



UNIVERSITI  
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KELANTAN

TH

# A COLLECTION OF STUDENT POSTERS FROM 2022

THE 5<sup>TH</sup> MULTIDISCIPLINARY RESEARCH  
ON THE ENTREPRENEURSHIP AND  
BUSINESS



## EDITORS

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## Preface

Multidisciplinary Research on the Entrepreneurship and Business Colloquium 2022/2023 was held virtually on 30<sup>th</sup> January to expose undergraduate students to the research. Besides, it is a platform for them to exchange and share ideas across the field. The respective lecturers' supervision has assisted the undergraduate students in understanding the research process incurred.

Moreover, the learning process throughout the research project will develop the undergraduate students' writing and critical thinking skills. It will also inculcate the research culture among undergraduate students.

The editors' team would like to express gratitude to all the participants and committee for ensuring the success of the 5<sup>th</sup> Multidisciplinary Research on Entrepreneurship and Business Colloquium 2022/2023.

Editor:

Norfazlirda Hairani

Dr. Mardhiah Kamaruddin

Nadia Hanum Amiruddin

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## ATTRIBUTES OF COFFEE SHOP AS ANTECEDENTS OF CUSTOMER LOYALTY IN PENGKALAN CHEPA, KELANTAN

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### INTRODUCTION

- Coffee shop is the third most important place after home and the workplace. Some individuals are willing to spend from their budget for the use of coffee because coffee shops can be used for various purposes such as study, work, and play (Fisher, Landry, & Naumer, 2007; Hattox, 2014; Waxman, 2006).
- Therefore, coffee shop owners nowadays start competing to attract customers by providing a comfortable and room concept, making local coffee shops grow.

### OBJECTIVES

- To examine the relationship between the sensory marketing (smell, sight, taste, sound, touch) and customer.
- To determine the relationship between the ambience and customer loyalty in Pengkalan Chepa, Kelantan.
- To examine the relationship between the service quality (reliability, empathy, tangible, responsiveness, assurance) and customer loyalty in Pengkalan Chepa, Kelantan.

### METHODS

#### Data Collection

- Quantitative method
- Questionnaire (Google form)

#### Population & Sample Size

- Population area Pengkalan Chepa
- 350 respondents

#### Procedure of Data Analysis

- Descriptive analysis
- Reliability test
- Normality test
- Spearman Correlation Coefficient

#### Sampling Technique

- Purposive sampling

### CONCLUSION

- In conclusion, the three independent variables namely sensory marketing, ambience and service quality have a positive and acceptable relationship with customer loyalty as a dependent variable.
- This is significant because the P value for all three variables is less than 0.05.

### ACKNOWLEDGEMENT

We would like to thank our project supervisor, Madam Siti Nabilah bt. Mohd Rosdi who has provided guidance and advises us to complete this project with the utmost patience. To all of our colleagues and friends who have directly and indirectly shared their ideas or suggestions to improve this study, we are very grateful to you. Lastly, we owe a deep sense of gratitude to our respondents for their cooperation and contribution in our research.

### RESULT

| Correlations      |                         |  | Sensory Marketing | Customer Loyalty |
|-------------------|-------------------------|--|-------------------|------------------|
| Sensory Marketing | Correlation Coefficient |  | 1.000             | .750**           |
|                   | Sig.                    |  |                   | .000             |
| Customer Loyalty  | Correlation Coefficient |  | .750**            | 1.000            |
|                   | Sig.                    |  | .000              |                  |

\*\* Correlation is significant at the P value less than 0.05 level.

| Correlations     |                         |  | Ambience | Customer Loyalty |
|------------------|-------------------------|--|----------|------------------|
| Ambience         | Correlation Coefficient |  | 1.000    | .778**           |
|                  | Sig.                    |  |          | .000             |
| Customer Loyalty | Correlation Coefficient |  | .778**   | 1.000            |
|                  | Sig.                    |  | .000     |                  |

\*\* Correlation is significant at the P value less than 0.05 level.

| Correlations     |                         |  | Service Quality | Customer Loyalty |
|------------------|-------------------------|--|-----------------|------------------|
| Service Quality  | Correlation Coefficient |  | 1.000           | .828**           |
|                  | Sig.                    |  |                 | .000             |
| Customer Loyalty | Correlation Coefficient |  | .828**          | 1.000            |
|                  | Sig.                    |  | .000            |                  |

\*\* Correlation is significant at the P value less than 0.05 level.

