campus.

Framework
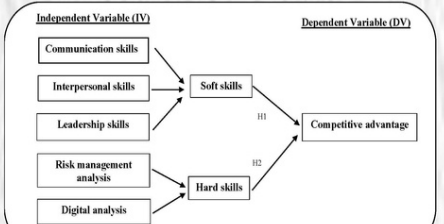
Method

➢ **Research design** - Quantitative methods

➢ **Data collection method** - Primary & Secondary data collection methods (Questionnaires, Internet)

➢ **Population** - 6,237 undergraduate students at Universiti Malaysia Kelantan, Campus Kota.

➢ **Sample Size** - 361 undergraduate
Table Krejcie and Morgan (1970)

➢ **Data Analysis Technique** - Descriptive analysis, Normality and reliability analysis and Pearson correlation analysis

Result/ Discussion

Table 1: Percentage of Demographic

Gender	Age	Race	Student
Female	22-24 years	Malay	Year 4
66.20%.	84.51%.	56.34%.	76.62%.

Table 2: Summary of Descriptive Statistic

Variable	Mean	Std. Deviation
Soft Skills (IV$_1$)	4.41	0.456
Hard Skills (IV$_2$)	4.24	0.438
Competitive Advantage (DV)	4.38	0.466

Table 3: Reliability Analysis

Variables	Number of Items	Cronbach's Alpha Value	Internal Consistency
Soft Skills (IV$_1$)	10	0.965	Excellent
Hard Skills (IV$_2$)	10	0.931	Excellent
Competitive Advantage (CA)	5	0.951	Excellent

Table 4: Summary of Status of Hypothesis

Hypothesis	Sig. Value	Conclusion	Coefficient Value	Conclusion
H1	0.000	Accepted	0.943	Very strong
H2	0.000	Accepted	0.785	Strong

Conclusion

➢ Hypotheses testing show soft skills have a high positive relationship with a competitive advantage, while hard skills have a moderate with a competitive advantage.

➢ This study gives exposure to the importance of soft skills and hard skills for graduates to compete for employment.

➢ Skills need to be the same level as academics in order to balance abilities and meet the marketability value of graduates.

➢ Institutions of higher education can provide early exposure to graduates in the form of industry-oriented training, learning in theory and practice, training workshop programs in the industry, SME Graduate, Enhancement Programmed Employability, and others.

Main References

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TRAINING   LEARNING   KNOWLEDGE   COACHING   SKILLS   DEVELOPMENT   SUPPORT   EXPERIENCE

UNIVERSITI MALAYSIA KELANTAN

TALENT DEVELOPMENT FOR ENTREPRENEURSHIP AMONG STUDENTS IN UNIVERSITY MALAYSIA KELANTAN.

NURIN AMIRAH BINTI HANIFF[1] HARIHARAN A/L SIVAKUMAR[2] NEW YEN QING[3] NORSYAHIDA BINTI FADZRY[4]
SUPERVISOR : DR MOHD IKHWAN BIN AZIZ
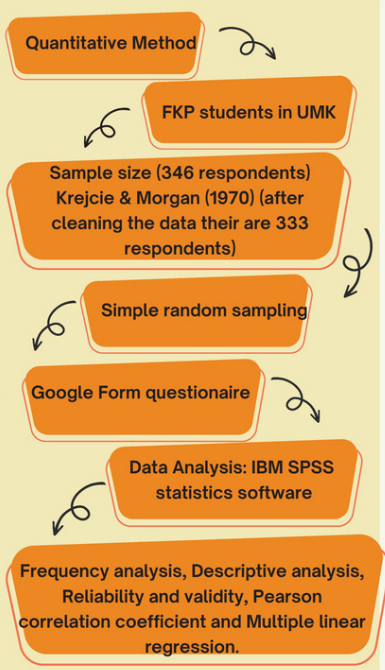EXAMINER : DR SATHISWARAN A/L UTHAMAPUTHRAN

INTRODUCTION

Entrepreneurship is considered one of the most successful economic development techniques. Government Incentive Programmes: PENJANA. In 2021, the number of graduates in Malaysia increased by 4.7 percent. (Department of Statistics Malaysia, 2022). Problem Statement: Skills gap & talent shortage.One of the primaryissues with talentdevelopment is the skills gap (McDonnell, 2011). Manshor (2014) indicated that poor collaboration between universities and industries also remains an issue of talent development. Talent Management (TM) theory is the underpinning theory that is adopted for conducting and completing the research study.
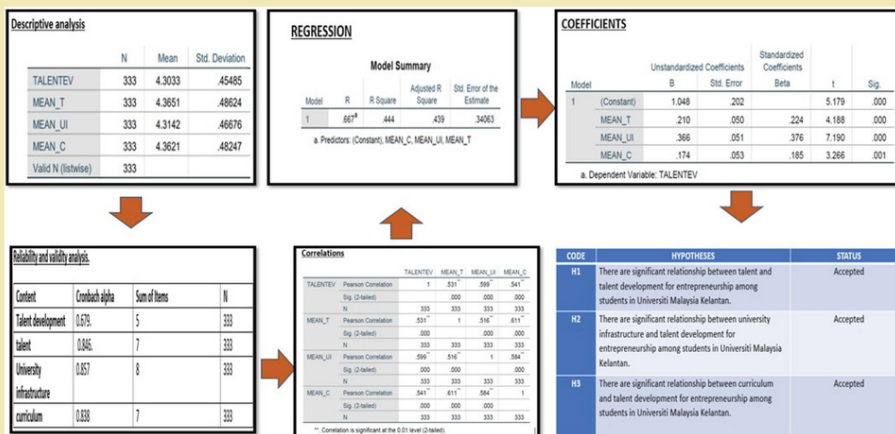
RESEARCH OBJECTIVE

1. To examine the relationship between talent and talent development for entrepreneurship among students at University Malaysia Kelantan.

2. To examine the relationship between university infrastructure and talent development for entrepreneurship among students at University Malaysia Kelantan.

3. To examine the relationship between curriculum and talent development for entrepreneurship among students at University Malaysia Kelantan.

MATERIALS AND METHODS

- Quantitative Method
- FKP students in UMK
- Sample size (346 respondents) Krejcie & Morgan (1970) (after cleaning the data their are 333 respondents)
- Simple random sampling
- Google Form questionaire
- Data Analysis: IBM SPSS statistics software
- Frequency analysis, Descriptive analysis, Reliability and validity, Pearson correlation coefficient and Multiple linear regression.

RESULT

Descriptive analysis

	N	Mean	Std. Deviation
TALENTEV	333	4.3033	.45485
MEAN_T	333	4.3651	.48624
MEAN_UI	333	4.3142	.46676
MEAN_C	333	4.3621	.48247
Valid N (listwise)	333		

REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667a	.444	.439	.34063

a. Predictors: (Constant), MEAN_C, MEAN_UI, MEAN_T

COEFFICIENTS

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.048	.202		5.179	.000
	MEAN_T	.210	.050	.224	4.188	.000
	MEAN_UI	.366	.051	.376	7.190	.000
	MEAN_C	.174	.053	.185	3.266	.001

a. Dependent Variable: TALENTEV

Reliability and validity analysis.

Content	Cronbach alpha	Sum of Items	N
Talent development	0.679.	5	333
talent	0.845.	7	333
University infrastructure	0.857	8	333
curriculum	0.838	7	333

Correlations

		TALENTEV	MEAN_T	MEAN_UI	MEAN_C
TALENTEV	Pearson Correlation	1	.531	.599	.541
	Sig. (2-tailed)		.000	.000	.000
	N	333	333	333	333
MEAN_T	Pearson Correlation	.531	1	.516	.611
	Sig. (2-tailed)	.000		.000	.000
	N	333	333	333	333
MEAN_UI	Pearson Correlation	.599	.516	1	.584
	Sig. (2-tailed)	.000	.000		.000
	N	333	333	333	333
MEAN_C	Pearson Correlation	.541	.611	.584	1
	Sig. (2-tailed)	.000	.000	.000	
	N	333	333	333	333

** Correlation is significant at the 0.01 level (2-tailed).

CODE	HYPOTHESES	STATUS
H1	There are significant relationship between talent and talent development for entrepreneurship among students in Universiti Malaysia Kelantan.	Accepted
H2	There are significant relationship between university infrastructure and talent development for entrepreneurship among students in Universiti Malaysia Kelantan.	Accepted
H3	There are significant relationship between curriculum and talent development for entrepreneurship among students in Universiti Malaysia Kelantan.	Accepted

CONCLUSION

This chapter has discussed the overall findings of the study. To assess the impact of talent development on students at the university, the researcher conducted this study using a questionnaire survey. Based on a survey of data from respondents, this study presents a summary of the final findings. This allows the researcher to classify and evaluate the data to determine whether the goals of the analysis have been met by the findings. Therefore, the whole idea will be accepted. Future researchers can also add more variables to the study to get more specific data and results. Finally, this chapter presents some recommendations designed to improve this type of research in the future.

ACKNOWLEGEMENT

We respect and thank our supervisor, Dr Mohd Ikhwan Bin Aziz, for giving us all the support and guidance that made us complete the research proposal. We also would liketo thanked our examiner, Dr. Sathiswaran A/L Uthamaputhran for the guidance to do this research.

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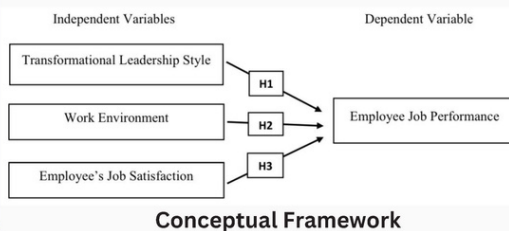
RAJENDRAN A/L RAMISH, NORFAZLIN BINTI ABD KARIM, HUANG KEE KAI, NURUL 'AQILAH BINTI MOHD YUSOF, TAN WAI HONG

Faculty of Entrepreneurship and Business
University Malaysia Kelantan

Email: rajendran.a19a0809@siswa.umk.edu.my ; wai.hong@umk.edu.my

POST-PANDEMIC EFFECTS ON EMPLOYEE JOB PERFORMANCE IN MALAYSIA
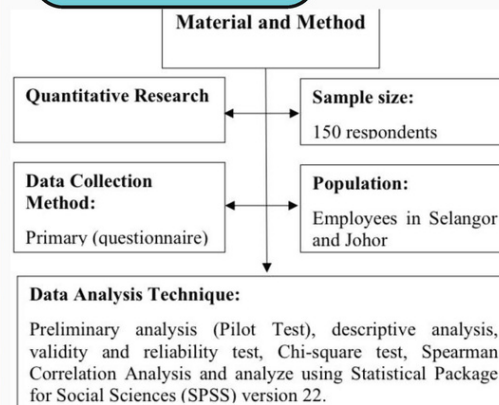
INTRODUCTION

Employees are a company's greatest asset. They play a vital part in an organization's growth, which cannot be understated. The post-pandemic bring a new ecosystem of working arrangement towards employees and organisations. It is create some flexible work options including remote and hybrid. To get the required results from this new ecosystem of ongoing labour arrangements, a brand-new set of skills will be needed. This study was conducted to identify the post-pandemic effects on employee job performance in Malaysia.

OBJECTIVE

1. To identify the effects of transformational leadership style on employee job performance.
2. To identify the effects of work environment on employee job performance.
3. To identify the effects of the employee's job satisfaction on employee job performance.

Conceptual Framework

MATERIAL AND METHOD

Data Analysis Technique:

Preliminary analysis (Pilot Test), descriptive analysis, validity and reliability test, Chi-square test, Spearman Correlation Analysis and analyze using Statistical Package for Social Sciences (SPSS) version 22.

RESULT

Table 1: Summary of Mean and Standard Deviation

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Job Performance (DV)	150	2	5	4.18	.547
Transformational Leadership Style (IV)	150	2	5	4.11	.551
Working Environment (IV)	150	2	5	3.81	.604
Job Satisfaction (IV)	150	3	5	3.79	.564

Table 2: Cronbach's Alpha Reliability Test Result

Variables	Cronbach's Alpha Value	Number of Item (N)	Strength
Job Performance (DV)	.769	6	Acceptable
Transformational Leadership Style (IV)	.809	7	Good
Working Environment (IV)	.706	8	Acceptable
Job Satisfaction (IV)	.660	6	Questionable

Table 3: Results of Spearman Correlation Analysis

Hypothesis	Sig. Value	Correlation Value	Conclusion
H1	0.000	0.446	Strong relationship (Accepted)
H2	0.000	0.447	Strong relationship (Accepted)
H3	0.000	0.656	Strong relationship (Accepted)

CONCLUSION

This study aims to give an overview to the community about the employee job performance. The profit of the company is closely related to the employee job performance. When company unable to increase production and earn higher profits, the country is also facing economic downturn. Indirectly, this may cause many social problems. So, employee job performance cannot be ignored and should face serious about this issue.

ACKNOWLEDGEMENT

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Universiti Malaysia KELANTAN

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan, Malaysia

THE DETERMINANTS OF SAVING BEHAVIORS AMONG UMK STUDENTS

HEMALATHA A/P MUNIANDY, NURSRIANA BINTI BASRI, NURSYAMIMI BINTI SULAIMAN AND MOHAMAD FAKHRULHAKIM BIN MOHD DAUD
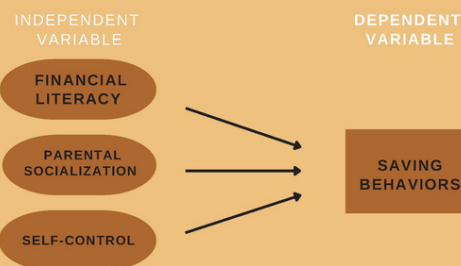SUPERVISOR: DR. TAN WAI HONG

INTRODUCTION

The saving behaviors among UMK students has a significant impact on the encourage them to save money by raising their financial knowledge. When a person develops a habit, that behavior has an effect on both their spending and their savings. The ability to establish a savings habit would be beneficial to one's chances of achieving financial success in life. Attending college is often the first time that students have experienced being financially independent without the oversight of their parents. The purpose of this study was to determine what factors encourage students at UMK to save money.

OBJECTIVE

- RO1: To examine the relationship between financial literacy and saving behavior.
- RO2: To examine the relationship between parental socialization and saving behavior.
- RO3: To examine the relationship between self-control and saving behavior.

CONCEPTUAL FRAMEWORK MODEL

INDEPENDENT VARIABLE

DEPENDENT VARIABLE

FINANCIAL LITERACY

PARENTAL SOCIALIZATION

SELF-CONTROL

SAVING BEHAVIORS

MATERIAL AND METHOD

Quantitative Research → Sample Size: 150 respondents

Data Collection Method → Primary (Questionnaire)

Population → UMK STUDENTS Age around 18-23 above years old.

Data Analysis Technique → Descriptive analysis, reliability analysis and Spearman correlation analysis, Chi square test and Analyze using SPSS version 26.

CONCLUSION

The implications on the saving behaviour among UMK students and the application of research results are presented as a contribution of this research to that improving self control will assist students in effectively managing their money. In addition, future researchers are encouraged to extend the sample size and cover a wider range of areas because can conducting comparable studies in order to obtain more trustworthy and accurate results.

RESULT

Table 1 : Descriptive Analysis

	N	Mean	Std. Deviation
Saving Behavior (DV)	150	3.54	.975
Financial Literacy (IV)	150	4.08	.676
Parental Socialization (IV)	150	4.26	.675
Self control (IV)	150	3.34	.989

Table 2 : Actual Reliability Statistics

Variables	Cronbach's Alpha Value	No .of Item	Strength
Saving Behaviour	.908	10	Excellent
Financial Literacy	.939	9	Excellent
Parental Socialization	.939	10	Excellent
Self control	.950	10	Excellent

Table 3 : Summary of Correlation Analysis

Hypothesis	Sig. Value	Conclusion	Correlation Value	Conclusion
H1	000	ACCEPTED	.320	Moderate relationship
H2	000	ACCEPTED	.350	Moderate relationship
H3	000	ACCEPTED	.512	Strong relationship

ACKNOWLEDGEMENT

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PRESENTED AT :
MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023

HEMALATHA A/P MUNIANDY, NURSRIANA BINTI BASRI, NURSYAMIMI BINTI SULAIMAN, MOHAMAD FAKHRULHAKIM BIN MOHD DAUD
SUPERVISOR: DR. TAN WAI HONG

EXPLORING HOW LIVE STREAMING INFLUENCES THE INTENTION OF PURCHASE IN MALAYSIA

Nur Syafiqa Binti Che Yasin[1] ,Nurul Syahinda Binti Zainol Abidin [2],
Dayang Puspa Binti Abdul Murad [3],Murni Nadirah Binti Nazari [4], Tan Wai Hong [5]

Faculty of Entrepreneurship And Business, Universiti Malaysia Kelantan, Malaysia
syafiqa.a18a0628@siswa.umk.edu.my,syahinda.a18a0753@siswa.umk.edu.my,
puspati.a19a0111@siswa.umk.edu.my, murni.a19a1076@siswa.umk.edu.my, wai.hong@umk.edu.my

INTRODUCTION

Lives stream has become one of the effective tools to help seller interact with customers and increase revenue. From e-business to a new retail and live streaming because people tend to buy more online especially buying through lives streaming, Iisnawati et al. (2022). According to Hanjaya et al. (2019), More than 90% internet users are on smartphone and spending an average 3.6 hours per day on mobile internet.

OBJECTIVE

- To examine the relationship between live streaming real-time interaction and the intention of purchase.
- To examine the relationship between live streaming prior experience and the intention of purchase.
- To examine the relationship between live streaming trust and the intention of purchase.
- To examine the relationship between live streaming ease-of-use and the intention of purchase
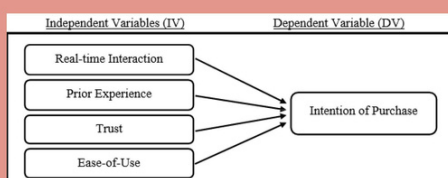
MATERIAL AND METHOD

Research Design:
Quantitative Research

Sample Size : 150 respondent

Study Population: 32.7 million people

Data Collection Method: Questionnaires Forms

Sampling Techniques : Non-probability sampling method

Data Analysis :
- Descriptive statistics
- Cronbach's Alpha
- Chi-Square test
- Spearman Correlation analysis

RESULT

	N	Mean	Std. Deviation
Real-time Interaction (IV)	150	3.9240	.75072
Prior Experience (IV)	150	3.6973	.85914
Trust (IV)	150	3.6307	.78535
Ease Of Use (IV)	150	3.8760	.75072
Intention Of Purchase (DV)	150	3.6587	.87976
Valid N (listwise)	150		

Variables	Cronbach's Alpha	N of Items	Strength
Real-time Interaction (IV)	0.894	5	Very Good
Prior Experience (IV)	0.870	5	Very Good
Trust (IV)	0.926	5	Excellent
Ease of Use (IV)	0.899	5	Very Good
Intention of Purchase (DV)	0.935	5	Excellent

Sources: Develop from Research

Spearman Rank Correlation Coefficient

			Real-Time Interaction	Prior Experience	Trust	Ease of Use	Intention of Purchase
Spearman's rho	Real Time Interaction	Correlation Coefficient	1.000	.598**	.593**	.603**	.602**
		Sig. (2-tailed)		.000	.000	.000	.000
		N	150	150	150	150	150
	Prior Experience	Correlation Coefficient	.598**	1.000	.697**	.667**	.732**
		Sig. (2-tailed)	.000		.000	.000	.000
		N	150	150	150	150	150
	Trust	Correlation Coefficient	.593**	.697**	1.000	.730**	.807**
		Sig. (2-tailed)	.000	.000		.000	.000
		N	150	150	150	150	150
	Ease of Use	Correlation Coefficient	.603**	.667**	.730**	1.000	.717**
		Sig. (2-tailed)	.000	.000	.000		.000
		N	150	150	150	150	150
	Intention of Purchase	Correlation Coefficient	.602**	.732**	.807**	.717**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	
		N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Chi-Square Tests

	Variable	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	IOP & RTI	756.253a	306	.000
	IOP & PE	662.463a	342	.000
	IOP & T	670.833a	306	.000
	IOP & EOU	570.927a	288	.000
N of Valid Cases		150		

Sources: Develop from Research

CONCLUSION

The study was conducted to explore how live streaming influences the intention to purchase in Malaysia. The antecedents of adoption were observed to be real-time interaction, prior experience, trust, ease of use, and intention to purchase. All the initial assumptions of the hypothesis regarding rejecting the H0 become clear and supported based on this study's findings. Thus, researchers may assume these findings can help or give more understanding to the related party for instance seller or the consumer itself, to understand the trend or pattern of live streaming business nowadays.

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ACKNOWLEDGEMENT

PRESENTED AT:
MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023

A STUDY OF FACTOR INFLUENCING ONLINE PURCHASE INTENTION IN TIKTOK AMONG GENERATION Z

Kalaiyarasi A/P Annathurai[1], Nor Syahira Nafisyah Binti Azman[2] , Siti Khadijah Binti Alias[3], Mohammad Fakhrullah Bin Majid [4], Muhammad Erwan Hakim Bin Alias[5]

Faculty of Entreprenuerships and Business
University Malaysia Kelantan

SUPERVISOR
Dr. Nor Asma Binti Ahmad
asma.a@umk.edu.my

ABSTRACT

This research aimed to study the effect between perceived media richness, perceived price and perceived convenience on online purchase intention in TikTok among generation Z. TikTok is social media platform to sharing entertainment videos. TikTok platform now popular with selling products at TikTok Shop. These collected data analysed using SPSS version 24 and result gathered through Descriptive,Realibility Test and Pearson Correlation. As, the result, TikTok is advice to employ approaches to improve those components and online buy intend.

INTRODUCTION

TikTok is a social network where people can share short videos.
It has more than billion users and is still growing,
since most made the platform's users are from generation Z,
short-form videos are mostly made to get their attention and raise their awareness.
Authenticity and engagement are the name of the game on TikTok and because to the platform's constantly changing suite of tools, formats, and trends, marketers never lack for motivation or ideas when it comes to producing entertaining video that has the potential to go viral.

OBJECTIVE

1.To determine the relationship between perceived media richness and the online purchase intention when using TikTok among generation Z.
2.To determine the relationship between the perceived price fairness and the online purchase intention when using TikTok among generation Z.
3.To determine the relationship between the perceived convenience and the online purchase intention when using TikTok among generation Z.

FRAMEWORK

MATERIAL AND METHODS

RESEARCH DESIGN
Quantitative study

SAMPLE SIZE
384 Respondents

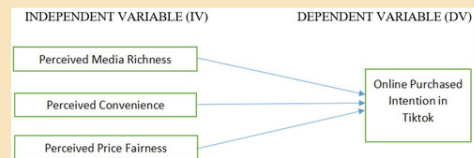**SAMPLING TECHNIQUE**
Non-probability sampling

DATA ANALYSIS
Convenience sampling

DATA COLLECTION
Questionnaire

RESEARCH INSTRUMENT
Google Form

SPSS
Descriptive analysis, Validity & Realibility, Pearson Correlation, Normality

RESULTS

Reliability Test

Variables	Number of Items	Cronbach's Alpha
Online Purchases Intention	5	0.854
Perceived Media Richness	5	0.917
Perceived Price Fairness	5	0.922
Perceived Convenience	5	0.900

Descriptive Analysis

	N	Mean	Std. Deviation
Online Purchase Intention	384	3.9484	0.69218
Perceived Media Richness	384	4.2573	0.62769
Perceived Price Fairness	384	3.9826	0.73992
Perceived Convenience	384	4.2245	0.68136

Pearson correlation

		DV	IV1	IV2	IV3
DV	Pearson Correlation	1	.649**	.680**	.589**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
IV1	Pearson Correlation	.649**	1	.628**	.661**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
IV2	Pearson Correlation	.680**	.628**	1	.706**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
IV3	Pearson Correlation	.589**	.661**	.706**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

CONCLUSION

The questions and objectives of the study were answered and achieved at the end of the process. All of the examined hypotheses—perceived media richness, perceived price fairness, and perceived convenience—were shown to be accurate, and all of the independent variables were significantly correlated with the intention to make an online purchase in Tiktok. Additionally, Pearson Correlation Analysis has demonstrated that all factors have significant positive correlations to online purchase intention, with the significance level for the correlation being set at 0.01.

ACKNOWLEDGEMENT

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Daryus, A. W. P., Ahmad, R. B., & Dada, M. (2022). THE FACTORS INFLUENCING THE POPULARITY OF TIKTOK AMONG GENERATION Z: A QUANTITATIVE STUDY IN YOGYAKARTA, INDONESIA. Electronic Journal of Business and Management, 7(1), 37-57.

Presented at : Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

CUSTOMER SATISFACTION TOWARDS FOOD DELIVERY APPLICATIONS: A CASE STUDY AMONG HOUSEHOLD IN KUALA LUMPUR

Kathiresan A/L Narayanan[1], Nur Ain Syafiqah Binti Muhamad Zamri[2], Nurul Akma Binti Abustaman[3], Saranyah A/P Krishnan[4]

Supervisor: Dr. Nor Asma binti Ahmad
Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan

INTRODUCTION

- E-commerce has enabled the food industry better serve customers.
- Due to shifting work patterns, families that use online food delivery applications are busy at home and order food because of the burden of raising a family while working.
- Rahim & Yunus, (2021) indicate that, customer satisfaction is the deciding factor when selecting an e-hailing food delivery service.
- Personal data security and privacy concerned consumers most.
- The time-saving element boosts service value by reducing customers' time and effort to buy a product.
- Alalwan (2020) recommends considering price while choosing between food delivery apps and traditional ways.
- Thus, the study aims at exploring the determinants of customer satisfaction towards food delivery applications among household in Kuala Lumpur.

OBJECTIVES

The followings are the research objectives for this study:

RO1: To examine the relationship between delivery service and customer satisfaction on food delivery applications among household in Kuala Lumpur

RO2: To identify the relationship between time and customer satisfaction on food delivery applications among household in Kuala Lumpur.

RO3: To analyze the relationship between privacy and customer satisfaction on food delivery applications among household in Kuala Lumpur

RO4: To investigate the relationship between price and customer satisfaction on food delivery applications among household in Kuala Lumpur

METHODS & MATERIALS

- Research Design: Quantitative
- Population: Kuala Lumpur smartphone users who already used and are using food delivery apps
- Sample Size: 384 respondents
- Data Collection Method: Google form
- Sampling Techniques: Non-Probability Sampling
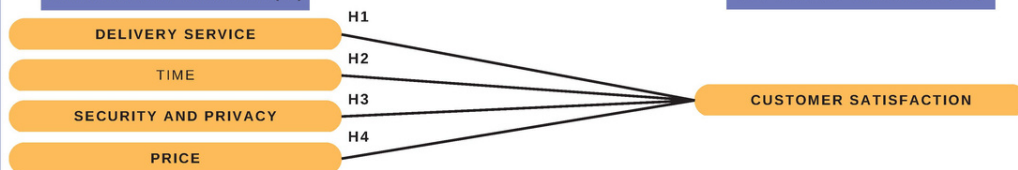- Data Analysis: SPSS

RESULTS

1. Pearson Correlation Analysis

Delivery Service	Pearson correlation	1	0.690
	Sig. (2-tailed)		0.000
	N	384	384
Time	Pearson correlation	1	0.559
	Sig. (2-tailed)		0.000
	N	384	384
Security and Privacy	Pearson correlation	1	0.616
	Sig. (2-tailed)		0.000
	N	384	384
Price	Pearson correlation	1	0.648
	Sig. (2-tailed)		0.000
	N	384	384

2. Hypothesis Analysis

	Hypothesis		Pearson's Correlation Result
H1	There was a positive and significant relationship between the delivery service and customer satisfaction towards food delivery applications among household in Kuala Lumpur.	R= 0.690 P= 0.000	Significant
H2	There was a positive and significant relationship between time and customer satisfaction towards food delivery applications among household in Kuala Lumpur	R= 0.559 P= 0.000	Significant
H3	There was a positive and significant relationship between security and privacy with customer satisfaction on food delivery applications among households in Kuala Lumpur.	R= 0.616 P= 0.000	Significant
H4	There was a positive and significant relationship between the price and customer satisfaction on food delivery applications among household in Kuala Lumpur.	R= 0.648 P= 0.000	Significant

3. Research Framework

INDEPENDENT VARIABLE (IV)
- DELIVERY SERVICE
- TIME
- SECURITY AND PRIVACY
- PRICE

H1
H2
H3
H4

DEPENDENT VARIABLE (DV)
- CUSTOMER SATISFACTION

CONCLUSIONS

On the rationale of the topics covered, it can be said that the researchers accomplished the study's goal. The purpose of this study is to identify of customer satisfaction towards food delivery applications: a case study among household in Kuala Lumpur. In addition, the study is intended to determine based on the research that had been seen in the literature and was supported by it. The quantitative method was used to gather data for this study. As a result, the result was reliable and accepted for this study. Therefore, all of the factors that have an impact on customer satisfaction are related to one another.

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ACKNOWLEDGEMENT

CONTACT

Supervisor Contact:
Dr. Nor Asma Binti Ahmad
Universiti Malaysia Kelantan
Email: asma.a@umk.edu.my

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FACTOR INFLUENCING OF GOLD INVESTMENT AMONG GENERATION Z

Presenter :

Logeswaran A/L Baskaran[1] Nurul Noor Murnie Binti Mat Nasir [2]
Siti Nur Hatika Binti Shaikh Salim[3] Syazwani Binti Abd Shukur [4]
Faculty of Entepreneurship and Business
Universiti Malaysia Kelantan,Kota Bharu
logeswaran.a19a0250@siswa.umk.edu.my , murnie.a19a0766@siswa.umk.edu.my ,
hatika.a19a0873@siswa.umk.edu.my , syazwaniti.a19a0918@siswa.umk.edu.my

Supervisor :

Dr. Fatihah Binti Mohd
Faculty of Entepreneurship and Business
Universiti Malaysia Kelantan,Kota Bharu
fatihah.m@umk.edu.my

UNIVERSITI MALAYSIA KELANTAN

Abstract

Nowadays, there are many types of investment such as stocks, real estate, mutual funds and one of investment concepts which is really known as gold investment. Generation Z these days are more creative and technology savvy than the older generation socially and financially however they less inclined to make long-term investments and thinking that might effect their saving when investing gold. Therefore, the aim of the study is to know the factor influencing of hold investment awareness among Generation Z. This research contained financial literacy, personal interest, environment and perceived behaviour as the factor to gold investment awareness. The method that researcher used in this study is used quantitative method which is through google form to collect data from individuals. The finding of this research are positive and accepted during the relationship between objective and hypotheses. Future research can further expand the study by studying in more detail about the other types of gold and also expand the scope of respondents

Introduction

- An investment always concerns the outlay of some resource time, effort, money, or an asset in hopes of a greater payoff in the future than what was originally put in (Adam Hayes,2021)
- Gold is well-known as a solid component, easy to bend and also a very good electricity conductor. According to Ibrahim (2012)
- GenZ, also known as Net Gen or digital natives, are the age cohort born after the commercial success of the Internet, circa 1995 to 2010 (Priporas et al., 2017; Turner, 2015).
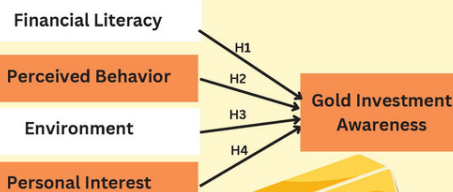
Problem Statement

- GenZ consumers are less inclined to make long-term investments or to be concerned about the effects of a financial catastrophe on their savings, characteristics that in turn affect their desire for gold (Borate, 2019)
- GenZ think that investing in gold is the same as buying expensive and cumbersome physical gold (Contributors, 2022)

Framework

Independent Variable   **Dependent Variable**

Financial Literacy —H1→
Perceived Behavior —H2→ **Gold Investment Awareness**
Environment —H3→
Personal Interest —H4→

Objective

- To identify the relationship between financial literacy and gold investment awareness among GenZ
- To identify the relationship between personal interest and gold investment awareness among GenZ
- To study the relationship between environment and gold investment awareness among GenZ
- To identify the relationship between perceived behaviour and gold investment awareness among GenZ

Material & Method

Population & Sample Size
Population :
GenZ who live in Kelantan, Terengganu and Pahang.
Sample Size :
384
(Krejcie&Morgan,1970)

Data Analysis
- Pilot Test
- Descriptive Statistic
- Normality Analysis
- Reliability Test
- Pearson Correlation Coefficient

Research Design
- Quantitative Method
- Data Collection : Questionaire

Result

- Female : 58.6%
- Male : 41.4%
- 20-23 years Old : 66.4%
- Kelantan : 43.2%
- Undergraduate Degree : 62%
- Malay : 74.7%

Table 1 : Descriptive Analysis

Variable	N	Mean	Std. Deviation
Financial Literacy	384	4.24	1.0
Personal Interest	384	4.29	0.97
Environment	384	4.34	0.95
Perceived Behaviour	384	4.41	0.92
Gold Investment Awareness	384	4.47	0.88

Table 2 : Reliability Test

Variable	Number of Items	Cronbach's Alpha	Results
Financial Literacy	3	0.899	Good
Personal Interest	3	0.881	Good
Environment	3	0.882	Good
Perceived Behaviour	3	0.931	Excellent
Gold Investment Awareness	3	0.815	Good

Table 3 : Summary of Pearson Correlation

Hypothesis	Sig.	Pearson Correlation	Results
H1	0.00	0.647	Accepted
H2	0.00	0.634	Accepted
H3	0.00	0.700	Accepted
H4	0.00	0.640	Accepted

Conclusion

- The result of these analyses showed that the overall findings indicated that there is a positive and significant relationship between skills and performance, networking and communication performance variables with financial literacy, environment, perceived behaviour and gold investment awareness.
- The indicates the Gen Z in east coast especially in Kelantan have strong knowledge and general knowledge about gold investment. It also helps and influence on positively and significantly in their understanding of gold investment awareness.

Acknowledgement

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FACTORS AFFECTING PURCHASE INTENTIONS IN UMK STUDENT TOWARDS HIPSTER CAFE IN KELANTAN

AUTHORS

Loo Qiao Ling[1] Nur Anis Sofiya Binti Mohd Azmi[2]
NURUL Qurratul Aini Binti Mohd Zahawai[3] Siti Nur Zakirah Binti S Ismail [4]

FACULTY OF ENTREPRENEURSHIP AND BUSINESS
UNIVERSITI MALAYSIA KELANTAN, KOTA BAHRU

qiaoling.a19a0253@siswa.umk.edu.my; sofiya.a19a0527@siswa.umk.edu.my;
zakirah.a19b1133@siswa.umk.edu.my; aini.a19a0767@siswa.umk.edu.my

SUPERVISOR

DR. FATIHAH BINTI MOHD
FACULTY OF ENTREPRENEURSHIP AND BUSINESS
UNIVERSITI MALAYSIA KELANTAN, KOTA BAHRU

fatihah.m@umk.edu.my

ABSTRACT

Purchase intentions are vital for the food sector long-term success. Purchase intentions are key to competing with other businesses, thus it's crucial to pay attention to them. The purpose of this research was to identify the factors affecting purchase intentions in Generation Z towards hipster cafe in Kelantan. A research framework was proposed with a dependent variable, which is purchase intention and the three independent variables are food quality, service quality and environment. Data collection from 359 respondents will be analysed from questionnaire through IBM SPSS Statistics software. The finding of the study showed that food quality, service quality and environment has significant influenced on purchase intention of Gen Z towards hipster cafe.

INTRODUCTION

- In this competitive market, hipster cafes are a well-known trend that has been more likely by the Gen Z generation to visit.
- People in Gen Z, those born between 1995 and 2012, have grown up surrounded by digital technologies like the internet, smartphones, laptops, and digital media (Liew et al., 2021).
- The rise in café openings in Malaysia and social media will influence the purchasing decisions towards hipster cafe.

OBJECTIVE

- To identify the relationship between food quality, service quality and environment with purchase intention towards hipster café Gen Z in Kelantan.

METHODOLOGY

- A quantitative research approach will be selected in this study. This study will utilise the questionnaire to collect the data. An online questionnaire will use Google Form.
- The data was evaluated through three types of analysis: descriptive analysis, reliability test, normality test and Pearson Correlation.

RESULTS

FEMALE: 54.32%

AGE: 22-23: 46.80%

FACULTIES

FKP: 68.25%

YEAR OF STUDY
YEAR 4: 45.96%

INCOME LEVEL
Below RM1000: 54.32%

FREQUENCY OF VISIT
SERVERAL TIMES PER MONTH: 31.48%

TABLE 1: SUMMARY OF DESCRIPTIVE ANALYSIS

Variables	Number of item	Mean	Standard Deviations (SD)
Purchase Intention	359	3.76	0.751
Food Quality	359	3.86	0.649
Service Quality	359	3.86	0.662
Environment	359	4.07	0.720

TABLE 2: RELIABILITY TEST

Variables	Items	Cronbach's Alpha (α)	Results
Purchase Intention	4	0.830	Good
Food Quality	4	0.748	Acceptable
Service Quality	4	0.791	Acceptable
Environment	4	0.856	Good

TABLE 3: NORMALITY TEST RESULT

Variables	Kolmogorov-Smirnov[a]			Shapiro-Wilk			Results
	Statistic	df	Sig.	Statistic	df	Sig.	
Purchase Intention	.116	359	<.001	.959	359	<.001	Not normally distributed
Food Quality	.137	359	<.001	.958	359	<.001	Not normally distributed
Service Quality	.146	359	<.001	.946	359	<.001	Not normally distributed
Environment	.154	359	<.001	.910	359	<.001	Not normally distributed

FIGURE 1: CONCEPTUAL FRAMEWORK

FIGURE 1: CONCEPTUAL FRAMEWORK

DISCUSSION

- The value for all hypothesis is lower than 0.001, meaning that all of the independent variables which are food quality, service quality and environment are highly significant with the dependent variable which are purchase intention Gen Z towards Hipster Cafe.
- Thusly, all of the hypothesis in this research was accepted. The food quality, service quality and environment really influence the purchase intention of Gen Z towards hipster cafe.

TABLE 4: SUMMARY OF HYPOTHESIS

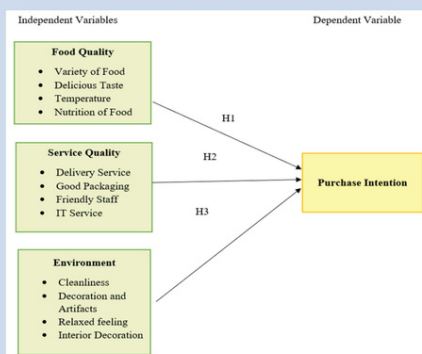| Hypothesis	Description	Spearman Correlation	Result
H1	Food quality has a positive influence on purchase intention among Gen Z towards Hipster Café.	r = 0.688, p <0.001	Significant
H2	Service quality has a positive influence on purchase intention among Gen Z towards Hipster Café.	r = 0.716, p <0.001	Significant
H3	Environment has a positive influence on purchase intention among Gen Z towards Hipster Café.	r = 0.732, p <0.001	Significant

ACKNOWLEDGEMENT

We would like to express our endless gratitude to our supervisor, Dr. Fatihah Binti Mohd, to our examiner , Dr. Ain Ayuni Binti Sabri, to our family, our friends and everyone.