### REFERENCES

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# FACTOR INFLUENCING CONSUMER PURCHASING BEHAVIOUR ON THE FASHION INDUSTRY AMONG STUDENT UNIVERSITY MALAYSIA KELANTAN, CITY CAMPUS



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## INTRODUCTION

- Consumer behavior is the activity of individuals directly involved in assessing, obtaining, and using goods and services (Mardiyahan and Rahajeng, 2022). In addition, a consumer's decision to purchase products and services is not only influenced by the type of product, level of education, and income of the consumer but also by social, psychological, and personal factors. (Mardiyahan and Rahajeng, 2022).
- Social factors consist of groups, references, family, roles, and status (Charisma, 2020). Whereas, psychological factors can influence consumers purchasing behavior in terms of motivation, perception, knowledge, and trust (Charisma, 2020).
- Personal factors also include age, occupation, economic circumstances, lifestyle, and personality. In making purchases of products or services, the above factors can also affect consumer purchasing behavior.

## OBJECTIVES

- To identify the relationship between psychological factors among consumer purchasing behavior.
- To determine the relationship between personal factors among consumer purchasing behavior.
- To examine the relationship between social factors among consumer purchasing behavior.
- To recognize the most important factor that influences consumer purchasing behavior.

## RESULTS

Table 3: Spearman's Correlation Coefficients

| Variable             | Spearman's Correlation Coefficient (r) | p    |
|----------------------|--|------|
| Personal factor      | .442**                                 | .000 |
| Psychological factor | .331**                                 | .000 |
| Social factor        | .398**                                 | .000 |

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

## MATERIALS AND METHODS

**Sample Size:**  
357 Respondents

**Data Collection:**  
Questionnaires

**Research Design:**  
Quantitative Method

**Statistical analysis :**  
•Descriptive Analysis  
•Reliability Analysis  
•Spearman Correlation

## CONCLUSION

- In this study, providing empirical evidence about the factors that influence consumer purchasing behavior towards the fashion industry.
- Based on the results, it can be concluded that the factors explored which are personal, psychological and social have a significant influence on consumer purchasing behavior in the fashion industry.
- The researchers have succeeded in achieving the objective of determining the factors that influence consumer purchasing behavior among UMK students, such as personal, psychological, and social factors.
- This research also shows that the personal factor is the most important factor that influences consumer purchasing behavior among students at University Malaysia Kelantan, City Campus.

## ACKNOWLEDGEMENT

We would like to express our sincere gratitude to our beloved supervisor Dr. Suhaila Binti Abdul Kadir, for the continuous support along the process of completing this research and to Dr. Aimon@ Jamilah Binti Ramli as the examiner who gave detailed guidance in the writing of this study. We also would like to thank our groupmate for any advice, motivation, tips, and discussion during the process of completing this task.

Table 4.6. Model Summary of Multiple Linear Regression

| Model | R     | Model Summary |                            |
|-------|-------|---------------|----------------------------|
|       |       | R Square      | Adjusted R Square          |
| 1     | 0.445 | 0.198         | 0.191                      |
|       |       |               | Std. Error of the Estimate |
|       |       |               | 0.73770                    |

a. Predictors: (Constant) Personal Factor, Psychology Factor and Social Factor  
 b. Dependent Variable: Consumer Purchasing Behavior

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*Thank You*

## FACTOR FOR CONSUMER PURCHASE INTENTION TO SHOP IN HYPERMARKET (PANTAI TIMUR) AMONG STUDENT OF THE UNIVERSITY MALAYSIA KELANTAN (UMK) CITY CAMPUS



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### ABSTRACT

This study aims to determine the factor for consumer purchase intention to shop in hypermarket (Pantai Timur) among student of the University Malaysia Kelantan (UMK) city campus. In this study, primary data is selected which is the quantitative method of data collection that will be used as the survey method. Therefore, respondent in this study is consumer purchase intention at Pantai Timur. The convenience sampling method was used, with a total sample of 367 respondents. The data collected were analysed by using Statistical Package Science Social Version 26 (SPSS). Finding show that variety of product, interior atmosphere, price and consumer trend have that relationship on consumer purchase intention in Pantai Timur.