CONCLUSION

- The aim of the study was to understand factors affecting purchase intentions in Gen Z towards hipster café in Kelantan
- Food quality in terms of aspect tastes, presentation of the food is among the priority for gen z when choosing the type of food quality
- Service quality such as the type of service based on what customers demand is to target loyal customers.
- The environment, such as beautiful design, cosy environment, makes a customer feel good to enjoy the food.

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THE KEY DRIVERS IN USING MOBILE PAYMENT (M-PAYMENT) AMONG STUDENT CITY CAMPUS UNIVERSITI MALAYSIA KELANTAN

AUTHORS :-

Nurul Farah Umairah Binti Muhammad Rosol (A19A0730)

Siti Nor Aishah Binti Othman (A19B1131)

Dr. Nur Ain Ayunni Binti Sabri (Supervisor)

Nur Alyamiza Binti Ismail (A19A0516)

Liaw Chun Ming (A19A0240)

Dr. Fatihah Binti Mohd (Examiner)

The study of the key drivers in using mobile payment among student City Campus, Universiti Malaysian Kelantan. The dependent variable of this study is behavioral intention and the independent variable is perceived security, trust, social influence, and effort expectancy in using mobile payment. In addition, this research is conducted based on the underpinning theory of UTAUT. The questionnaire, which consisted of 28 items was distributed to the respondents and successfully collected 372 feedback from respondents.

INTRODUCTION

Mobile payments can refer to transactions that use mobile technologies to authorize or complete payment. As a result, it is critical to investigate the factors that make mobile subscribers unwilling to accept mobile payments. Mobile payment is not one of the most used mobile services, even though the technology and payment solutions exist. One the significant challenges mobile payment systems faces is the increasing rate of cyber-crime that results in data theft and cyber-attacks on financial data. Next, all their information is available easily. The details of banking and mobile payments are thus at risk, which can result in fraud. In conclusion, although smartphones are now convenient, they also bring many problems to the consumer and others.

METHODOLOGY

Research Design : Quantitative Research
Data Collection : Questionnaire

Sampling Technique : Non-probability :
Method sampling : Convenience sampling

Study Population : Students FKP and FHPK
Sample Size : 372 respondents

Data Analysis : Pilot Test : Descriptive Analysis : Reliability Analysis : Spearman Correlation Coefficient

CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLE

- Perceived Security
- Trust
- Social Influence
- Effort Expectancy

DEPENDENT VARIABLE

- Behavioral Intention

CONCLUSION

The primary goal of this study is to investigate students' behavioral intention to use mobile payment at Universiti Malaysia Kelantan. The targeted respondents completed 372 questionnaires. Spearman Correlation Coefficient was used to determine the relationship between the dependent variable and the independent variables. According to the findings of the study, all of the independent variables used in this study have a significant value and a positive relationship with the dependent variable.

ACKNOWLEDGEMENT

OBJECTIVE

1. To identify the relationship between perceived security and behavioural intention to use mobile payment.
2. To identify the relationship between trust and behavioural intention to use mobile payment.
3. To identify the relationship between social influence and behavioural intention to use mobile payment.
4. To identify the relationship between effort expectancy and behavioural intention to use mobile payment

RESULTS DEMOGRAPHIC

GENDER — Female: 60.2%

AGE — 20 - 25 Years :72%

FACULTY — FKP : 63.2%

YEARS OF STUDY — Final Year : 43.5%

COURSE — SAK : 19.9%

HOW OFTEN DO YOU USE MOBILE PAYMENT? — > 10 Times : 56.7%

DO YOU EVER PURCHASED ANY PRODUCTS ONLINE? — Yes : 99.7%

THE TYPE OF PLATFORM USED TO CARRY OUT PURCHASING? — Shopee : 40.3%

ANALYSIS RESULTS

TABLE 1 : DESCRIPTIVE ANALYSIS

	N	Mean	Std. Deviation
Mean_BI	372	4.5356	.52873
Mean_PS	372	4.4093	.65645
Mean_TRUST	372	4.3649	.66745
Mean_SI	372	4.4577	.60661
Mean_EE	372	4.5679	.52875
Valid N (list wise)	372		

TABLE 2 : RELIABILITY ANALYSIS

Variables	Cronbach's Alpha Value	No. of Item	Strength
Behavioural Intention	0.875	4	Good
Perceived Security	0.917	4	Excellent
Trust	0.921	4	Excellent
Social Influence	0.893	4	Good
Effort Expectancy	0.892	4	Good

TABLE 3 : SPEARMAN CORRELATION COEFFICIENT

Correlations			Mean_BI	Mean_PS	Mean_TRUST	Mean_SI	Mean_EE
Spearman's rho	Mean_BI	Correlation Coefficient	1.000	.700	.728	.671	.763
		Sig. (2-tailed)		.000	.000	.000	.000
		N	372	372	372	372	372
	Mean_PS	Correlation Coefficient	.700	1.000	.838	.808	.726
		Sig. (2-tailed)	.000		.000	.000	.000
		N	372	372	372	372	372
	Mean_TRUST	Correlation Coefficient	.728	.838	1.000	.788	.736
		Sig. (2-tailed)	.000	.000		.000	.000
		N	372	372	372	372	372
	Mean_SI	Correlation Coefficient	.671	.808	.788	1.000	.746
		Sig. (2-tailed)	.000	.000	.000		.000
		N	372	372	372	372	372
	Mean_EE	Correlation Coefficient	.763	.726	.736	.746	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	
		N	372	372	372	372	372

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PRESENTED AT: MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS COLLOQUIUM 2022/2023

FACTORS THAT INFLUENCE THE SUCCESSFUL ONLINE BUSINESS AMONG STUDENTS IN CITY CAMPUS UNIVERSITI MALAYSIA KELANTAN

HEW HUI RU, MOHAMAD HAZIQ BIN MASRI, NORDIANA BINTI MOHD ISA, NURSYAZWANI BINTI AZMI, NUR AIN AYUNNI BINTI SABRI

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan

huiru.a19a0182@siswa.umk.edu.my, haziq.a19a0283@siswa.umk.edu.my, diana.a19a0472@siswa.umk.edu.my, syazwani.a19a1107@siswa.umk.edu.my, ayunni.s@umk.edu.my

UNIVERSITI MALAYSIA KELANTAN

INTRODUCTION

Online business, including selling and buying, is sometimes referred to as e-commerce, and it promotes the idea of developing popularity among merchants and consumers in a nation. Nowadays, online business has become a trend and favored by the community. However, students can earn money themselves by beginning an internet business. It is because online business was increasingly popular among students in recent years. The challenges of operating an online business are more than one may imagine. This is due to the difficulties they will face starting and running their business. This problem arouses the interest to study what are the factors that influence successful online business among young entrepreneurs, especially among students in Universiti Malaysia Kelantan (UMK).

OBJECTIVE

1. To identify the significant relationship between digital marketing skills and successful online business.
2. To identify the significant relationship between knowledge management and successful online business.

Independent Variables

Digital Marketing Skills
- Channel of Communication
- Relationships with Customers

Knowledge Management
- Knowledge Level
- Knowledge Application

Dependent Variable

Successful Online Business

Conceptual Framework

METHODOLOGY

Sample Design
N = 364

Data Collection Method
Quantitave using questionnaire

Sampling Method
Non-Probability Method (convenient)

Target population
The students of Universiti Malaysia Kelantan (UMK) Pengkalan Chepa in 2022.

CONCLUSION

It can be conclude that digital marketing skills and knowledge management have a positive correlation with the factors that influence the successful online business among students in City Campus Universiti Malaysia Kelantan. All of the objective were accepted.

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RESULTS

VARIABLE	HYPOTHESIS	CORRELATION	STRENGTH OF CORRELATION	FINDING DATA ANALYSIS
H1	There is a positive significant relationship between digital marketing skills and successful online business.	0.745	HIGH POSITIVE	ACCEPTED
H2	There is a positive significant relationship between knowledge management and success online business	0.690	MODERATE POSITIVE	ACCEPTED

GROUP MEMBERS

HEW HUI RU (A19A0182)

NORDIANA BINTI MOHD ISA (A19A0472)

MOHAMAD HAZIQ BIN MASRI (A19A0283)

NURSYAZWANI BINTI AZMI (A19A1107)

SUPERVISOR

DR. NUR AIN AYUNNI BINTI SABRI

EXAMINER

DR. FATIHAH BINTI MOHD

"A STUDY ON THE BEHAVIOURAL INTENTION TO USE AN E-WALLET AMONG STUDENTS OF UNIVERSITI MALAYSIA KELANTAN, PENGKALAN CHEPA"

DR TAHIRAH BINTI ABDULLAH
(SUPERVISOR)

DR SITI AFIQAH BINTI ZAINUDDIN
(EXAMINER)

LIM KAR HUAY[1]
(A19A0241)
Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan

NUR AMIRAH BINTI JUNAIDY[2]
(A19A0519)
Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan

NURUL HUSNA BINTI NADZRI[3]
(A19A0744)
Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan

SASHITHARAN A/L RAJAMANI[4]
(A19A0824)
Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan

INTRODUCTION

E-Wallet is very convenient where in the application there are many stores that use an E-Wallet service. However, the problems in using E-Wallet is online fraud or scammers. This is because users will feel hesitant to use it, where users need to put their information in the E-Wallet. This causes users to fear that their information will be known by scammers, Straits Times (2022). Furthermore, the rise of scammers has been increasing since the Covid-19 case However besides the drawbacks this can conclude that still a lot of students at UMK Pengkalan Chepa using E-Wallet for their daily transaction basis till this date.

HYPOTHESIS

There is a significant relationship between Perceived Usefulness and Behavioural Intention to use an E-Wallet among students of UMK in Pengkalan Chepa.

There is a significant relationship between Perceived Ease of Use and Behavioural Intention to use an E-Wallet among students of UMK in Pengkalan Chepa.

There is a significant relationship between Trust and Behavioural Intention to use an E-Wallet among students of UMK in Pengkalan Chepa.

There is a significant relationship between Enjoyment and Behavioural Intention to use an E-Wallet among students of UMK in Pengkalan Chepa.

There is a significant relationship between Lifestyle Compatibility and Behavioural Intention to use an E-Wallet among students of UMK in Pengkalan Chepa.

OBJECTIVE

To determine the Significant Relationship between Perceived Usefulness and Behavioural Intention to use an E-Wallet amongs students of UMK in Pengkalan Chepa

To determine the Significant Relationship between Perceived ease of use and Behavioural Intention to use an E-Wallet amongs students of UMK in Pengkalan Chepa

To determine the Significant Relationship between trust and Behavioural Intention to use an E-Wallet amongs students of UMK in Pengkalan Chepa

To determine the Significant Relationship between enjoyment and Behavioural Intention to use an E-Wallet amongs students of UMK in Pengkalan Chepa

To determine the Significant Relationship between Lifestyle Compatibility and Behavioural Intention to use an E-Wallet amongs students of UMK in Pengkalan Chepa

CONCEPTUAL FRAMEWORK

Independent Variable	Dependent Variable
Perceived Usefulness	
Perceived Ease of Use	Behavioural Intention to Use an E-Wallet
Trust	
Enjoyment	
Lifestyle Compatibility	

ANALYSIS RESULTS

Table 1 Mean and Standard Deviation

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Perceived Usefulness	364	1.00	5.00	4.1604	.62806	.394
Perceived ease of usefulness	364	1.00	5.00	4.0451	.68655	.471
Trust	364	1.00	5.00	3.8231	.79635	.634
Enjoyment	364	1.20	5.00	4.0396	.69471	.483
Lifestyle Compatibility	364	1.00	5.00	4.0879	.66802	.446
Behavioural Intention to use an E-wallet	364	1.00	5.00	4.1423	.64254	.413
Valid N (listwise)	364					

Table 2 Reliability Analysis for all Variables

Variable	Number of Item	Cronbach's Alpha	Strength of Association
Behavioural Intention to use an E-Wallet	5	0.966	Excellent
Perceived Usefulness	5	0.954	Excellent
Perceived Ease of Use	5	0.960	Excellent
Trust	5	0.970	Excellent
Enjoyment	5	0.970	Excellent
Lifestyle Compatibility	5	0.979	Excellent

Table 3 Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	.270	364	.000	.812	364	.000
Perceived Ease of Use	.282	364	.000	.844	364	.000
Trust	.266	364	.000	.884	364	.000
Enjoyment	.282	364	.000	.856	364	.000
Lifestyle Compatibility	.299	364	.000	.806	364	.000
Behavioural Intention to use an E-Wallet	.291	364	.000	.806	364	.000

Table 4 Multiple Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.834[a]	.695	.691	.35710	1.916

a. Predictors: (Constant), MEAN5, MEAN3, MEAN1, MEAN4, MEAN2
b. Dependent Variable: MEAN6

ANOVA[a]

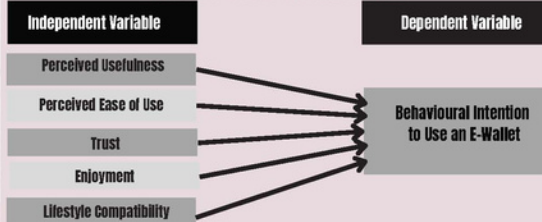| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.216	5	20.843	163.451	.000[b]
	Residual	45.652	358	.128		
	Total	149.868	363			

a. Dependent Variable: MEAN6
b. Predictors: (Constant), MEAN5, MEAN3, MEAN1, MEAN4, MEAN2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1	(Constant)	.629	.130		4.818	.000
	MEAN1	.204	.055	.200	3.720	.000
	MEAN2	.094	.055	.101	1.713	.088
	MEAN3	.080	.040	.099	2.013	.045
	MEAN4	.310	.054	.335	5.767	.000
	MEAN5	.177	.053	.185	3.331	.001

MATERIALS & METHODOLOGY

Research Design: Quantitative Study

Data Collection: Questionnaire

Population: 6,814 (UMK Students in Pengkalan, Chepa)

Sample Size: 364 (Krejcie & Morgan 1970)

DATA ANALYSIS: Descriptive Analysis, Realibility Analysis, Normality Analysis, Spearman's Correlation Coefficient & Multiple Linear Regression Analysis

Sampling Techniques: Convenient Sampling under Non- Probability Sampling

RESULT

AGE 22-24 Years Old (68.1%)

Female (74.2%)

Malay (62.4%)

FKP (73.1%)

SAK (29.1)

Year 4 (44.8%)

Touch 'n Go eWallet **Monthly** (33.2%)

CONCLUSION

This chapter concludes with a discussion among students of Universiti Malaysia Kelantan in Pengkalan Chepa about awareness and knowledge of E-Wallet usage based on their behavioural purpose. Based on their responses, the study discovered that E-Wallet use among UMK students in Pengkalan Chepa had a positive link. This illustrates the importance of E-Wallet adoption among students for the next generation. As a result, the overall conclusion of this study is that there is a positive relationship between perceived utility, perceived ease of use, enjoyment, lifestyle compatibility, and behavioral intention to use an E-Wallet. While the relationship between the factor trust is low, this is due to customers' reasonable doubts about totally trusting E-Wallet. This is because this technology is still new to everyone, and it has some drawbacks. Hopefully, this study will help developers raise the security level in the future.

ACKNOWLEDGMENT

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Presented at:
MULTIDISCPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023

A QUANTITATIVE STUDY OF BEHAVIORAL INTENTION TO USE ICT AMONG MICRO ENTERPRISES IN UNIVERSITI MALAYSIA KELANTAN.

Lim Mei Lian[1], Nur Amirah Syazwani Binti Zulramli[2], Nurul Khairunnisa Nadia Binti Mohd Azad[3], Siti Norlieyana Yasmin Binti Abdul Muwi[4]

Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan

Dr Tahirah Binti Abdullah
Universiti Malaysia Kelantan
tahirah@umk.edu.my

INTRODUCTION

ICT, or Internet-based digital technology, has changed communication practices, service systems, and related workflows. Nowadays, society and businesses have been using ICT in micro-enterprises that are considered important to economic growth. ICT can benefit micro-enterprises depending on company goals and how well entrepreneurs and employees adapt to the new system. Support for micro-enterprises to use ICT more effectively, profit from new business prospects, and develop competitive advantages that take advantage of ICT-enabled commercial opportunities. The study aims to focus on the behavioral intention to the adoption and use of ICT by micro enterprises in UMK. The research problem is the lack of knowledge and skills about ICT and the belief that technology is not suitable for business demands.
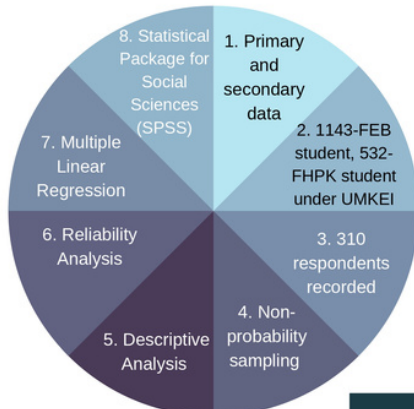
OBJECTIVES

To examine the relationship between the perceived usefulness and behavioral intention to use ICT among micro-enterprises in Universiti Malaysia Kelantan

To examine the relationship between the perceived ease of use and behavioral intention to use ICT among micro-enterprises in Universiti Malaysia Kelantan.

To examine the relationship between the social influence of use and behavioral intention to use ICT among micro-enterprises in Universiti Malaysia Kelantan.

To examine the relationship between the facilitating condition and behavioral intention to use ICT among micro-enterprises in Universiti Malaysia Kelantan.

METHODS AND MATERIALS

1. Primary and secondary data
2. 1143-FEB student, 532-FHPK student under UMKEI
3. 310 respondents recorded
4. Non-probability sampling
5. Descriptive Analysis
6. Reliability Analysis
7. Multiple Linear Regression
8. Statistical Package for Social Sciences (SPSS)

RESULTS

1. VALIDITY AND RELIABILITY TEST

Construct	Cronbach Alpha	No. Item	Relationship
Perceived Usefulness	0.722	5	Acceptable
Perceived Ease of Use	0.738	5	Acceptable
Social Influence	0.779	5	Acceptable
Facilitating Conditions	0.750	5	Acceptable
Behavioral Intention to Use ICT	0.775	5	Acceptable

2. NORMALITY TEST

The result of the analysis for all dependent variables and independent variables is 0.00. All variables are not normally distributed because they are below than 0.05.

3. MULTIPLE LINEAR REGRESSION

Variables	P-Value	Results
Perceived Usefulness	.000	Significant
Perceived Ease of Use	.243	No Significant
Social Influence	.000	Significant
Facilitating Conditions	.024	Significant

CONCLUSION

The objectives have been achieved in this study. All factors contribute towards behavioral intention to use ICT except perceived ease of use because the results are a significant and below 0.05.

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ACKNOWLEDGEMENT

Presented at: Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

THE FACTORS INFLUENCING THE USE OF E-WALLET AS A PAYMENT METHOD AMONG STUDENTS IN UNIVERSITY MALAYSIA KELANTAN (UMK) CITY CAMPUS

LIM SZE FANG, NUR ANIS AMIRAH BINTI OTHMAN, NURUL IZZAH BINTI AHMAD SUPIAN, SITI NUR AIDA BINTI ALI @ ALIMIN
MUHAMMAD JAFFRI BIN MOHD NASIR
FACULTY ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN (UMK), KOTA BHARU, KELANTAN.

ABSTRACT

This study is aim to examine the factor influencing the use of e-wallet as a payment method among students in University Malaysia Kelantan City Campus by applying extended technology acceptance model (TAM). By today, young adult consumer in 21st century especially among student regarded as one of the tech-savvy because they were born in the era of the technologies. By applying two-steps approach for instance, measurement model for indicator loadings, reliability and structural model for the path of analysis the findings from this study reveal that perceived ease of use, privacy and security, social influence and speed that have a significant relationship with the intention in use of e-wallet.

INTRODUCTION

In Malaysia, technology is currently developing quickly in the digital world, which results in several innovative creations that also help the populace. A mobile payment system like an e-wallet was developed using digital technology to make things easier and save people time. An e-wallet functions similarly to a real wallet in the sense that it keeps our money, debit card, credit card, and bank account information in the form of a digital application.
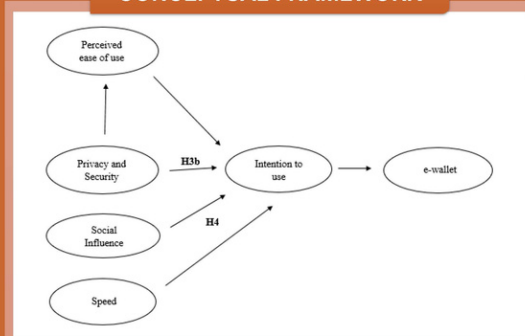
OBJECTIVE

To determine the relationship between:

1. Perceived ease of use
2. Privacy and security
3. Social influence
4. Speed

and intention of E-Wallet as a payment method among students in Universiti Malaysia Kelantan City Campus.

CONCEPTUAL FRAMEWORK

METHODS

✓ RESEARCH DESIGN

Google FORMS

✓ DATA COLLECTION METHOD

QUANTITATIVE RESEARCH

✓ SAMPLE SIZE

364

✓ SAMPLING TECHNIQUE

Convenience sample

✓ DATA ANALYSIS

- Reliability Analysis
- Descriptive Analysis
- Normality Test
- Pearson Correlation Coefficient

RESULT

Results of Correlation Coefficient Analysis

Variable	Intention of e-wallets	Perceived Ease of Use	Privacy and Security	Social Influence	Speed
Intention of e-wallets	1.0	0.878	0.746	0.426	0.816
Perceived Ease of Use	0.878	1.0	0.755	0.430	0.855
Privacy and Security	0.746	0.755	1.0	0.428	0.786
Social Influence	0.426	0.430	0.428	1.0	0.425
Speed	0.816	0.855	0.786	0.425	1.0

Pearson correlation coefficient measures the strength of the relationship between dependent variable and independent variables. This table shows the measurement scale to describe the strength of relationship between dependent variable and independent variable.

CONCLUSION

- In conclusion, the research on a study of factor influencing the use of e-wallet as a payment method among students in Universiti Malaysia Kelantan (UMK) City Campus has already accomplish the data analysis.
- The four independent variables (perceived ease of use, privacy and security, social influence, and speed) show that the entire hypothesis have been accepted in this study.

ACKNOWLEDGEMENT

- Express our gratitude and grateful to our supervisor, Dr. Muhammad Jaffri Bin Mohd Nasir for is guide and ongoing support during this writing process.
- Special thank you for our group member for cooperative and responsible for completing this task together.
- Also be grateful to the responders who gave their supported and time to complete the questionnaire.

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A STUDY ON THE USE OF ONLINE FOOD DELIVERY SERVICES AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) UNDERGRADUATES

GROUP: SAK 32

Name of Supervisor : Dr. Muhammad Jaffri bin Mohd Nasir

Name of Examiner Dr. Tan Wai Hong

LOGAPRIYA A/P ARRIDAS , MUHAMAD AFIQ BIN MOHD PUHAD, NUR ANIS FAQIHAH BINTI MUHAMMAD MUNTASIR, NURUL LIYANA BINTI MADON

ABSTRACT

- to determine the relationship between time saving, cost saving, perceived usefulness, prior online purchase experience and online food delivery service among UMK undergraduates

- A convenience sampling technique was used to conduct this study. All the data collected was analyzed by using IBM SPSS 26

- Most of the results show a significant relationship between all independent variables and dependent variables

ACKNOWLEDGEMENT

CONTACT & EMAIL

Dr. Muhammad Jaffri bin Mohd Nasir
Email: jaffri.mn@umk.edu.my

INTRODUCTION

Online Food Delivery Services are an act where the consumer can buy food through an online platform and use a delivery service instead of buying food from a physical store. In general, this research aims to study the use of online food delivery services among undergraduates at Universiti Malaysia Kelantan. Online food delivery (OFD) services are becoming more popular in Malaysia. OFDS give benefits to undergraduates as it attracts them to use it in their daily lives. Instead of buying food from a physical store, undergraduates can buy food through an online platform and use a delivery service.

OBJECTIVE

- To determine the relationship between time saving and online food delivery services among UMK undergraduates.
- To identify the relationship between cost saving and online food delivery services among UMK undergraduates.
- To determine the relationship between perceived usefulness and online food delivery service among UMK undergraduates.
- To identify the relationship between a prior online purchase experience and online food delivery service among UMK undergraduates

METHOD & MATERIALS

✓ 375 Respondents' from UMK undergraduates

✓ Non probability sampling (Convenience sampling)

✓ Survey Questionnaires

✓ PROCEDURE OF DATA ANALYSIS
  - SPSS
  - Frequency distribution
  - Descriptive analysis
  - Normality test
  - Correlation analysis (Pearson correlation)

RESULT

		Pearson Correlation			
		IV1	IV2	IV3	IV4
DV	Pearson correlation	.787**	.738**	.780**	.760**
	Sig. (2-tailed)	.000	.000	.000	.000

There are positive significant relationship between the independent variables (time-saving (IV1), cost saving (IV2), perceived usefulness (IV3), prior online purchase experience (IV4)) and the dependent variable (online food delivery services (DV)) among UMK undergraduates.

FRAMEWORK

RESEARCH FRAMEWORK

Independent Variables — Time Saving, Cost Saving, Perceived Usefulness, Prior Online Purchase Experience → Dependent Variables — ONLINE FOOD DELIVERY SERVICES
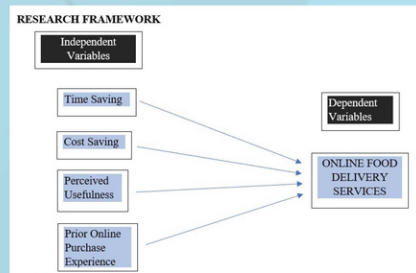
CONCLUSION

Based on the Pearson Correlation Coefficient analysis, prior online purchase experience got the higher value among the four independent variables. This shows that customers always prioritize the prior online purchase experience before buying something through online applications. This study helps determines the time saving, cost saving, perceived usefulness, and prior online purchase experience that has influenced the UMK undergraduates to use the online food delivery service.

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PRESENTED AT: MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS COLLOQUIUM 2022/2023

FACTOR ON ONLINE SHOPPING CART ABANDONMENT BASED ON PRODUCT CATEGORY PERSPECTIVE TOWARDS GEN Z

KEW HUI WEN, NUR AINI BINTI MUSTAFA KAMAL, NURUL AQILAH FATWA BINTI MOHD AKBAL, SITI NOR MUSTARIZAH BINTI JUWANAN, MUHAMMAD JAFFRI BIN MOHD NASIR

UNIVERSITI MALAYSIA KELANTAN

ABSTRACT

This research project looked at the factors that influence online shopping cart abandonment based on product category in relation to gen z. The purpose of this study was to investigate the relationship between price, experience and low purchase frequency as dependent variable for factors influencing online shopping cart abandonment. As a result, the findings of this study show that there is a positive relationship between two variables of price, experience, low purchase frequency and cart abandonment on online shopping based on product category Gen Z.

OBJECTIVE

1. To examine the relationship between price and cart abandonment on online shopping based on product category.
2. To examine the relationship between experience and cart abandonment on online shopping based on product category.
3. To examine relationship between low purchase frequency and cart abandonment on online shopping based on product category.

METHOD

Research Design
- Quantitation Data

↓

Data Collection
- Primary Data

↓

Population
- GEN Z

↓

Sample Size
- 201 Respondents

↓

Data Analysis
- Descriptive
- Reliability
- Inferential (Spearman Correlation Coefficient)
- NormalityTest

ACKNOWLEDGEMENT

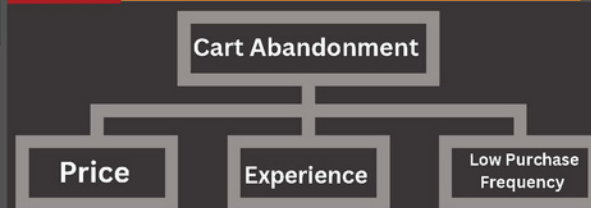Thank you to those involved directly or indirectly in completing this research project

INTRODUCTION

This study examines the industry e-commerce on online shopping cart abandonment a product category perspective. In this e-commerce industry, there has likewise been disregard of web based shopping basket without paid.

CONCEPTUAL FRAMEWORK

Cart Abandonment
- **Price**
- **Experience**
- **Low Purchase Frequency**

RESULT

Reliability Test

Variable	Cronbach Alpha's	Number of Items
Price	0.902	5
Experience	0.881	5
Low purchase frequency	0.861	5
Cart Abandonment	0.838	5

Normality Test

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Cart Abandonment	.094	201	.000	.961	201	.000
Price	.204	201	.000	.806	201	.000
Experience	.184	201	.000	.888	201	.000
Low Frequency	.189	201	.000	.904	201	.000

Spearman's Rho Test

Independent Variables	Spearman's Correlation Coefficient
Price	r= 0.395
Experience	r= 0.435
Low Purchase Frequency	r= 0.450
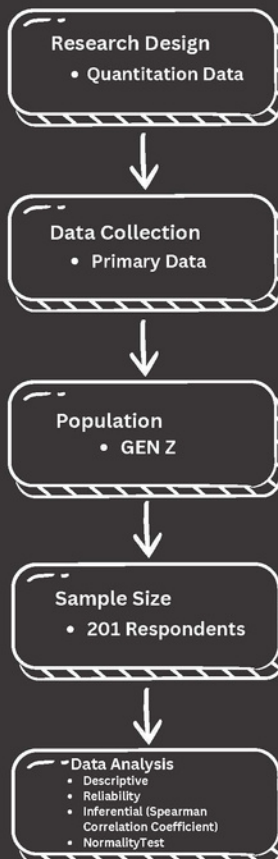
CONCLUSION

Price, experience and low purchase frequency of a product have a positive relationships on online shopping cart abandonment.

SELECTED REFERENCE

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Presented for:

MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023

IMPACT OF THE COVID-19 PANDEMIC ON ONLINE PURCHASING BEHAVIOR AMONG UNIVERSITY STUDENTS

Mak Chee Fong, Muhammad Aiman Bin Mohd Tuah, Nur Anissya Binti Mohammad Noralim and Siti Nursyafiqah Binti Muhammad

Faculty of Entrepreneurship and Business,
Universiti Malaysia Kelantan,
Malaysia

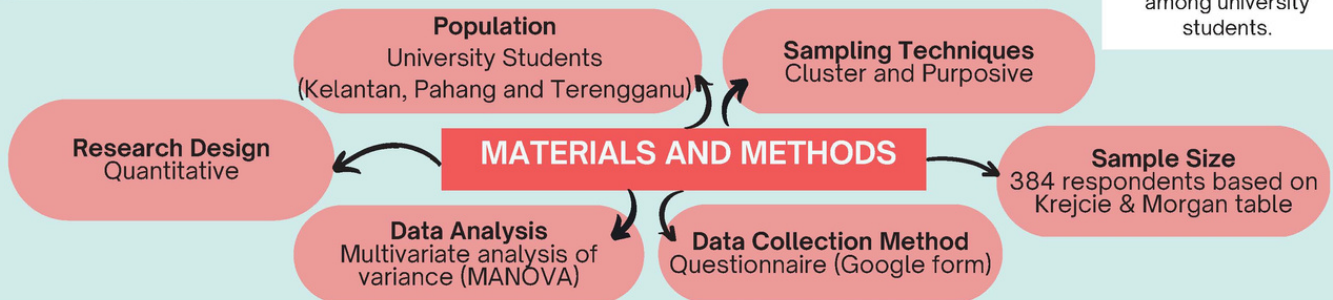Supervisor: Dr. Nor Hafiza Binti Othman

Examiner: Dr. Nor Asma Binti Ahmad

INTRODUCTION

- The Covid-19 pandemic has created a new reality for consumers around the world. Due to the need to reduce social interaction, e-commerce and contactless store concepts have become more valuable during the pandemic.

- Some lockdown restrictions have been imposed by the government due to outbreaks of disease and therefore directly affect people and businesses.

- According to Hashem (2020), due to unprecedented problems and restrictions on purchasing daily necessities, students tend to adopt online shopping platforms as an alternative way of shopping post-Covid-19.

- This research aims to study the impact of the Covid-19 pandemic on online purchasing behavior among university students.

OBJECTIVES

- To identify are significance difference between attitude, subjective norms, perceived behavioral control, trust, perceived risk and online purchasing behavior in Covid-19 Pandemic among university students.

MATERIALS AND METHODS

Population
University Students (Kelantan, Pahang and Terengganu)

Sampling Techniques
Cluster and Purposive

Research Design
Quantitative

Sample Size
384 respondents based on Krejcie & Morgan table

Data Analysis
Multivariate analysis of variance (MANOVA)

Data Collection Method
Questionnaire (Google form)

RESULTS

Multivariate Tests[a]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	.987	4768.925[b]	6.000	377.000	.000	.987
	Wilks' Lambda	.013	4768.925[b]	6.000	377.000	.000	.987
	Hotelling's Trace	75.898	4768.925[b]	6.000	377.000	.000	.987
	Roy's Largest Root	75.898	4768.925[b]	6.000	377.000	.000	.987
DAC	Pillai's Trace	.085	5.859[b]	6.000	377.000	.000	.085
	Wilks' Lambda	.915	5.859[b]	6.000	377.000	.000	.085
	Hotelling's Trace	.093	5.859[b]	6.000	377.000	.000	.085
	Roy's Largest Root	.093	5.859[b]	6.000	377.000	.000	.085

a. Design: Intercept + DAC
b. Exact statistic

Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
DAC	Attitude	2.449	1	2.449	3.120	.078	.008
	Subjective norm	10.304	1	10.304	12.052	.001	.031
	Behavioral control	1.753	1	1.753	1.969	.161	.005
	Trust	.529	1	.529	.363	.547	.001
	Perceived Risks	41.688	1	41.688	25.319	.000	.062
	Online purchase behavioral	.242	1	.242	.454	.501	.001

a. R Squared = .008 (Adjusted R Squared = .006)
b. R Squared = .031 (Adjusted R Squared = .028)
c. R Squared = .005 (Adjusted R Squared = .003)
d. R Squared = .001 (Adjusted R Squared = -.002)
e. R Squared = .062 (Adjusted R Squared = .060)
f. R Squared = .001 (Adjusted R Squared = -.001)

CONCLUSION

- This present study explored about impact of the Covid-19 pandemic on online purchasing behavior among university student in Malaysia.

- The final results reveal that only 2 independent variables have significant differences which is subjective norms and perceived risk. While the other 4 independent variables of attitude, perceived behavioral control, trust and online purchase behavioral have no significant differences of online shopping in Covid-19 pandemic among university students.

ACKNOWLEDGEMENT

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Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

THE MOST CONTRIBUTION FACTORS OF ENTREPRENEURIAL LEADERSHIP IN HIGHER EDUCATION INSTITUTION

MUHAMAD FIRDAUS BIN AZHARI[1], NUR ASIYAH BINTI RALMI[2], NURUL SOFFIYAH BINTI MAHZAN[3], SONG YUEN CHING[4]
NOR HAFIZA BINTI OTHMAN[5]
Email: firdaus.a19a0310@siswa.umk.edu.my; asiyah.a19a0532@siswa.umk.edu.my; soffiyah.a19a0770@siswa.umk.edu.my;
yuenching.a19a0899@siswa.umk.edu.my; hafiza.o@umk.edu.my

INTRODUCTION

- Education in the 21st century also faces various obstacles in strengthening the management system. Competent leadership is needed to keep up with the current world of education, which is increasingly turning to technology. A new dimension for leaders today is entrepreneurial leadership.
- Even though entrepreneurial education has been present in the school systems for an extended period, studies show a worrying trend, as 86% of school students with entrepreneurial education backgrounds are disinterested in entrepreneurship
- It is clear that there are apparent problems in the development of entrepreneurial intentions in school students in Malaysia; thus, issues should be addressed, and solutions should be discussed to improve the state of entrepreneurial education in Malaysia to achieve its purpose

- To identify the relationship between strategic factor and entrepreneurial leadership.
- To determine the relationship between communicative factor and entrepreneurial leadership.
- To examine the relationship between personality factor and entrepreneurial leadership.
- To determine the relationship between motivational factor and entrepreneurial leadership.
- To identify the relationship between education factor and entrepreneurial leadership.
- To identify the most contribution factors for strategic, communication, personality, motivational, and education towards entrepreneurial leadership.

RESEARCH METHOD

The total population of this study is 1,551 UMK student entrepreneurs.

The sample size of this research was tested by 310 UMK student entrepreneurs.

Random sampling method approach is used during this study.

ASSUMPTION MULTIPLE LINEAR REGRESSION

- Normality
- Linearity
- Homoscedasticity
- Collinearity
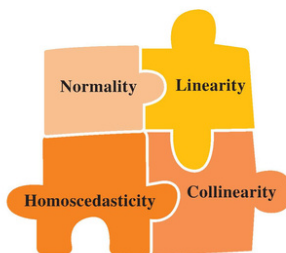
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LITERATURE REVIEW

CONCEPTUAL FRAMEWORK & HYPOTHESIS STATEMENT
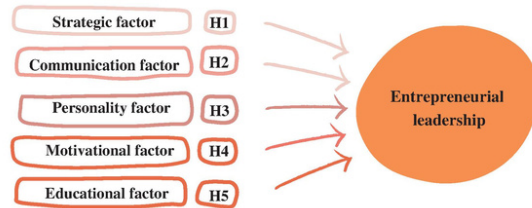
- Strategic factor — H1
- Communication factor — H2
- Personality factor — H3
- Motivational factor — H4
- Educational factor — H5
→ Entrepreneurial leadership

H1: There is a significant relationship between strategic factor and entrepreneurial leadership.
H2: There is a significant relationship communicative factor and entrepreneurial leadership.
H3: There is a significant relationship personality factor and entrepreneurial leadership.
H4: There is a significant relationship motivational factor and entrepreneurial leadership.
H5: There is a significant relationship educational factor and entrepreneurial leadership.
H6: Strategic, communication, personality, motivational, and educational are factors related to entrepreneurial leadership in higher institution of Malaysia

DATA ANALYSIS

PEARSON CORRELATION COEFFICIENT

Variable		Strategic	Communication	Personality	Motivational	Educational
Entrepreneurial Leadership	Pearson Correlation	.659**	.633**	.580**	.628**	.667**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	310	310	310	310	310

**. Correlation is significant at the 0.01 level (2-tailed).

MULTIPLE LINEAR REGRESSION

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
4	.742[d]	.551	.545	.51609	1.775

d. Predictors: (Constant), Educational, Strategic, Motivational, Communication
e. Dependent Variable: Entrepreneurial Leadership

Based on the table, shows that R is the value of correlation. The strength of association is high. There is a positive association of about 0.794 between Strategic, Communication, Personality, Motivational, and Educational to Entrepreneurial Leadership in higher institutions in Malaysia. The most contribution factor is the educational factor.

DISCUSSION & CONCLUSION

All of the factors are significant to our dependent variable; entrepreneurial leadership

The most respondents think education is a crucial factor in entrepreneurial leadership that can be used to develop their business.