The term purchase intention has been defined by Menon (2017) as the probability that the consumers will be willing or will plan to buy a specific product in the future. Purchasing intent of customers can be determined on a regular basis and used by marketers as a factor in forecasting sales and market share. The most contemporary of all retail establishments are hypermarkets, which combine grocery stores, department stores, and discount retailers. According to the International Markets Bureau (2012), Malaysia is the country with the highest sales pro-portion in the contemporary retail format, at 88 percent, which includes hypermarkets.

We would like express our deepest appreciation to Dr. Nik Syuhailah binti Nik Hussin as a our study supervisor. We also like to thank our examiner, Madam Fazlirida Binti Hairani, for his advice to improve our study.

### OBJECTIVE

1. To investigate the relationship between variety of product and customers purchase intention to shop in Pantai Timur.
2. To study the relationship between interior atmosphere and customer purchase intention in Pantai Timur.
3. To analyze the relationship between price and customer purchase intention in Pantai Timur.
4. To determine the relationship between consumers trend and customer purchase intention in Pantai Timur.

### HYPOTHESES

- H1: There is a relationship between variety of product and purchase intention of customers to shop in Pantai Timur.  
H2: There is a relationship between interior atmosphere and purchase intention of customers to shop in Pantai Timur.  
H3: There is a relationship between price and purchase intention of customers to shop in Pantai Timur.  
H4: There is a relationship between consumer trend and purchase intention of customers to shop in Pantai Timur.

### PEARSON CORRELATION TEST

| Item                | Purchase Intention                          | Variety of Product                          | Interior Atmosphere       | Price                                       | Consumer Trend                              |
|---------------------|---|---|---------------------------|---|---|
| Purchase Intention  | Pearson Correlation<br>N<br>Sig. (2-tailed) | 1<br>367<br>0.883**                         | 0.793**<br>367<br>0.791** | 0.721**<br>367<br>0.695**                   | 0.746**<br>367<br>0.685**                   |
| Variety of product  |   | Pearson Correlation<br>N<br>Sig. (2-tailed) | 1<br>367<br>0.883**       | 0.708**<br>367<br>0.708**                   | 0.633**<br>367<br>0.633**                   |
| Interior atmosphere |   |   |                           | Pearson Correlation<br>N<br>Sig. (2-tailed) | 0.800**<br>367<br>0.791**                   |
| Price               |   |   |                           |   | Pearson Correlation<br>N<br>Sig. (2-tailed) |
| Consumer Trend      |   |   |                           |   | Pearson Correlation<br>N<br>Sig. (2-tailed) |

### CONCLUSION

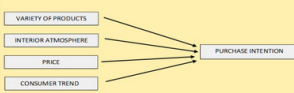
According to this study's findings, it has been demonstrated that all independent variable which is variety of product, interior atmosphere, price and consumer trend affect the purchase intention among student of UMK to shop at hypermarket (Pantai Timur) among student of UMK. Data analysis techniques were used during data collection. A google form online survey with questions from the respondents will be used for the data analysis for this study. Finally, the results demonstrated that there is a significant relationship between the independent and dependent variables.