The result shown are reliable and acceptable in this study. The research is to find out the relationship between the factor that influence entrepreneurial leaership in higher institutions of Malaysia

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ENTREPRENEURSHIP is our thrust
#BinaLegasiUMK Kita Bersama
#WeAreUMKFamily #OneUMKOneDream

Exploring The Factors of E-Commerce Adoption Covid-19 Pandemic Among Small Business

Kuguna Sundari A/P Partiban[1], Mohd Jazali Farhan Bin Mohd Rizal[2], Nur Aishah Nabilah Binti Mohd Shamsudin[3], Siti Maimunah Binti Mokhtar[4], Nor Hafiza binti Othman[5]

Universiti Malaysia Kelantan, Pengkalan Chepa, 16100 Kota Bharu, Kelantan

ACKNOWLEDGE

We would like to thank and to give special appreciation to the people, without those help and support this study would not have been feasible. First, we tremendously grateful to our supervisor, Dr. Nor Hafiza Binti Othman. Her dedication and keen interest above all of this overwhelming attitude to help his student had been solely and mainly responsible for completing our research. Her timely advice, guidance, encouragement, moral support and constant care in my gloomy time have helped us to a very great extent to accomplish this task. I could never thank enough for what she has done and only Allah can repay her kindness.

INTRODUCTION

Small business are primarily impacted by this outbreak because they depend on supply networks that are nearly at a standstill, with growing delays in raw material deliveries and an overwhelming preparedness to accept changes in how small business conduct transactions (Hadi & Supardi, 2020)

There is also unanswered question about the factors of E-Commerce adoption during and after Covid-19 pandemic among small business. Based on the interview most of the interview have a 5 to 9 staff so it is a small business

The general purpose of this research is to exploring the factors of E-Commerce adoption during and after Covid-19 pandemic among small business. The researchers use qualitative method through in-depth interviews with 5 small business participants who are business owners.

LITERATURE REVIEW

Pandemic Covid-19 has changed the purchasing habit of consumers around the world. The effects of Covid-19 around the world are uncontrolled and cannot be stopped in a short time. During the pandemic Covid-19 period, an industry related to e-commerce is still growing. Even some small and medium enterprises (SMEs) receiving more orders than before the pandemic Covid-19 (Arfan et al, 2020).

Past studies show that the ability of SMEs in Malaysia to survive even during the pandemic covid-19 is the result of cooperation between the government and SMEs themselves. They stand together to obtain the best solution to survive the negative effect of Covid-19 during the MCO period (Alyash & Roslina, 2020). This statement is also supported by a study in 2021, the study indicates that government intervention plays an important role in facilitating SMEs to maintain their business in the industry (Hanafiah, 2021).

OBJECTIVE

To explore the factors of E-Commerce adoption during and after Covid-19 pandemic among small business

MATERIAL AND METHOD

Research Design	Qualitative Method
Participant	5 Participant
Data collection method	Interview
Data analysis	Thematic Analysis
Sampling Technique	Judgemental

FINDING

	During Covid-19	After Covid-19	Quotes
Government Support	With government support participant can continue and expand their business during the pandemic	Business still survives with the incentives used before	P3: "The assistance provided by Agrobank was very helpful for me in restocking products and expanding my business. Agrobank sponsored me with RM2,000 for me to expand and upgrade my business".
Social Media Influence	Cost saving for business promotion and income increase by using Facebook	More active to promote and gain more profit by various media social	P1: "From social media I can do free promotion. There is no need to spend capital to make a poster". P4:"Social media has had a huge impact on my business. It saves a lot in terms of cost".
Logistic and Technology	Using delivery services, online Payment and Shopee to continue company operation	Continue to using e-commerce because can give more profit	P3: "I will try to find a customer close to my area which is my housing estate area or my village to make it easier for me to deliver to the customer".

CONCLUSION

The Covid-19 pandemic has a catastrophic effect on Malaysia's economy, especially on small business whose businesses are still in their infant stages. It has diminished successful businesses and caused challenges for under-performing ones worse. In general, the outcome shows that economic stimulus plans work well as a short-term strategy. In other words, there is no doubt that the government's stimulus package will be able to stem the bleeding quickly. Small business however, suffer several survival issues since they lack the necessary resources and knowledge to deal with the pandemic.

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DETERMINANTS OF FINANCIAL WORRY: A STUDY AMONG MILLENNIALS IN MALAYSIA

SUPERVISOR: DR. MOHD SAFWAN BIN GHAZALI

[1] Muhammad Nazhif Bin Mohd Hamidi
[2] Nur Kamila Binti Mohd Nasir
[3] Tengku Azzrul HaQimie Bin Tengku Azharizan shah
[4] suhaila Binti sanusi

UNIVERSITI MALAYSIA KELANTAN

ACKNOWLEDGEMENT

INTRODUCTION

Financial worry refers to the emotional stress that is specifically and highly related to money (Scott E., 2022). Furthermore, (Allaya Cooks. C, 2021) also defined financial worry as a state of where one is constantly surrounded by the feeling of worry, stress, anxiety or emotional instability related to money, amount of debt and also future expenses.
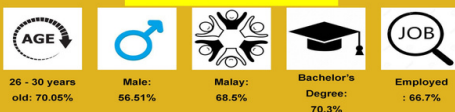
RESEARCH METHODS AND MATERIALS

Research Design: Quantitative Study
- Data collection: Questionnaire

Total population: Approx. 8.3 million
- Sample size: 384 millennials (Krecjie & Morgan, 1970)

Frequency Analysis, Descriptive Analysis, Reliability and Validity Analysis, Normality Analysis, Regression Analysis and Pearsons Correlation Coefficient

RESULTS

AGE — 26 - 30 years old: 70.05%
Male: 56.51%
Malay: 68.5%
Bachelor's Degree: 70.3%
JOB — Employed : 66.7%

Table 1: Descriptive Statistics for all variables

Variables	Mean	Standard Deviation (SD)
Financial Worry Among Millennials in Malaysia	3.98	0.484
Spending Habit	4.28	0.435
Debt Management	4.15	0.573
Financial Preparedness	3.85	0.458
Retirement Savings	3.81	0.451

Table 2: Validity and Reliability Result

Variables	Cronbach Alpha Coefficient	Internal Consistency/Reliability
Spending Habit	0.622	Reliable
Debt Management	0.762	Good and Acceptable
Financial Preparedness	0.613	Reliable
Retirement Savings	0.456	Unacceptable
Financial Worry Among Millennials in Malaysia	0.699	Reliable

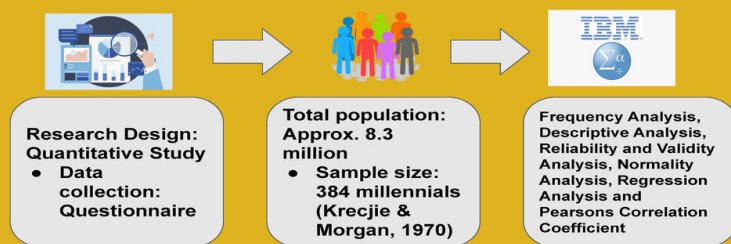### Table 3: Hypotheses Testing (Pearson Correlation Coefficient)

Hypothesis	Pearson Correlation (r value)	Magnitude Relationship	Accepted/ Rejected
H1	0.567**	Strong Positive Correlation	Accepted
H2	0.650**	Strong Positive Correlation	Accepted
H3	0.689**	Strong Positive Correlation	Accepted
H4	0.682**	Strong Positive Correlation	Accepted

OBJECTIVES

RO1: To determine the relationship between spending habit with financial worry among millennials in Malaysia

RO2: To evaluate the relationship between debt management with financial worry among millennials in Malaysia

RO3: To examine the relationship between financial unpreparedness with financial worry among millennials in Malaysia.

RO4: To investigate the relationship between retirement saving with financial worry among millennials in Malaysia.

LITERATURE REVIEW

Spending Habit
Spending habit are repetitive and sometimes unintentional routines and practices of using money to buy products or services (Amanda L Grossman, 2022). Millennials struggles the most when it comes to their financial conditions due to their lack of competency to properly control their savings and financial spendings in adulthood (Pitale & Nerlekar, 2020).

Debt Management
Debt management is a way to control debt through financial planning and budgeting (Jennifer Colonia, 2022). Millennials tend to borrow heavily during their youth in order to live luxuriously but would then face repercussions later on in life (Pitale & Nerlekar, 2020).

Financial Unpreparedness
Millennials show good financial knowledge, yet struggles with the means to actually achieve financial well-being (Xiao, 2008). Financial literacy is closely related to financial outcomes and money management behavior (Lusardi & Mitchell, 2014).

Retirement Saving
Many people who are in working age has developed deep concerns about their ability to fund themselves for post-retirement lives. 81% of Malaysians has concerns about running out of money. (Kimiyaghalam. F et al., 2019)

CONCLUSION

For the overall conclusion, each of the variables that were proposed are accepted as the determinants of financial worry among millennials in Malaysia. For instance, most of our variables turned out to be reliable in terms of reliability as they possess Cronbach Alpha values in the range of 0.613 to 0.762 except for the retirement savings variable which had weak reliability at only 0.456 Cronbach Alpha. While for the correlation between all 4 variables with financial worry among Malaysian millennials, all variables displayed moderately positive correlation with r values staring at 0.567** to 0.689** which indicates the 4 variables do make up the determinants for financial worry.

Holistically, the results shows that spending habit, debt management, financial preparedness and retirement savings are indeed the determinants of financial worry among Malaysian millennials,

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PRESENTED AT:
MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQIUM 2022/2023

DETERMINANTS OF TECHNOLOGY DENIAL: A STUDY AMONG MILLENNIALS IN PENGKALAN CHEPA, KELANTAN

MUHAMAD SYABIL IZZAT BIN MOHD SAKRI, NUR FAHADA BINTI RAHIM,
NURUL SYAZWA BINTI ABDUL JALIL, POORNIHMAA A/P RAMAMURTHY,
SUPERVISOR: DR. MOHD SAFWAN BIN GHAZALI

FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN

INTRODUCTION

F&B's convenience has been embraced by the millennial generation to support their activity-filled lifestyles. The millennial generation surpassed the baby boomer generation in 2015 to become the largest consumer group. Businesses are adjusting their expectations for customer service to this new generation to remain competitive in the market. They must be aware of the needs of the millennial generation especially in technology to accomplish this.

OBJECTIVES

RO1: To determine the relationship between quality of service and technology denial among millennials.
RO2: To explore the relationship between inaccurate information and technology denial among millennials.
RO3: To identify the relationship between perceive risk and technology denial among millennials.
RO4: To find out the relationship between technical restriction issue and technology denial among millennials.

CONCEPTUAL FRAMEWORK

Perceived Risk → Technology Denial among Millennials
Inaccurate Information → Technology Denial among Millennials
Poor Quality of Product and Service → Technology Denial among Millennials
Technical Restriction Issue → Technology Denial among Millennials
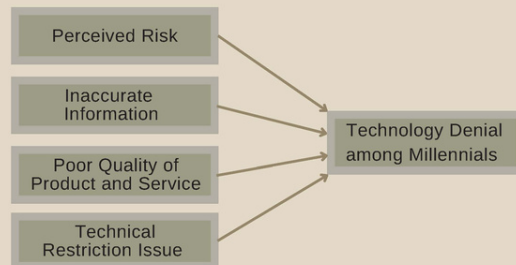
MATERIALS AND METHODS

Research design
Quantitative method

Population
159,674 people

Data collection
Questionnaire

Sample size
384 respondent
(Krejcie & Morgan, 1970)

SPSS

Descriptive Analysis, Validity and Reliability Analysis, Normality Test, Pearson Correlation Coefficent Analysis, Multiple Regression

RESULTS

Technology rejection (74.7%)
Gender: Female (52.9%)
Age: 31 - 35 years old (39.6%)
Nation: Others (27.3%)
Marital status: Married (38.5%)
Education level: Bachelor's Degree (36.5%)

Table 1: Summary of Descriptive Analysis

Variables	Mean	Standard Deviation
Technology denial among millennials (DV)	3.66	1.13987
Inaccurate information (IV)	3.70	1.08423
Perceived risk (IV)	3.76	1.12528
Poor quality of product and service (IV)	3.78	1.16529
Technical restriction issues (IV)	3.79	1.15465

Table 2: Summary of Rebiality Analysis

Variables	No. of Items	Cronbach's Alpha	Remarks
Technology denial among millennials (DV)	5	0.933	Very good
Inaccurate information (IV)	5	0.919	Very good
Perceived risk (IV)	5	0.930	Very good
Poor quality and product service (IV)	5	0.939	Very good
Technical restriction issue (IV)	5	0.935	Very good

Table 3: Summary of Pearson Correlation Analysis

Hypothesis	Sig. Value	Conclusion	Coefficient Value	Conclusion
H1	0.000	Accepted	0.306	Weak
H2	0.000	Accepted	0.235	Weak
H3	0.000	Accepted	0.227	Weak
H4	0.002	Not Accepted	0.179	Very Weak

CONCLUSION

In a conclusion, this poor quality of products and services has had a profound effect on the rejection of technology among millennials in Pengkala Chepa compared to inaccurate information, perceived risk, and also technical restriction issues.

ACKNOWLEDGEMENT

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PRESENTED AT: **MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023**

FACULTY OF ENTREPRENEURSHIP AND BUSINESS
FACTORS INFLUENCE ENTREPRENEURSHIP INTENTIONS AMONG THE YOUNG GENERATION IN KOTA BHARU, KELANTAN

Muhammad Afnan Bin Azhari; Supadly Bin Lahidu; Qamar Ainiah Binti Ahmad Kamal; Nur Fatihah Binti Mohd
Supervisor: En. Muhammad Naqib bin Mat Yunoh

UNIVERSITI MALAYSIA KELANTAN

1 INTRODUCTION

• Entrepreneurship is the process by which one or more people carry out the process of creating, planning, and beginning a new business to improve the fortunes of the firm while also incurring financial risks.

• This paper is aim to study the factor influence the entrepreneurship intentions among the young generation. By encouraging individuals to participate in the desired behaviour and ensuring that these intentions are carried out by removing any barriers that may prevent actual control over the action, interventions should be designed with a focus on elements that could alter the antecedents of intentions. (Ajzen, 2011, 2014).

2 OBJECTIVE

• To examine the relationship between the attitude toward becoming an entrepreneur and entrepreneurial intention among the youth.

• To examine the relationship between perceived behavioural control and entrepreneurial intention among the youth.

• To examine the relationship between self-efficacy and entrepreneurial intention among the youth.

• To examine the relationship between family factors and entrepreneurial intention among the youth.

3 MATERIALS AND METHODS

Identify Research Title And Objective → Literature Review → Questionnaire Design And Distribution → Data Collection, Analysis and Discussion → Conclusion And Recommendation

4 RESULTS

	Hypothesis	Significant Level	Initial Decision
H1	There is a significant relationship between attitude and entrepreneurial intention.	$P<0.05$	Accepted
H2	There is a significant relationship between perceived behavioral control and entrepreneurial intention.	$P<0.05$	Accepted
H3	There is a significant relationship between self-efficacy and entrepreneurial intention.	$P<0.05$	Accepted
H4	There is a significant relationship between family and entrepreneurial intention.	$P<0.05$	Accepted

5 CONCLUSION

According to the research's findings, there is a link between the dependent variable, and four of the components that were included in the study.Because of their attitude, perceived behavioral control, self-efficacy, and familial support for their entrepreneurial intentions, young people in Kelantan were interested in starting their own business. The study also demonstrates that the hypothesis was correct.
The variables are closely related to entrepreneurial desire. In a nutshell, this study benefits all parties involved in a big way. To demonstrate that the decision was the right one, your awareness of the passion you want to pursue in the future has to be more evident. The findings of this study are encouraging and provide several advantages to everybody. Studies with such names need to keep producing more illuminating findings.

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7 ACKNOWLEDGMENT

Presented at: Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

Student on Entrepreneurship Education: Entrepreneurial Intention Among IPTA Students In Kelantan

Muhammad Amirul Fikri Bin Mat Nasir [1], Nur Fatimah Binti Bakri [2],

Nurul Syazwani Binti Zaini [3], Syamhudi Bin Hafifudin [4]

Universiti Malaysia Kelantan, Kota Bharu, Kelantan

fikri.a19a0329@siswa.umk.edu.my, fatimah.a19a0558@siswa.umk.edu.my, syazwani.a19a0776@siswa.umk.edu.my, syamhudi.a19a1138@siswa.umk.edu.my

UNIVERSITI MALAYSIA KELANTAN

Name of Supervisor:
En. Muhammad Naqib bin Mat Yunoh

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Introduction

The purpose of this study is to examine entrepreneurial intentions among IPTA students on the Kelantan of Malaysia. This study is able to measure the level of entrepreneurship in students regardless of the faculties and universities in Kelantan. Unfortunately, studies on the intentions of future entrepreneurs are very rare

Objective

I. To examine the relationships between entrepreneurial curriculum and entrepreneurial intention among IPTA student in Kelantan.

II. To examine the relationship between teaching method and entrepreneurial intention among IPTA students in Kelantan.

III. To examine the relationship between university role and entrepreneurial intention among IPTA students in Kelantan.

IV. To examine the relationship between entrepreneurial environment and entrepreneurial intention among IPTA students in Kelantan
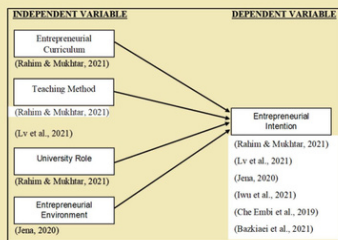
Literature Review

Figure 1.: Conceptual framework entrepreneurial intention among IPTA students in Kelantan

Materials and Method

- **Research Design** - Quantitative method

- **Study Population** - 11413 students from UMK and 20386 students from UiTM

- **Sample Size** - 380 respondent from UMK and UiTM students who take entrepreneurship education

- **Data Collection** - Questionnaire (Google Form)

- **Data Analysis** -Descriptive Analysis, Reliability and Validity Analysis, and Pearson Correlation Coefficient

Results

Table 1: Descriptive statistic for all variables

Variables	Mean	Standard Deviation (SD)
Entrepreneurship Curriculum	4.46	0.762
Teaching Methods	4.46	0.703
University Role	4.47	0.744
Entrepreneurship Environment	4.37	0.806
Entrepreneurial Intention	4.05	1.055

Table 2: Validity and Reliability Result

Variables	Cronbach's Alpha	Remarks
Entrepreneurial Curriculum	0.886	Acceptable
Teaching Method	0.904	Good
University Role	0.904	Good
Entrepreneurial Environment	0.858	Acceptable
Entrepreneurial Intention	0.810	Acceptable

Table 3: Hypotheses Testing (Pearson Correlation Coefficient)

Hypothesis	Pearson Correlation (r value)	Magnitude Relationship	Accepted/Rejected
H1	0.637	Moderate positive correlation	Accepted
H2	0.606	Moderate positive correlation	Accepted
H3	0.623	Moderate positive correlation	Accepted
H4	0.691	Moderate positive correlation	Accepted

Conclusion

- In summary, both the independent variable and the dependent variable generated positive results, indicating that the study's findings are logical, correct, and significant. As a result, the research can be continued for further study and learning

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Presented at:
Multidisciplinary Research on the Entrepreneurship and Business E-Colloquium 2022/2023

Faculty of Entrepreneurship and Business
Bachelor of Entrepreneurship (Commerce) with Honours
Universiti Malaysia Kelantan, Malaysia

FACTORS OF USING THE SHOPEE APPLICATION AMONG TEENAGERS IN KOTA BHARU
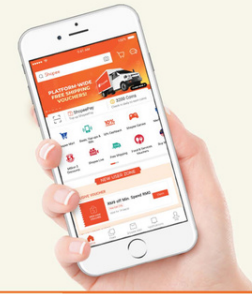
NUR FATIN NABILA BINTI AMRAN, NURUL WAJIHAH BINTI MOHAMADDI, TAN CHUI TING
SUPERVISOR: EN. AHMAD SYAKIR BIN JUNOH @ ISMAIL

INTRODUCTION

In June 2015, Shopee made its debut in Malaysia. Shopee is one of Malaysia's leading online marketplaces, providing superior product selections, high customer satisfaction, and positive user evaluations compared to its competitors (Sea Group, 2019). According to an article on the iPrice website on online shopping in Malaysia, Shopee has the greatest traffic and ranking out of all the online platforms (The Map of E-Commerce in Malaysia, 2019).