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### INTRODUCTION

### CONCEPTUAL FRAMEWORK



### RESULT

#### NORMALITY TEST

| N                      | Valid   | Intention |         |         |         |         |
|------------------------|---------|-----------|---------|---------|---------|---------|
|                        |         | 367       | 367     | 367     | 367     | 367     |
|                        | Missing | 0         | 0       | 0       | 0       | 0       |
| Mean                   |         | 4.0550    | 3.9815  | 4.0631  | 4.0850  | 4.1873  |
| Std. Deviation         |         | 0.55689   | 0.56092 | 0.58447 | 0.57751 | 0.58833 |
| Skewness               |         | -0.479    | -0.242  | -0.725  | -0.842  | -0.935  |
| Std. Error of Skewness |         | 0.127     | 0.127   | 0.127   | 0.127   | 0.127   |
| Kurtosis               |         | 2.243     | 2.021   | 4.0856  | 2.981   | 3.882   |
| Std. Error of Kurtosis |         | 0.254     | 0.254   | 0.254   | 0.254   | 0.254   |

#### REALIBILITY TEST

| VARIABLES           | NUMBER OF ITEM | CRONBACH'S ALPHA | REALIBILITY LEVEL |
|---------------------|----------------|------------------|-------------------|
| PURCHASE INTENTION  | 5              | 0.933            | Accepted          |
| VARIETY OF PRODUCT  | 5              | 0.73             | Accepted          |
| INTERIOR ATMOSPHERE | 6              | 0.81             | Good              |
| PRICE               | 5              | 0.74             | Accepted          |
| CONSUMER TREND      | 4              | 0.72             | Good              |

#### HYPOTHESIS TEST

| Hypothesis   | Pearson Correlation (r)          | Findings of data analysis |
|--|----------------------------------|---------------------------|
| H1: There is a significantly positive relationship between variety of product and customers purchase intention to shop in Pantai Timur.  | r = 0.883**<br>p = 0.000<br>High | H1 is accepted            |
| H2: There is a significantly positive relationship between interior atmosphere and customers purchase intention to shop in Pantai Timur. | r = 0.791**<br>p = 0.000<br>High | H2 is accepted            |
| H3: There is a significantly positive relationship between price and customers purchase intention to shop in Pantai Timur.               | r = 0.721**<br>p = 0.000<br>High | H3 is accepted            |
| H4: There is a significantly positive relationship between consumer trend and customers purchase intention to shop in Pantai Timur.      | r = 0.744**<br>p = 0.000<br>High | H4 is accepted            |



DR. NIK SYUHAILAH BINTI  
NIK HUSSIN  
(SUPERVISOR)



MADAM FAZLIRIDA BINTI  
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(EXAMINER)

## FACTORS AFFECTING REVISIT INTENTION AMONG LOCALS AROUND KOTA BHARU, KELANTAN

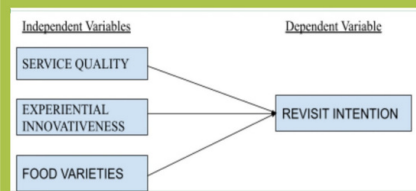
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### INTRODUCTION

- According to Rajput and Gahfoor (2020, p. 3), revisit intention is described as optimistic probability to revisit the restaurant. Revisit intention is the willingness of a consumer to visit the restaurant again.
- Consumers form an attitude toward the service provider based on the experience of service.
- Innovating the customer experience means adding more value to the customer's relationship with your business.
- Menu is the collection of foods and services that present a restaurant's offerings to consumers and acts as a key communication tool between a restaurant and its customers.

### LITERATURE REVIEW



### OBJECTIVE

- To examine if a relationship exists between service quality and revisit intention among locals around Kota Bharu, Kelantan.
- To examine if a relationship exists between experiential innovativeness and revisit intention among locals around Kota Bharu, Kelantan.
- To examine if a relationship exists between a variety of foods and revisit intention among locals around Kota Bharu, Kelantan

### MATERIAL AND METHOD

Research Design - Quantitative method  
 Study Population - Locals around Kota Bharu, Kelantan who had experience in cafes.  
 Sample Size - 384 respondents  
 Data Collection - Questionnaire (Google Form)  
 Data Analysis - Reliability analysis, validity analysis, descriptive analysis, and Pearson Correlation analysis.

### RESULT

| Variable                    | Descriptive Analysis |      |               | Reliability Analysis |      |
|-----------------------------|----------------------|------|---------------|----------------------|------|
|                             | N                    | Mean | Std Deviation | N of items           |      |
| Revisit Intention           | 388                  | 3.91 | .724          | 8                    | .909 |
| Quality of Service          | 388                  | 4.16 | .639          | 9                    | .919 |
| Experiential Innovativeness | 388                  | 4.11 | .650          | 8                    | .906 |
| Variety of Food             | 388                  | 4.22 | .681          | 8                    | .922 |

| Hypothesis | Summary of Correlation Analysis |                   |                                      | Result   |
|------------|---------------------------------|-------------------|--------------------------------------|----------|
|            | Significant Value               | Correlation Value | Conclusion                           |          |
| H1         | 0.000                           | 0.598             | Moderately high positive correlation | Accepted |
| H2         | 0.000                           | 0.625             | Moderately high positive correlation | Accepted |
| H3         | 0.00                            | 0.474             | Moderately positive correlation      | Accepted |

### CONCLUSION

Service quality, experiential innovativeness and varieties of food had statistically significant association with revisit intention and significantly identified the perceived usefulness of the Cafe among locals around Kota Bharu, Kelantan.

### REFERENCE

- E. Kim et al. (2018)
- Sohyun Bae, Lisa Slevitch, & Tomas., S. (2018).
- Gholipour Soleimani, A., & Einolahzadeh, H. (2018)

### ACKNOWLEDGEMENT

It is a pleasure to express my sincere gratitude to my supervisor, Madam Siti Nabilah Bt Mohd Rosdi for her patience and support throughout the research process. I owe a deep sense of gratitude to those who have helped me and contributed great ideas and advice, especially our classmates, and friends. Lastly, a special thanks to those who had helped participate in my questionnaire for spending their time filling out the survey.



# FACTORS INFLUENCING CUSTOMER PURCHASE INTENTION TOWARDS MR DIY BRANDING IN TAMAN BENDAHARA, PENKALAN CHEPA, KELANTAN



KAMARUL HAFIZ BIN KAMAL BAHARIN<sup>1</sup>,  
 MAHGESHWARAN DEVAR A/L MANIVANNAN<sup>2</sup>,  
 NISREEN SOFIA BINTI MAHKITAR<sup>3</sup>,  
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## INTRODUCTION

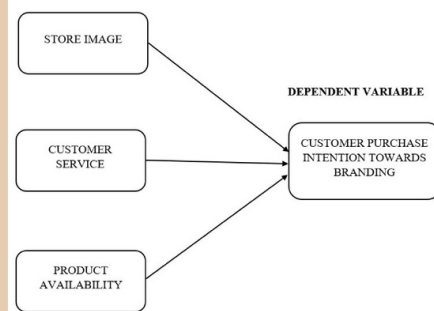
In order to fulfil the needs and wants of consumers, there will exist the person who creates that product to reaches their demand. The product will be various kinds which can be tangible or intangible to be owned. After the same product exist and duplicated, there will exist the terms of "Brand". Sammut-Bonnici, T. (2015) illustrated that a brand can be explained as a tangible and intangible product with an identity and reputation that needed to be built by an organization. It requires branding strategy to build up the image with the purpose of extra differentiation.

## OBJECTIVE

1. To identify the influencing factor of Store Image that related to the customer purchase intention towards MR DIY's Branding.
2. To identify the influencing factor of Customer Service that related to the customer purchase intention towards MR DIY's Branding.
3. To identify the influencing factor of Product Availability that related to the customer purchase intention towards MR DIY's Branding.

## FRAMEWORK

### INDEPENDENT VARIABLE



## RESEARCH METHODS

- 1) DATA COLLECTION (Quantitative, Questionnaire)
- 2) SAMPLING TECHNIQUE (Non Probability Sampling = Convenience Sampling)
- 3) POPULATION (People in Pengkalan Chepa, Kelantan and Students from Universiti Malaysia Kelantan City Campus)
- 4) PROCEDURE FOR DATA ANALYSIS (Descriptive Analysis, Reliability Test, Normality Test, Bivariate Analysis, SPSS)

## ACKNOWLEDGEMENT

We, as retailing students from group 5 would like to thank everyone especially our respected respondents who have contributed to the success of completing this report. We also would like to express our deep gratitude to our supervisor, En. Md. Zaki Bin Muhamad Hasan for the guidance, constant encouragement, valuable correction, and suggestion at the various stages of this thesis.