OBJECTIVE

- To identify the relationship between consumer protection rights and factors of using the Shopee application among teenagers in the Kota Bharu area.
- To identify the relationship between secured payment methods and factors of using the Shopee application among teenagers in the Kota Bharu area.
- To identify the relationship between product warranty and factors of using the Shopee application among teenagers in the Kota Bharu area.

LITERATURE REVIEW

The Technology Acceptance Model (TAM)

TAM is used to forecast consumer behavior when they decide to buy products or services online (Koththagoda & Herath, 2018). Davis (1989) developed TAM, which is frequently used to describe user's levels of technology acceptance.

Consumer protection rights

Ahmad Harun (2020) stated that Shopee provides customers with the convenience of online buying with a number of features that can help boost their 10 senses of security.

Secured payment methods

Cao Yong (2021) stated that consumers' choices in terms of payment methods will have a big influence on how a nation's economy and business model develop in the future.
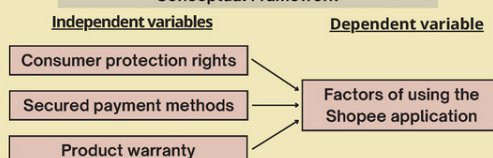
Product warranty

The most crucial element for users is the protection of personal information because websites frequently gather and retain huge amounts of data about the activities of their users. (Barrera, García, & Altamira, 2016).

Factors of using the Shopee application

Trust and convenience are certainly the main factors for potential consumers in making purchasing decisions. Based on the Myilmupelita website (2020) states that through Shopee, customers can also return goods, if damaged, defective or not working properly.

Conceptual Framework

Independent variables — **Dependent variable**

Consumer protection rights
Secured payment methods → Factors of using the Shopee application
Product warranty

MATERIAL AND METHOD

Research Design: Quantitative research
Data Collection Method: Primary and Secondary
Sample Size: 384 respondents
Population: Teenagers in Kota Bharu
Data Analysis Technique: Descriptive analysis, Normality and reliability and Pearson correlation analysis (SPSS version 26.0)

RESULT

Table 1: Summary of Descriptive Statistic

Variables	Mean	Std. Deviation
Consumer protection rights (IV1)	4.6005	.43104
Secured payment methods (IV2)	4.5318	.46746
Product warranty (IV3)	4.6000	.43116
Factors of using the Shopee application (DV)	4.6372	.48205

Table 2: Actual Reliability Analysis

Variables	No of item	Cronbach's value	Remarks
Consumer protection rights (IV1)	5	0.707	Good
Secured payment methods (IV2)	5	0.791	Good
Product warranty (IV3)	5	0.742	Good
Factors of using the Shopee application (DV)	3	0.715	Good

Table 3: Summary of Correlation Analysis

Hypothesis	Sig. Value	Conclusion	Coefficient value	Remarks
H1	0.000	Accepted	0.674	Good
H2	0.000	Accepted	0.774	Good
H3	0.000	Accepted	0.768	Good

CONCLUSION

This study is aimed to identify the factor of using the Shopee application in Kota Bharu. The results show that H1, H2, and H3 are supported. Secure payment methods and product warranty have a strong connection with the Shopee application usage factors, and user protection rights have a high positive relationship with those variables as well. The researcher can assess the situation and can make some recommendations about how to improve it when the issues are discovered.

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ACKNOWLEGMENT

THE INFLUENCE OF EMOTIONAL INTELLIGENCE ON JOB PERFORMANCE AMONG HOTEL EMPLOYEES IN KOTA BHARU, KELANTAN

Universiti Malaysia KELANTAN

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

Muhammad Fikri Hakimi Bin Zurkifly, Nur Hidayah Binti Marzukhin, Nurulatiqah Binti Jamhari and See Pei Wen

Supervisor: En Ahmad Syakir bin Junoh @ Ismail

CONCEPTUAL FRAMEWORK

Independent Variable → Dependent Variable

EMOTIONAL INTELLIGENCE
- Self-awareness
- Self-regulation
- Empathy
- Self-motivation
- Social skills

→ **JOB PERFORMANCE**

INTRODUCTION

The researcher state that the hospitality sector is becoming more competitive in terms of service quality, which influences the level of success that hotels achieve or do not achieve. Since staff of hotels play a significant part in the enhancement of the overall quality of service, it is crucial for the organization to invest in their growth and professional development by providing ongoing training in relevant areas (Gazija, 2011). In the meantime, we can see that employees have an issue with their emotions to fulfil the organization's demand to meet the firm's requirements. Employees will have a trend toward high-stress levels over time, which will cause them to labour for longer hours and reduce the employees' motivation to perform better, which in turn would restrict productivity (Goonetilleke, Priyashantha, & Munasinghe, 2018). Therefore, according to Hülsheger and Schewe (2011), front line workers are likely to go through emotional exhaustion due to the consequences of emotional labour since they spend so much time directly interacting with consumers. Employee morale and productivity will suffer as a result, which will have a trickledown effect on the business's success as a whole (Lee & Chelladurai, 2018). Since "emotional intelligence" became a recognised term in 1964, human resource management needs to take emotional intelligence into account especially in hotel industries. Therefore, this research was carried out to determine how the factor of emotional intelligence would affect the overall job performance of hotel employees.

METHODOLOGY

- This research study adopts the quantitative approach.
- Data from both primary (questionnaire) and secondary (past studies and related information) were collected for this study.
- The questionnaire will be measured by using a five-point of Likert Scale.
- The target population of the study is employees that are working in hotel industries.
- Sampling method is simple random sampling from probability sampling technique where target population has an equal chance of being included in the sample.
- Sample size of the study is 300 respondents.
- Data will be analysed using Statistic Package for the Social Sciences (SPSS).

OBJECTIVES

1. To investigate the relationship between self-awareness and job performance among hotel employees in Kota Bharu, Kelantan.
2. To investigate the relationship between self-regulation and job performance among hotel employees in Kota Bharu, Kelantan.
3. To investigate the relationship between empathy and job performance among hotel employees in Kota Bharu, Kelantan.
4. To investigate the relationship between motivation and job performance among hotel employees in Kota Bharu, Kelantan.
5. To investigate the relationship between social skills and job performance among hotel employees in Kota Bharu, Kelantan.

CONCLUSIONS

The study has proven that the employees' level of emotional intelligence will have an effect on their job performance, leading to the development of good behaviours that are essential to be put into practice in the workplace. The hotel's employees can use their good behaviour to assist their customers and solve problems that emerge within their work environment. As a result, emotional intelligence aids in regulating the emotional activity that improve job performance.
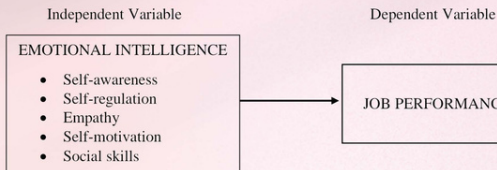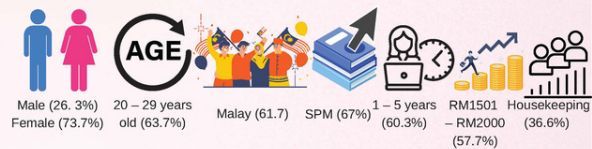
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I want to express my gratitude to our supervisor, En. Ahmad Syakir Bin Junoh @ Ismail, for providing me the opportunity to do research and for his helpful advice during this process. Then, I am very thankful to my parents' love, prayers, care, and sacrifices in order to provide me a good education for my future. The support and help they provided also kept me motivated and strong to complete the project. I want to express my gratitude to my friends for their patience, prayers, and ongoing assistance in helping me finish this research project. we also appreciate the respondents' cooperation and willingness to spend a few minutes filling out our surveys. As final year student, I would also like to express my gratitude to UMK for provides us with access to several online databases and library resources to facilitate the completion of our research paper. With these offered resources, we are able to finish our report thoroughly.

RESULTS

Male (26. 3%) Female (73.7%) | 20 – 29 years old (63.7%) | Malay (61.7) | SPM (67%) | 1 – 5 years (60.3%) | RM1501 – RM2000 (57.7%) | Housekeeping (36.6%)

Table 1: Reliability of the Actual Study by Cronbach's Alpha Coefficient

Variable	Cronbach's Alpha	Numbers of items	Results
Self-awareness	.741	5	Good
Self-regulation	.676	5	Moderate
Empathy	.818	5	Very good
Motivation	.759	5	Good
Social skills	.764	5	Good
Job performance	.800	10	Very good
Overall Variable	**.935**	**35**	**Excellent**

Table 2: Descriptive Analysis of Overall Mean Score

PART	DIMENSION	N	MEAN	MODE	MEDIAN	STANDARD DEVIATION
B	Self-awareness	300	4.3153	4.80	4.6000	.55388
	Self-regulation	300	4.4913	4.80	4.6000	.40241
	Empathy	300	4.3340	4.80	4.6000	.59993
	Motivation	300	4.5047	4.80	4.6000	.45900
	Social skills	300	4.4347	4.80	4.6000	.47139
C	Job performance	300	4.4387	4.60	4.5000	.40758

Table 3: Result Tests of Normality by Kolmogorov-Smirnov and Shapiro-Wilk

Variable	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Self-awareness	.207	300	.000	.861	300	.000
Self-regulation	.230	300	.000	.881	300	.000
Empathy	.191	300	.000	.866	300	.000
Motivation	.219	300	.000	.843	300	.000
Social skills	.200	300	.000	.870	300	.000
Job performance	.163	300	.000	.902	300	.000

Table 4: The Spearman Correlation Analysis Result

Correlations		Self-awareness	Self-regulation	Empathy	Motivation	Social skills	Job performance
Self-awareness	Correlation Coefficient	1.000	.481**	.583**	.498**	.479**	.482**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
Self-regulation	Correlation Coefficient	.481**	1.000	.526**	.614**	.596**	.538**
	Sig. (2-tailed)	.000	.	.000	.000	.000	.000
	N	300	300	300	300	300	300
Empathy	Correlation Coefficient	.583**	.526**	1.000	.502**	.547**	.551**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	300	300	300	300	300	300
Motivation	Correlation Coefficient	.498**	.614**	.502**	1.000	.677**	.630**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	300	300	300	300	300	300
Social skills	Correlation Coefficient	.479**	.596**	.547**	.677**	1.000	.618**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	300	300	300	300	300	300
Job performance	Correlation Coefficient	.482**	.538**	.551**	.630**	.618**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	300	300	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

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FACULTY OF ENTREPRENEURSHIP AND BUSINESS
UNIVERSITI MALAYSIA KELANTAN

LIVE STREAMING INFLUENCES CONSUMER'S PURCHASE INTENTION IN SOCIAL COMMERCE

MUHAMMAD FIRDAUS HELMI BIN SHAFEE, NUR ILYANA SYAFIQAH BINTI ZULKIFLI ,
NURULEZZAH BINTI ZOLKAFLI , TAN ENG PING, ENI NORENI BINTI MOHAMAD ZAIN

INTRODUCTION

- Ecommerce live streaming is a type of ecommerce that uses live streaming as a marketing channel stimulated retailers to market their products through live webcasts.
- The combination of live streaming and e-commerce is thriving. However, it is unknown how live streaming influences customer purchase intention (PI) in online markets..

OBJECTIVE

- To determine the relationship between price promotion and consumer's purchase intention in live streaming commerce among West Malaysians.
- To identify the connection between promotion time limit and consumer's purchase intention in live streaming commerce among West Malaysians
- To determine the interrelation between visual appeal and consumer's purchase intention in live streaming commerce among West Malaysians.
- To identify the relevance between consumer-streamer interaction and consumer's purchase intention in live streaming commerce among West Malaysians.

CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLES

PRICE PROMOTION

PROMOTION TIME LIMIT

VISUAL APPEAL

CONSUMER-STREAMER INTERACTION

DEPENDENT VARIABLE

CONSUMER'S PURCHASE INTENTION
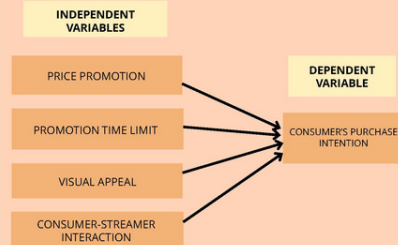
METHODOLOGY

REASEARCH DESIGN
Quantitative Method

SAMPLING TECHNIQUE
Non-Probability Sampling

DATA COLLECTION
Online Questionnaire

RESPONDENT
384 respondents

MEASUREMENT
5 Point Likert Scales

DATA ANALYSIS
- Descriptive Statistics
- Reliability Test
- Pilot Test
- Pearson's Correlation Coefficient

RESULTS

Reliability Test

Variables	Number of items (n)	Cronbach's Alpha Coefficient	Reliability Level
Consumer Purchase Intention	6	0.848	Very Good
Price Promotion	6	0.889	Very Good
Promotion Time-Limit	6	0.929	Excellent
Visual Appeal	6	0.915	Excellent
Consumer-streamer Interaction	6	0.907	Excellent

Normality Test

VARIABLE	SKEWNESS	KURTOSIS	RESULT
Consumer Purchase Intention	-0.455	-0.260	Normal distributed
Price Promotion	-0.695	0.313	Normal distributed
Promotion Time-Limit	-0.528	-0.387	Normal distributed
Visual Appeal	-0.647	-0.040	Normal distributed
Consumer-Streamer Interaction	-0.531	-0.202	Normal distributed

Key Findings

| Hypotheses	Result	Finding of Data Analysis
H1: Price promotion has a significant positive impact on consumers' purchase intention in live streaming commerce.	r = 0.543** p = 0.000 Moderate	H1 is accepted
H2: Promotion time limit has a significant positive impact on consumer's purchase intention in live streaming commerce.	r = 0.452** p = 0.000 Low Positive	H2 is accepted
H3: Visual appeal has a significant positive impact on consumer's purchase intention live streaming commerce.	r = 0.411** p = 0.000 Low Positive	H3 is accepted
H4: Consumer-streamer interaction has a significant positive impact on consumer's purchase intention in live streaming	r = 0.451 p = 0.000 Low Positive	H4 is accepted

CONCLUSION

This study looks at how live broadcasting affects consumer purchase intentions in social commerce. The variables in this study can provide some direction and knowledge to all Malaysians looking at customer buying intentions. The findings also suggest that the variables utilised in this study are capable of changing the community's perception of purchase intention toward live streaming.

ACKNOWLEDGEMENT

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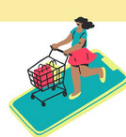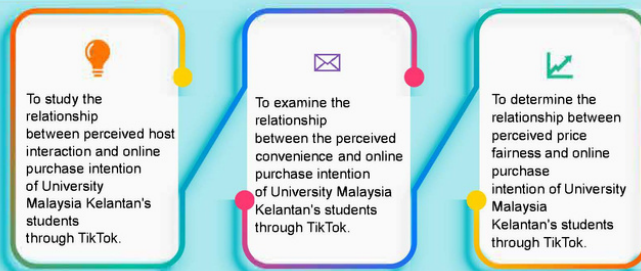
DOMINANCE OF TIKTOK IN ONLINE PURCHASING INTENTION AMONG STUDENT OF UNIVERSITY MALAYSIA KELANTAN

Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria
Sathiswary A/P Uthaya Kumar, Eni Noreni binti Mohamad Zain
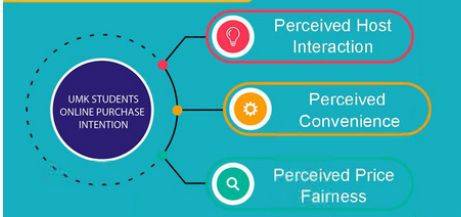Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

INTRODUCTION

TikTok, a video - creating app, has become extremely popular in the business industry at this unprecedented time due to the Covid-19 outbreaks that has swept the country(Nair et al., 2022). As a proved,Shaun (2022) had reported that in Malaysia, there are 6,990,081 TikTok users by 2022 and by 2026, this number is projected to increase by 52% which is to 10,643,189 users. With the main attraction in helping sellers produce Interesting and simple videos to market their products, it is certain that many consumers are more inclined to make online purchases through the TikTok shop when there are many factors that can attract their interest to use it.

OBJECTIVES

To study the relationship between perceived host interaction and online purchase intention of University Malaysia Kelantan's students through TikTok.

To examine the relationship between the perceived convenience and online purchase intention of University Malaysia Kelantan's students through TikTok.

To determine the relationship between perceived price fairness and online purchase intention of University Malaysia Kelantan's students through TikTok.

THEORETICAL FRAMEWORK

UMK STUDENTS ONLINE PURCHASE INTENTION
- Perceived Host Interaction
- Perceived Convenience
- Perceived Price Fairness

MATERIAL AND METHODS

1 Research Design
Quantitative approach

2 Data Collection Method
questionnaires - Distributed via messaging paltforms such as Whatsapp and Telegram

3 Population and Sample Size
- UMK'S students : 11,965 students
- 373 students
[Kerjcie and Morgan (1970)]

4 Sampling Techniques
Non - probability sampling
Convenience Sampling

5 Procedure for Data Analysis
- Reliability Analysis
- Spearman's Correlation
- Descriptive Analysis

CONCLUSION

The three hypotheses have all been shown to be positively correlated in the end, and none of them are disproved by the findings. In order to obtain more granular results, future researchers can contribute more information and findings. Researchers in the future can add additional information to produce more granular results. Additionally, this research also provides recommendations and limitations for future research which will be beneficial.

RESULT AND DISCUSSIONS

Variables	Number of items	Cronbach's Alpha
Perceived Host Interaction	6	0.934
Perceived Convenience	6	0.948
Perceived Price Fairness	6	0.947
Purchase Online Intention	6	0.941
All Variables	24	0.982

VARIABLES	SPEARMAN'S CORRELATIONS ANALYSIS	
Perceived Host Interaction	Spearman's Correlations Sig. (1-tailed)	r=0.809 p-value=0.000
Perceived Convenience	Spearman's Correlations Sig. (1-tailed)	r= 0.851 p-value=0.000
Perceived Price Fairness	Spearman's Correlations Sig. (1-tailed)	r=0.823 p-value=0.000

HYPOTHESIS		STATISTICAL ANALYSIS	RESULT
H1	There is significant and positive relationship Between perceived host interaction and online purchase intention	0.809	Accepted
H2	There is significant and positive relationship between perceived convenience and online purchase intention	0.851	Accepted
H3	There is significant and positive relationship between perceived price fairness and online purchase intention	0.823	Accepted

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SUPERVISOR :
Puan Eni Noreni Binti Mohammad Zain
noreni@umk.edu.my

EXAMINER :
Puan Munirah binti Mahshar
munirah@umk.edu.my

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A STUDY ON THE INTENTION TO FORMALLY DISPOSE E-WASTE AMONG RESIDENTS IN TAMAN BAHAU, NEGERI SEMBILAN

MUHAMMAD IZZUL AFIQ BIN ZULKIFLI[1], NUR IMAZIAH BINTI ABU BAKAR[2], RADHIATUL HASANAH BINTI ABU AZMAR @ ABU AZHAR[3], TAN SIN LEE[4] , NIK MADEEHA BINTI NIK MOHD MUNIR

Universiti Malaysia Kelantan, Kota Bharu, Kelantan

izz.a19a0351@siswa.umk.edu.my, imaziah.a19a0583@siswa.umk.edu.my, radhiat.a19a0806@siswa.umk.edu.my, sinlee.a19a0928@siswa.umk.edu.my, nmadeeha@umk.edu.my

Introduction

Electronic waste (e-waste) is currently the fastest-growing waste stream in Malaysia. E-waste is electrical or electronic equipment that is discarded and no longer used. One of the reasons why e-waste is so important to know is because it can harm people and the environment. Most e-waste comes from households. According to the article by Thi Thu Nguyen, 2018 a survey based on the Theory of Planned Behavior (TPB) model provides an opinion and examines the influence of TPB on the e-waste behaviour of the population. Therefore, this study takes the residents of Taman Bahau, Negeri Sembilan, as the object of study. Average Malaysians still throw away e-waste carelessly because they do not know the dangers and importance of e-waste, and the main problem is that they do not understand the proper of e-waste disposal.