## REFERENCE

Sammut-Bonnici, T. (2015). Brand and Branding. <https://doi.org/10.1002/9781118785317.weom120161>

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

## RELIABILITY TEST

| Variable                    | Cronbach's Alpha | Number of items | Results          |
|-----------------------------|------------------|-----------------|------------------|
| Customer Purchase Intention | 0.850            | 6               | Very good        |
| Store Image                 | 0.893            | 6               | Very good        |
| Customer Service            | 0.913            | 6               | Excellent        |
| Product Availability        | 0.883            | 6               | Very good        |
| <b>Overall Variable</b>     | <b>0.960</b>     | <b>24</b>       | <b>Excellent</b> |

## NORMALITY TEST

| Variable                    | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|-----------------------------|---------------------------------|-----|------|--------------|-----|------|
|                             | Statistic                       | df  | Sig. | Statistic    | df  | Sig. |
| Customer Purchase Intention | .151                            | 375 | .000 | .888         | 375 | .000 |
| Store Image                 | .160                            | 375 | .000 | .861         | 375 | .000 |
| Customer Services           | .213                            | 375 | .000 | .834         | 375 | .000 |
| Product Availability        | .171                            | 375 | .000 | .873         | 375 | .000 |

a. Lilliefors Significance Correction

## DESCRIPTIVE ANALYSIS

| PART | DIMENSION                   | N   | MEAN   | STANDARD DEVIATION |
|------|-----------------------------|-----|--------|--------------------|
| B    | Customer Purchase Intention | 375 | 4.0276 | .69938             |
| C    | Store Image                 | 375 | 4.1013 | .67505             |
|      | Customer Services           | 375 | 4.0409 | .64730             |
|      | Product Availability        | 375 | 4.0484 | .65141             |

## BIVARIATE ANALYSIS

### (SPEARMAN CORRELATION)

|                             |                 | Customer Purchase Intention | Store Image | Customer Service | Product Availability |
|-----------------------------|-----------------|-----------------------------|-------------|------------------|----------------------|
| Customer Purchase Intention | Correlation     | 1.000                       | .707**      | .656**           | .699**               |
|                             | Coefficient     |                             |             |                  |                      |
|                             | Sig. (2 tailed) |                             | .000        | .000             | .000                 |
|                             | N               | 375                         | 375         | 375              | 375                  |
| Store Image                 | Correlation     | .707**                      | 1.000       | .708             | .690**               |
|                             | Coefficient     |                             |             |                  |                      |
|                             | Sig. (2 tailed) | .000                        |             | .000             | .000                 |
|                             | N               | 375                         | 375         | 375              | 375                  |
| Customer Service            | Correlation     | .656**                      | .708        | 1.000            | .703                 |
|                             | Coefficient     |                             |             |                  |                      |
|                             | Sig. (2 tailed) | .000                        | .000        |                  | .000                 |
|                             | N               | 375                         | 375         | 375              | 375                  |
| Product Availability        | Correlation     | .699**                      | .690**      | .703**           | 1.000                |
|                             | Coefficient     |                             |             |                  |                      |
|                             | Sig. (2 tailed) | .000                        | .000        | .000             |                      |
|                             | N               | 375                         | 375         | 375              | 375                  |

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

## CONCLUSION

To conclude that all the results can be summarized based on the data analysis. This research can confirm the findings that consumer purchase intention towards MR DIY branding can be influenced by certain factors such as store image, customer service and product availability.

## RECOMMENDATIONS

Future researcher is recommend to expand the store image, MR DIY needs to arrange the layout inside the store and put label in each row to make customer easier to find products that they want without going in one by one and ask for help to the employees.