Research Objectives

The objective of this research is to study the relationship between attitudes, subjective norms and perceived behavioral control towards intention to formally dispose of e-waste among residents in Taman Bahau, Negeri Sembilan.

Conceptual Framework

Attitude
Social Pressure
Perceived Behavioral Control

Intention to Dispose E-waste properly
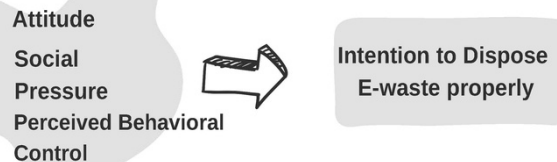
Findings & Discussion

RESIDENT'S PROFILE

Government employed = 64.1%

RM2000- RM3999 = 34.6%

Terrace = 54.3%

Family = 89.9%

Methodology

Quantitative research

Sample size: 376 Respondents

Population: Residents in Taman Bahau, Negeri Sembilan

Data collection method: Primary data & Secondary data

Data analysis techniques: Descriptive Analysis Pearson Correlation Analysis

PEARSON CORRELATION

Attitude	Pearson Correlation	.559**	
	Sig. (2-tailed)	.000	
	N	376	
Social Pressure	Pearson Correlation	.452**	
	Sig. (2-tailed)	.000	
	N	376	
Challenge	Pearson Correlation	.617**	
	Sig. (2-tailed)	.000	
	N	376	

✓ There is a significant influence between attitude and intention to dispose e-waste properly among residents in Taman Bahau, Negeri Sembilan.

✓ There is a significant influence between social pressure and intention to dispose e-waste properly among residents in Taman Bahau, Negeri Sembilan.

✓ There is a significant influence between challenge and intention to dispose e-waste properly among residents in Taman Bahau, Negeri Sembilan.

Conclusion

In conclusion, all variables have significant relationsip with intention to dispose e-waste properly among the residents in Taman Bahau. Proper disposal is very important for every electronic consumer to ensure a safer environment in the future. The study's implication is that residents are more aware of the dangers of improper e-waste disposal and residents gain new knowledge on how to properly dispose of e-waste.

Acknowledgment

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A STUDY ON E-WASTE DISPOSAL PRACTICES AMONG RETAILERS IN TAMAN BENDAHARA PENGKALAN CHEPA

Muhammad Mirza Muazzam Bin Zulkifli[1], Nur Intan Shuhada Binti Azli[2],
Rosewann Ateera Binti Mohamed Ridzuan[3], Teh Hwee Yee[4], Nik Madeeha Binti Nik Mohd Munir[5]
Universiti Malaysia Kelantan, Kota Bharu, Kelantan
mirza.a19a0357@siswa.umk.edu.my, shuhada.a19a0585@siswa.umk.edu.my,
rosewann.a19a0815@siswa.umk.edu.my, hweeyee.a19a0932@siswa.umk.edu.my, nmadeeha@umk.edu.my

INTRODUCTION

Electronic waste (e-waste) is a global environmental problem, and Malaysia is no exception. E-waste refers to a process that includes various forms of electrical and electronic equipment that no longer has any value to its owner. In a recent article related to electronic waste management, according to Romana, Ahmad Kamaruzzaman and Khalid (2021), several findings on the associations among KAPs provided valuable insights and explore consumers' KAP towards electronics waste manage facility of Dhaka city. This leads to this research project in suburban city which is Taman Bendahara, Pengkalan Chepa.

Many retailers continue to dispose electrical and electronic products (e-waste) indiscriminately and unaware of the negative impact on health and the environment (The Star, 2021) The main problem relating to e-waste among Malaysia retailers is the poor knowledge and attitude of retailers in Malaysia toward proper e-waste disposal practice (Mahat (2019); Nduneseokwu (2017); Ho et al.,2015). Therefore this leads to this study on proper disposal among retailers in Taman Bendahara, Pengkalan Chepa by employing theory of Knowledge, Attitude and Practices (KAP).

METHODOLOGY — Quantitative

- Retailers in Taman Bendahara
- Sample size: 137 respondent
- Primary Data / Secondary Data
- Descriptive Analysis, Spearman Correlation Analysis

RESEARCH OBJECTIVE

To investigate the relationship between knowledge and attitude on e-waste disposal practices among retailers in Taman Bendahara, Pengkalan Chepa.

CONCEPTUAL FRAMEWORK

KNOWLEDGE → PRACTICES
ATTITUDE → PRACTICES

FINDINGS DISCUSSION

DEMOGRAPHIC BACKGROUND

EATERIES 49.6%
5-10 YEARS 60.6%

SPEARMAN'S CORRELATION

ATTITUDES
Spearman's correlation	.346**
Sig. (2-Tailed)	.000
N	137

KNOWLEDGE
Spearman's correlation	.241**
Sig. (2-Tailed)	.005
N	137

☑ There is a significant influence between knowledge and e-waste disposal practices among retailers in Taman Bendahara, Pengkalan Chepa.

☑ There is a significant influence between attitude and e-waste disposal practices among retailers in Taman Bendahara, Pengkalan Chepa.

Accepted

ACKNOWLEDGEMENT

CONCLUSION

In conclusion, all variables have significant relationship with e-waste disposal practices among retailer in Taman Bendahara, Pengkalan Chepa. The research contribution for the body of knowledge where it can be useful to the future researcher to conduct on e-waste in retailers' perspective. Also, it will led to understand the behavior of retailers in Taman Bendahara towards e-waste management. This will be a provision to the authorities to plan on how to increase more awareness on proper way to manage e-waste among the retailers

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ONLINE SHOPPING BEHAVIOUR AMONG YOUTH IN MALAYSIA

MUHAMAD HAIKAL BIN ISKANDAR, NUR ATIEYRA SHARMILA BINTI MOHAMAD, NURUL SYAKILLA BINTI RAMLI, ONG LI WEN, NUR FARAH DIANA BINTI MOHD AZLIMIE & NUR A'MIRAH BINTI MOHD YAZIZ

FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN

INTRODUCTION

Online shopping is becoming an increasingly preferred channel, with sales increasing year-on-year (Pahlevan, 2018). Shopper's online is popular among the demographic of younger consumers. Because of this, people are more likely to buy, shop for, or search products from internet outlets, regardless of their income (Mokhtar et al., 2020). "Youth" was referred to as the transition period between childhood and adulthood. At this point, this group of people is entering a completely new phase of their life cycle, moving from childhood to adolescence. This is in line with the definition of the Selangor Youth Policy (2019), where the age of the youth is between 15 to 30 years. The convenience and efficiency of online shopping appeal to the younger generation, who are always on the go and have little free time. For these reasons, online shopping has become the preferred shopping method for Malaysian youth.

OBJECTIVES

RO1 : To study the relationship between perceived ease of use and online shopping behaviour among youth in Malaysia.

RO2 : To identify the relationship between perceived benefits and online shopping behaviour among youth in Malaysia.

RO3 : To investigate the relationship between past experience and online shopping behaviour among youth in Malaysia.

LITERATURE REVIEW

Literature reviews play an important role in the intellectual, methodological, and thematic development of several fields (Palmatier, 2018). This offers an overview of the latest information to identify applicable hypotheses, strategies and gaps in current research studies.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place (Wayne W. LaMorte, 2022).

Online shopping behavior among youth in Malaysia (DV)

For online purchases, a customer could use a shopping browser to navigate a shopping website to perform research and locate the items they wants. Shopper's online is popular among the demographic of younger consumers. Because of this, people are more likely to buy, shop for, or search products from internet outlets, regardless of their income (Mokhtar et al., 2020)

Perceived ease of use (IV)

Perceived ease of use can be defined which indicates how easy it is to use a particular device. Ease of use is the extent to which users believe in using certain technologies easily (Ha-Brookshire, 2018).
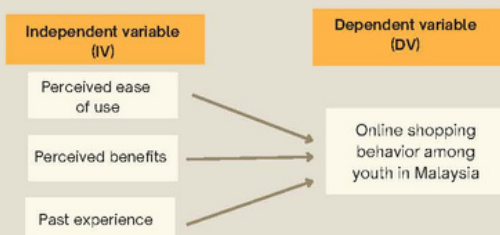
Past experience (IV)

A consumer who has tried to shop online once and enjoyed the entire process may continue to repurchase online in the future. It implies that the more positive the consumers' experience with online transactions in the past, the higher the likelihood for them to repurchase (Nwaizugbo & Ifeanyichukwu, 2016).

Perceived benefits (IV)

In the context of online shopping, the perceived benefits from consumer means the total of advantages or satisfaction that could fulfil their needs and wants (Yew & Kamarulzaman, 2020). Perceived benefits, which can be expressed as economic profitability, social prestige or other advantages are crucial considerations in the decision-making process.

CONCEPTUAL FRAMEWORK

Independent variable (IV)	Dependent variable (DV)
Perceived ease of use	Online shopping behavior among youth in Malaysia
Perceived benefits	
Past experience	

MATERIALS AND METHOD

Research Design — Quantitative Method
Data Collection — Questionnaire

Population — 9,074,500 consumer
Sample Size — 400 Respondent

Frequencies Analysis, Descriptive Analysis, Reliability and Validity Test, Pearson Correlation.

RESULTS

Gender	Age	State	Educational	Race	Income	Marital status	Occupation
Female 60.3%	21-25 years old 56.8%	Peninsular Malaysia 77.8%	Degree 52.0%	Malay 54.0%	RM 0-RM5,000 89.8%	Single 89.3%	Student 69.0%

Table 1: Summary of Descriptive Statistic

Variables	Mean	Std. Deviation
Online shopping behavior among youth in Malaysia (DV)	4.42	0.590
Perceived ease of use (IV)	4.42	0.585
Past experience (IV)	4.25	0.670
Perceived benefits (IV)	4.45	0.536

Table 2 : Actual Reliability Analysis

Variable	No. of Item	Cronbach's Alpha	Remarks
Online shopping behavior among youth in Malaysia (DV)	5	0.867	Very good
Perceived ease of use (IV)	6	0.913	Excellent
Past experience (IV)	5	0.893	Very good
Perceived benefits (IV)	5	0.859	Very good

Table 3 : Summary of Pearson Correlation Analysis

Hypothesis	Sig. Values	Conclusion	Cofficient Value	Conclusion
H1	0.000	Accepted	0.635	Moderate
H2	0.000	Accepted	0.652	Moderate
H3	0.000	Accepted	0.683	Moderate

CONCLUSION

As a conclusion, this research focused to identify the relationship between the online shopping behavior among youth in Malaysia. This research can be a guideline for the future research as a reference Hence, researcher found in this research has a significant relationship between perceived ease of use, perceived benefits and past experience towards online shopping behavior among youth in Malaysia. In this research can be summarized that this study can be as a reference in since the relationship between the dependent and independent variables has significant relationship.

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OBSTACLES TO INTENT IN MOBILE COMMERCE ADOPTION; PERCEPTION OF GEN-X IN MALAYSIA.

MUHAMAD ZARIF ZAFRAN BIN MUHD YUSUF[1], NUR SYAHIRAH BINTI RIDUAN APINDI[2],
NURALIAH BINTI RASHIDI[3], SITI AISYAH BINTI JEMANI[4], WAN SYAZA ATHIRAH BINTI JASMAIDI[5], NUR A'MIRAH BINTI MOHD YAZIZ[6]

FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN

INTRODUCTION

Due to the rapid expansion of mobile device usage, mobile commerce (MC) has gained popularity. Generation X is one of the most popular target groups because of their large population and high purchasing power (Moorthy et al, 2017). Therefore it is essential to comprehend Generation X's motivation for adopting mobile commerce.

OBJECTIVES

RO1: To identify the relationship between usage and adoption intention of mobile commerce among Generation X in Malaysia.

RO2: To examine the relationship between value and adoption intention of mobile commerce among Generation X in Malaysia.

RO3: To identify the relationship between trust and adoption intention of mobile commerce among Generation X in Malaysia.

MATERIALS AND METHODS

Research Design
- ✓ Quantitative research methods

Population
- ✓ Generation X in Malaysia

Data Collection
- ✓ Primary data (questionnaire)

Sample Size
- ✓ 384 respondents (Krejcie & Morgan 1970)

SPSS
- ✓ Descriptive analysis, reliability and normality test, Pearson correlation analysis

LITERATURE REVIEW

Theory of Innovation Resistance Theory (IRT)
This study presents one underpinning theory which is IRT that has been developed by Ram and Sheth (1989) to explore what are the obstacles to intent in mobile commerce adoption from the perception of Generation X.

Mobile commerce adoption intention (DV)
Adoption intention in this study refers to consumers' level of intent to adopt mobile commerce.

Usage barriers (IV1)
The resistance to an invention caused by the inconsistency with current routine and plan, according to concept (Barati and Mohammadi, 2017).
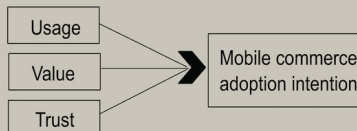
Value barriers (IV2)
They emphasized how their values and social system now include using mobile devices for mobile commerce communication (Mazen Ali, 2017).

Trust barriers (IV3)
Trust is essential whenever there is risk, uncertainty or interdependence, it plays a central role in both interpersonal and business relationships (McKnight and Chervany, 2018).

Conceptual Framework

Usage → Mobile commerce adoption intention
Value → Mobile commerce adoption intention
Trust → Mobile commerce adoption intention

RESULTS

Gender	Age	Marital status	Race
Female 58.9%	40 – 44 43%	Married 71.9%	Malay 82.8%

Education	Income	Occupation	Use of MC
High school 40.1%	RM1,001 – RM3,000 36.2%	Government 33.6%	User 79.9%

Table 1: Summary of Descriptive Analysis

Variables	Mean	Standard Deviation
Mobile Commerce Adoption Intention (DV)	4.07	0.843
Usage Barriers (IV)	2.52	1.011
Value Barriers (IV)	2.63	1.011
Trust Barriers (IV)	3.50	0.873

Table 2: Summary of Reliability Analysis

Variables	No. of Items	Cronbach's Alpha	Remarks
Mobile Commerce Adoption Intention (DV)	6	0.950	Very Good
Usage Barriers (IV)	4	0.920	Very Good
Value Barriers (IV)	4	0.883	Very Good
Trust Barriers (IV)	4	0.893	Very Good

Table 3: Summary of Pearson Correlation Analysis

Hypothesis	Sig. Value	Conclusion	Coefficient Value	Conclusion
H1	0.007	Not Accepted	0.137	Weak
H2	0.053	Not Accepted	0.081	No relationship
H3	0.000	Accepted	0.591	Moderate

CONCLUSION

As a conclusion, this study fulfilled all of the goals and questions of the research. The statistical significance of the relationship that exist between the variables is established. The most important barrier that influence on mobile commerce adoption intention among Generation X in Malaysia is trust barriers. Thus, the usage and value barriers is insignificant predictor on mobile commerce adoption intention.

ACKNOWLEDGEMENT

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FACTORS INFLUENCING THE ENTREPRENEURIAL INTENTION AMONG 2u2i STUDENT AT UNIVERSITY MALAYSIA KELANTAN

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan

INTRODUCTION

Entrepreneurship is an important indicator of economic growth (Stanboulis & Barlas, (2014) and public policymakers have sought to foster entrepreneurial activity and among spirit youth to field financial, cultural, or social benefit. (Rae et al, 2014). Through this situation, the entrepreneurship had been viewed as crucial in developing economic growth.

According to Thompson (2009), entrepreneurial intention as a belief that entrepreneurs intend to start a business. In a word, entrepreneurial intention is a psychological state that guides our attention toward specific business goals in order to achieve entrepreneurial results.
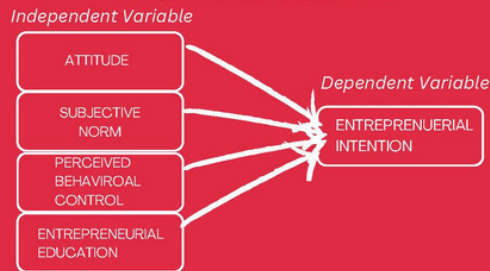
OBJECTIVE

- To examine the relationship between attitude and entrepreneurial intention.
- To examine the relationship between subjective norm and entrepreneurial intention.
- To examine the relationship between perceived behavioral control and entrepreneurial intention.
- To examine the relationship between entrepreneurial education and entrepreneurial intention.

MATERIALS & METHOD

- Research Design: Quantitative study (Questioners)
- Population among student Bachelor of Entreprenurship (SAE)
- Sample Size: 151 respondent
- SPSS Version 26 (Descriptive Analysis, Reliability Analysis, Pearson Correlation)

CONCEPTUAL FRAMEWORK

Independent Variable

- ATTITUDE
- SUBJECTIVE NORM
- PERCEIVED BEHAVIROAL CONTROL
- ENTREPRENEURIAL EDUCATION

Dependent Variable

- ENTREPRENUERIAL INTENTION

RESULT
Table 1: Descriptive Analysis

Variables	Mean	Std. Deviation
Entrepreneurial Intention	4.3656	.6436
Attitude	4.4172	.6269
Subjective Norms	4.4371	.6650
Perceived Behavioral Control	4.3934	.6785
Entrepreneurial Education	4.4649	.64397

RESULT
Table 2: Reliability Analysis

VARIABLES	
Attitude	0.914
Subjective Norms	0.931
Perceived Behavioural Control	0.929
Entrepreneurial Education	0.934

RESULT
Table 4: Hypothesis

	Research Question and Objective	Result	Findings of Data Analysis
H1	RQ 1: What is the relationship between attitude and entrepreneurial intention? RO 1: To examine the relationship between attitude and entrepreneur intention.	$r = .789^{**}$ $p = 0.000$ High	There is a significant relationship between attitude and entrepreneurial intention among 2u2i student at University Malaysia Kelantan. H1 is accepted.
H2	RQ 2: What is the relationship between subjective norm and entrepreneurial intention? RO 2: To identify the relationship between subjective norm and entrepreneur intention.	$r = .714^{**}$ $p = 0.000$ High	There is a significant relationship between subjective norms and entrepreneurial intention among 2u2i student at University Malaysia Kelantan. H2 is accepted.
H3	RQ 3 What is the relationship between perceive behavioral control and entrepreneurial intention? RO 3: To investigate the relationship between perceived behavioral control and entrepreneur intention.	$r = .722^{**}$ $p = 0.000$ High	There is a significant relationship between perceived behavior control and entrepreneurial intention among 2u2i student at University Malaysia Kelantan. H3 is accepted.
H4	RQ 4: What is the relationship between entrepreneurial education and entrepreneurial. RO 4: To evaluate the relationship between entrepreneurial education and entrepreneur intention.	$r = .672^{**}$ $p = 0.000$ Moderate	There is a significant relationship between entrepreneurial education and entrepreneurial intention among 2u2i student at University Malaysia Kelantan. H4 is accepted.

RESULT
Table 3: Correlation

VARIABLES	PEARSON CORRELATION COEFFICIENT	
Attitude	Pearson Correlation	0.789^{**}
	Sig. (1-tailed)	P=Value = 0.00
Subjective Norm	Pearson Correlation	0.714^{**}
	Sig. (1-tailed)	P=Value = 0.00
Perceived Behavioural Control	Pearson Correlation	0.722^{**}
	Sig. (1-tailed)	P-Value = 0.00
Entrepreneurial Education	Pearson Correlation	0.672^{**}
	Sig. (1-tailed)	P-Value = 0.00

CONCLUSION

In conclusion, this study has fulfilled the objectives. Therefore, is significant relationship between IV and DV which is attitude, subjective norms, perceived behavioral control and entrepreneurial education.

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We would like to thank our supervisor Dr. Wan Farha Binti Wan Zulkiffly for her continuous encouragement and patience during our research project. We also would like to thank our examiners, Dr. Nur Izzati Binti Mohamad Anuar, and the group members for giving the support, and guide which made us complete the research proposal.

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MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP
AND BUSINESS E-COLLOQUIUM 2022/2023
NUR SYAZWINA BINTI HARUN, SITI FATIMAH BINTI HAMBALI, WAN NUR NABILA BINTI ROSUHAIMI AND ZAIM HAIQAL BIN SHAMDDIN
SUPERVISOR: DR. WAN FARHA BINTI WAN ZULKIFFLI

FACTORS THAT INFLUENCE THE USAGE OF E-PAYMENT TOWARDS ONLINE SHOPPING DECISIONS AMONG UMK STUDENTS

AUTHOR

1. MUHAMMAD NURHELMI BIN NORASID [1] (A19A0363)
2. NUR LYANA MASTURA BINTI MOHD SHUHARI [2] (A19A0596)
3. THIAN XIN NI [3] (A19A0949)
4. UMMI AFIQAH BINTI ABDULLAH [4] (A19A0958)

SUPERVISOR
PUAN MUNIRAH BINTI MANSHAR

EXAMINER
PUAN ENI NORENI BINTI MOHAMAD ZAIN

INTRODUCTION

This study will identify the relationship between factors that influences the usage of e-payment and online shopping decisions. The most efficient way to shop online is using e-payment methods, it is a way to connect the seller and the buyer. This research will focus on UMK students which will be a profitable target segment for Malaysian marketers as they have the financial ability to meet their wants and desires. Thus, researchers also study and analyze what the consumer goes through when deciding and making a purchase over the internet, showing some factors that the consumer considers.

OBJECTIVES

- To identify the relationship between ease to use and online shopping decision among UMK students.
- To investigate the relationship between security and online shopping decision among UMK students.
- To determine the relationship between benefit and online shopping decision among UMK students.

CONCEPTUAL FRAMEWORK
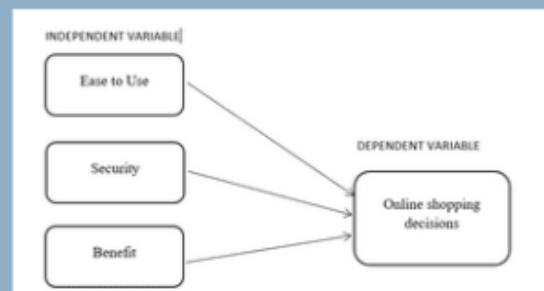
HYPOTHESIS STATEMENT

H1= There is a significant relationship between ease of use of e-payment and online shopping decisions among UMK students.

H2 = There is a significant relationship between security of e-payment and online shopping decisions among UMK students.

H3= There is a significant relationship between benefits of e-payment and online shopping decisions among UMK students.

MATERIAL AND METHOD

Research Design
- Quantitative method

Sample Size
- 370
- Simple random sampling

Data Collection Method
- Questionnaire

Data Analysis
- SPSS
- Preliminary Analysis
- Descriptive Analysis
- Validity and Reliability Test
- Normality Test

RESULT AND FINDINGS

		Online Shopping Decision	Ease To Use	Security	Benefit
Online Shopping Decisions	Pearson Correlation	1	.652**	.557**	.663**
	Sig. (2-tailed)		.000	.000	.000
	N	377	377	377	377
Ease To Use	Pearson Correlation	.652**	1	.559**	.763**
	Sig. (2-tailed)	.000		.000	.000
	N	377	377	377	377
Security	Pearson Correlation	.557**	.559**	1	.651**
	Sig. (2-tailed)	.000	.000		.000
	N	377	377	377	377
Benefit	Pearson Correlation	.663**	.763**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	377	377	377	377

**. Correlation is significant at the 0.01 level (2-tailed).

CONCLUSION

The main goal of this research focused is to factor that influence the usage of e-payment toward online shopping decisions among UMK students to determine whether people will continue to use the service. Overall, The research has now been completed morally and with a great deal of dedication. By directing this research, it also adhered to all the rules and regulations. Without a doubt, the goal of this study was to provide useful information and statistics to all users to assist them with comparing the factor.
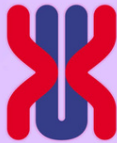
Presented at: **Multidisciplinary Research on the Entreoreneurship and Business E-Colloqium 2022/2023**

UNIVERSITI MALAYSIA KELANTAN
Faculty of Entrepreneurship and Business

THE EFFECT OF SCAMMERS ON CUSTOMER PERCEPTION TOWARD E-COMMERCE PLATFORM AMONG UNIVERSITY MALAYSIA KELANTAN (UMK) STUDENTS

Thanabalan a/l B.Ramoo[1], Muhammad Shafie Bin Mohd Sharif[2],
Nur Salina Binti Mohd Shariff[3], Wan Nur Farah Nadhira Binti Wan Rahin[4], Munirah Binti Mahshar[5]

INTRODUCTION

✓ This study was conducted to examine the effect of scammers on customer perception toward e-commerce platform among UMK students.

Cases of E-commerce Scams in Malaysia from 2018 to 2020

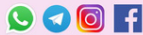Figure 1.0 : Cases of E-commerce Scams in Malaysia from 2018 to 2020, (Bernama, 2021)

OBJECTIVES

1. To identify the relationship between the privacy violations and the perception of e-commerce platform by UMK students.

2. To identify the relationship between the social risk of privacy breach and the perception of e-commerce platforms by UMK students.

3. To identify the relationship between the customers' perceived vulnerability and the perception of e-commerce platforms by UMK students

MATERIALS & METHOD

DATA COLLECTION METHOD
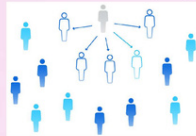- **Primary data:**
  Survey -questionnaire
- **Secondary data:**

SAMPLE TECHNIQUES
Convenience sampling

STUDY POPULATION
- **375** active UMK students of 3 campus Pengkalan Chepa, Bachok and Jeli.
- Krejcie & Morgan,1970 diagram.

PROCEDURE OF DATA ANALYSIS
- **SPSS**
  - Pilot Test
  - Descriptive Analysis
  - Reliability Analysis
  - Normality Test
  - Pearson's Correlation Analysis

RESULT

THE OVERALL DESCRIPTIVE ANALYSIS (N=375)

Variable	Mean	Std. Deviation
Customer Privacy Violation (IV1)	4.3320	0.78529
Social Risk of Privacy Breach(IV2)	4.2176	0.87875
Vulnerability of PrivacyBreach (IV3)	4.2443	0.87769
Customers Perception (DV)	4.3419	0.77813

Table 1.0: The Overall of Descriptive Analysis

RELIABILITY ANALYSIS

Variable	Cronbach's Alpha	Number of items
Customer Privacy Violation (IV 1)	0.907 (Excellent)	6
Social Risk of Privacy Breach (IV 2)	0.908 (Excellent)	5
Vulnerability of Privacy Breach (IV 3)	0.927 (Excellent)	5
Customers Perception (DV)	0.891 (Good)	5

Table 2.0: Summary of Reliability Analysis

PEARSON'S CORRELATION

	Customers Perception (DV)
Customer Privacy Violation (IV 1)	0.672** (Moderate)
Social Risk of Privacy Breach (IV 2)	0.705** (High)
Vulnerability of Privacy Breach (IV3)	0.785** (High)

Table 3.0: Summary of Pearson Correlation Analysis

SUMMARY OF PROPOSED HYPOTHESIS

Code	Hypothesis	Status
H1	Positive relationship between the privacy violations and the perception of e-commerce platforms by UMK students.	**Supported**
H2	Positive relationship between the social risk of privacy breach and the perception of e-commerce platforms by UMK students.	**Supported**
H3	Positive relationship between the customers' perceived vulnerability and the perception of e-commerce platforms by UMK students.	**Supported**

Table 4.0: Summary of Proposed Hypothesis

CONCLUSION

► This study discovered convincing evidence of the effect of scammers on UMK students' perceptions of the e-commerce platform.

► All things considered, this study could enhance customer awareness of the e-commerce platform while minimising the chance of fraud and scams during online transactions.

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Contact Madam Munirah Binti Mahshar | Universiti Malaysia Kelantan
Email:munirah@umk.edu.my | Phone: 013-9471986

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UNIVERSITI MALAYSIA KELANTAN
UNIVERSITI MALAYSIA KELANTAN, PENGKALAN CHEPA, 16100 KOTA BHARU KELANTAN.

Faculty of Entrepreneurship & Business

THE DETERMINANTS FACTOR OF BUYING ONLINE FAKE PRODUCTS: FROM UMK'S STUDENT EXPERIENCE

MUHAMMAD TALHAH BIN ZULKILPI [1]   NUR SYAHIRAH BINTI MAZLAN [2]
SHAHIRUL NAJEEMA BINTI MOHAMMAD [3]   ZULKIFLI BIN MOHAMAD RASID [4]
YUSRINADINI ZAHIRAH BINTI MD ISA@YUSUFF [5]

INTRODUCTION

Due to globalization and the removal of trade obstacles in cross-border transactions, the counterfeiting problem has existed since the 1970s and is still spreading. Based on the main statistics of the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) in 2022, the complaints made related to counterfeit goods show that the number of complaints has decreased from 2020 to 2022, which is 661,443, and 153 respectively. Nevertheless, previous reports showed that throughout the year 2018 to July 2020, 1,421 cases involving counterfeit goods were recorded with a confiscation value of RM31,065,886.00.

This research examine the determinants factor (brand, price, and attitude) in influencing customers in buying online fake products from UMK's students' experience.

OBJECTIVES

1: To identify factors that influence customers buying fake products.
2: To determine the relationship between brand factor and customers in buying fake products.
3: To determine the relationship between price factors and customers in buying fake products.
4: To determine the relationship between attitude factor and customers in buying fake products.

MATERIALS AND METHODS

* RESEARCH DESIGN	- Quantitative method
* SAMPLE SIZE	- 361 Respondent
* SAMPLING TECHNIQUE	- Non-Probability Sampling, - Purposive Sampling
* DATA COLLECTION METHOD	- Primary Data (Questionnaires) - Secondary data (journals)
* DATA ANALYSIS	- SPSS Version 26.0 - Frequency analysis - Reliability analysis - Normality analysis - Spearman's correlation coefficient

RESULTS

RELIABILITIY STATISTICS

Variables	Cronbach's Alpha	N of items	Strength
Influencing customer in buying	.914	8	Excellent
Brand	.858	8	Good
Price	.846	8	Good
Attitude	.874	8	Good

Spearman Correlation Analysis

Hyphothesis	Sig. Value	Conclusion	Coefficient value	Conclusion
H1	0.000	Accepted	.681	Moderate positive correlation
H2	0.000	Accepted	.662	Moderate positive correlation
H3	0.000	Accepted	.576	Moderate positive correlation

DISCUSSION

H1: There is a positive relationship between brand factors and customers buying fake products.

H2: There is a positive relationship between price factors and customers buying fake products.

H3: There is a positive relationship between attitude factors and customers buying fake products.

CONCLUSION

In general, this study explores the connection between brand, price, and attitude variables and consumers' purchases of counterfeit goods. Even though only 65.09% of the 361 target respondents—undergraduate students—on the UMK City Campus responded to the questionnaire, a total of 235 of them had. By using Google Forms as the approach, all study questions and objectives have been satisfactorily addressed. Overall, there is a good correlation between the independent and dependent variables. These supported hypotheses demonstrate how brand, price, and attitude considerations affect consumers' decisions to purchase counterfeit goods.

ACKNOWLEDGEMENT

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THE FACTOR AFFECTING YOUTH IN KELANTAN ON PURCHASING PRODUCT

PRESENTER NAME

Nur Syahirah Binti Muhammad Shafiq[1], Yap Jia Lih[2]
Shakirah Binti Mohamad Zain[3], Muhammad Taufiq Bin Rosley[4]
Faculty of Entrepreneurship and Business, Kota Bharu, Malaysia
syahirah.a19a0624@siswa.umk.edu.my, jialih.a19a0990@siswa.umk.edu.my, shakirahti.a19b0833@siswa.umk.edu.my, taufiq.a19a0380@siswa.umk.edu.my

Supervisor: Dr. Yusrinadini Zahirah Binti Md.Isa
Faculty of Entrepreneurship and Business,
Kota Bharu, Malaysia
yusrinadini@umk.edu.my

ABSTRACT

This study endeavours to understand the factor affecting youth in kelantan on purchasing product, Icek Aizen (1991). The factor include attitude toward the behaviour, subjective norm, and perceived behavioural. From the findings, of this study revealed perceived behavioral control were positively related to purchasing behaviour among youth in Kelantan.

INTRODUCTION

Collectively, teenager's commands an immense amount of buying power. More importantly, teens are trendsetter's and early adopters of technology. Therefore, purchasing intention are interesting issue to be studies and figure out especially among youth in Kelantan.

OBJECTIVE

To identify the relationships between attitude, subjective norm, perceived behavioural control toward purchasing behaviour among youth in Kelantan.

LITERATURE REVIEW

TPB (Theory of Planned Behavior) : To predict the link between intention and behavior is often considered weak due to the control of the behavior. In addition, the model often only seems useful when there are positive attitudes and norms towards the behavior (Kothe & Mullan, 2015)

Purchasing Behavior (DV) : Purchasing behaviour can be defined as the ability of youth consumers to generate purchasing intention for specific products and services in the market (Rani, 2014; Khaniwale, 2015).

Attitude (IV) : The purpose of this study is to understand the perceptions of shopping orientation among young Malaysians in Kelantan (Aris, 2021).

Subjective Norm (IV) : Family, peers, colleagues, and experts are all social groups that have a significant influence on a youth behavior in purchasing product (Rani, 2014; Khaniwale, 2015).

Perceived Behavioural Control (IV) : focuses on young people's ability and motivation of shopping and its determinants on young shoppers in Kelantan (Aris, 2021).

Attitude → Purchasing Behavior
Subjective Norm → Purchasing Behavior
Perceived Behavioural Control → Purchasing Behavior

MATERIAL & METHOD

- Research method: Quantitative approach Target population: 426,686 youth in Kelantan
- Sample size: 384 respondents
- Sampling techniques: Snowball sampling
- Collect data: Questionnaire distributed through google form
- Data analysis: Statistical Package for the Social Sciences (SPSS)

RESULTS

Female 60.9%
AGE 21-24 y/o 53.6%
Malay 62.2%
Single 90.4%
Student 60.7%
Degree 59.4%
< RM 1000 & below 60.7%

Summary of Spearman Correlation Analysis

Hypothesis	Coefficient Value	Conclusion
H1	0.481	Low positive correlation
H2	0.486	Low positive correlation
H3	0.501	Moderate positive correlation

ACKNOWLEDGEMENT

DISCUSSION

The hypothesis that were formed show that independent variables have a significant relationship with effectiveness on purchasing product among youth in Kelantan.
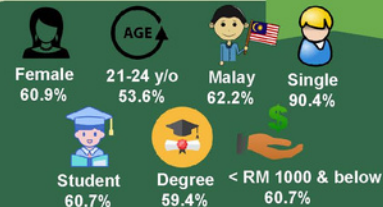
CONCLUSION

The result study shown that perceived behaviour control is a strong relationship with effectiveness purchasing product among youth in Kelantan. The researchers anticipate that this study review will be a useful resource and a good starting point for future research

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MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023

THE FACTORS INFLUENCING UMK CITY CAMPUS STUDENT ON ONLINE PURCHASING SATISFACTION

1. Muzairah Aqilah Binti Abu Bakar[1] 2. Siti AinaTasneem Izzatty Binti Nazari[2]
3. Yasmin Zulaikha Binti Roszaidi[3] 4. Yuvaneswary A/P Muruganathan[4] 5. Yusrinadini Zahirah Binti Md. Isa@Yusuff[5]

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia

Email: muzairah.a19a0392@siswa.umk.edu.my, tasneem.a19a1127@siswa.umk.edu.my,
yasmin.a19a0992@siswa.umk.edu.my, yuvaneswary.a19a0998@siswa.umk.edu.my, yusrinadini@umk.edu.my

INTRODUCTION

- Online purchasing has been increasingly popular in recent years. There is a rise in the number of people who use the internet to shop, research products, or browse for pleasure. As a result, the importance of e-commerce platforms in the larger marketer-consumer dynamic is expanding (Koo et al., 2008).

- In other words, consumers make purchases based primarily on the product's virtual look, such as photos, descriptions, and videos (Brennan et al., 2008; Constantinides, 2004).

- This research investigates how these factors of product details, product brand, product price (independent variable), and product satisfaction (dependent variable) influence students on online purchasing satisfaction.

ACKNOWLEDGEMENT

OBJECTIVES

1. To determine the relationship between product detail and product satisfaction influencing UMK City Campus Students on online purchasing satisfaction

2. To determine the relationship between product brand and product satisfaction influencing UMK City Campus students' online purchasing satisfaction

3. To determine the relationship between product price and product satisfaction influencing UMK City Campus students' online purchasing satisfaction

MATERIAL & METHOD

Research Design
- Quantitative Method

Data Collection
- Questionnaires

Sample Size
- 346 respondents

Sampling Technique
- Non-Probability
- Judgement

SPSS
- Descriptive Analysis
- Reliability Analysis
- Regression Analysis
- Spearman Correlation

REALIBILITY ANALYSIS

Cronbach's Alpha	CA based on Standardized Items	N of Items
.785	.849	16

CORRELATION

			MEAN_PRS	MEAN_PD	MEAN_PB	MEAN_PP
Spearman's rho	MEAN_PRS	Correlation Coefficient	1.000	.614**	.567**	-.516**
		Sig. (2-tailed)	.	.000	.000	.000
		N	346	346	346	346
	MEAN_PD	Correlation Coefficient	.614**	1.000	.603**	-.553**
		Sig. (2-tailed)	.000	.	.000	.000
		N	346	346	346	346
	MEAN_PB	Correlation Coefficient	.567**	.603**	1.000	-.527**
		Sig. (2-tailed)	.000	.000	.	.000
		N	346	346	346	346
	MEAN_PP	Correlation Coefficient	-.516**	-.553**	-.527**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	346	346	346	346

**. Correlation is significant at the 0.01 level (2-tailed).

RESULT

Research Question	Hypothesis Result	Findings
What is the relationship between product details and product satisfaction in an online purchasing satisfaction	P= 0.01 (p<0.01) r= 0.614	There is moderate positive correlation between product details and product satisfaction on online purchasing satisfaction
What is the relationship between product brand and product satisfaction in an online purchasing satisfaction	p= 0.01 (p<0.01) r= 0.567	There is a moderate positive correlation between product brand and product satisfaction on online purchasing satisfaction
What is the relationship between product price and product satisfaction in an online purchasing satisfaction	p=0,01 (p<0.01) r= -0.516	There is a moderate negative correlation between product price and product satisfaction on online purchasing satisfaction

MUTIPLE REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856[a]	.733	.731	.37495

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	132.195	3	44.065	313.440	.000[b]
	Residual	48.080	342	.141		
	Total	180.275	345			

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound
1	(Constant)	.994	.174		5.716	.000	.652	1.336
	MEAN_PD	.668	.038	.702	17.715	.000	.593	.742
	MEAN_PB	.153	.033	.178	4.655	.000	.089	.218
	MEAN_PP	-.029	.021	-.045	-1.409	.160	-.069	.011

CONCLUSION

This study has explored the 3 factors (**product details, product brand and product price**) that influence UMK City Campus students on online purchasing satisfaction. During this study, all the factors influence student online purchasing satisfaction, especially product details and brand. Product price is negatively moderate, but this does not mean that the factors do not influence student online purchasing satisfaction.

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THRIVING THE BUSINESS: BEHAVIOUR AND TECHNOLOGY APPLICATION

MULTIDISCIPLINARY RESEARCH ON THE
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