## COUNTERFEIT GOODS PURCHASE INTENTION AMONG PUBLIC HIGHER EDUCATION INSTITUTION (PHEI) STUDENTS'



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### ABSTRACT

This study aims to look at students' intentions to buy counterfeit items at public higher education institutions. This study evaluates the relationship between price, lifestyle, and social influence among PHEI students' intent to counterfeit goods. Researchers used a quantitative research method to accomplish this study, and 384 respondents took part in it. The researcher will utilize the Statistical Package for Social Science (SPSS) to examine all of the acquired data. Aside from that, future studies should also expand the numbers of the population to private universities. Retailers also can gain the information to implement the marketing strategies

**Keywords:** counterfeit, lifestyle, PHEI students, price, purchase intention, social influence

### INTRODUCTION

- Counterfeit goods contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another.
- Counterfeit goods expanding quickly and showing no signs of slowing down is global counterfeiting (Zhang et al., 2012).

### OBJECTIVES

- To determine a relationship between pricing and intention to purchase counterfeit goods.
- To examine a relationship between lifestyle and intention to purchase counterfeit goods.
- To determine a relationship between social influence and intention to purchase counterfeit goods.

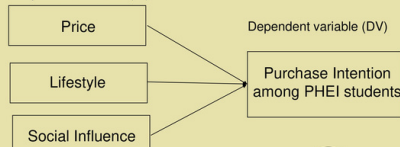
### LITERATURE REVIEW

| Item               | Definition of item  |
|--------------------|---|
| Price              | Factor in the marketing mix that benefits the retailer, other factors that make up the price are costs            |
| Social Influence   | Social standing, education, ethnicity, and religious background, as well as the individuals in immediate vicinity |
| Purchase Intention | customer's willingness to purchase a specific product or service.   |

### RESULT

|                    |                     | Price  | Lifestyle | Social Influence |
|--------------------|---------------------|--------|-----------|------------------|
| Purchase Intention | Pearson correlation | .582** | .673**    | .664**           |
|                    | Sig. (2-tailed)     | .000   | .000      | .000             |
|                    | N                   | 384    | 384       | 384              |

Independent variable (IV)



### RECOMMENDATION

- Singh, A. S., & Masuku, M. B. (2014) stated that larger sample numbers improve precision when estimating unknown parameters. Therefore, to ensure data accuracy the researcher should increase the sample size.
- Future studies should also expand the population to private universities. Besides, for future research, it can be conducted by using a qualitative method like as focus group.

### REFERENCES

Hashim, N. H., et al. (2020). "Purchasing Counterfeit Mobile Accessories among Millennials." *Malaysian Journal of Consumer and Family Economics* 25: 138-153.

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Safitri, I. (2018). "The Influence of Product Price on Consumers' Purchasing Decisions." *Review of Integrative Business and Economics Research* 7: 328-337.

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### METHODOLOGY

| Item                        | Description   |
|-----------------------------|---|
| Research design             | Descriptive correlation design  |
| Data collection design      | Questionnaire   |
| Population                  | 511,234 students  |
| Sample size                 | 384 respondents   |
| Sample technique            | Convenience sampling  |
| Procedure for data analysis | Descriptive analysis <ul style="list-style-type: none"> <li>Mean</li> <li>Standard Deviation</li> <li>Percentage</li> </ul>             |
|                             | Pearson correlation analysis <ul style="list-style-type: none"> <li>Correlations between independent and dependent variables</li> </ul> |

### DISCUSSION

| Hypothesis   | Result   |
|--|--|
| H1: There is a positive and significant relationship between price and PHEI students' intention to purchase counterfeit goods            | <ul style="list-style-type: none"> <li>Moderate correlation</li> <li>According to, Safitri (2018) that price has a positive significant relationship with the product price on consumers' purchasing decision</li> </ul>   |
| H2: There is a positive and significant relationship between social influence and PHEI students' intention to purchase counterfeit goods | <ul style="list-style-type: none"> <li>Moderate correlation</li> <li>It is proven that consumers will ask the opinion of others, especially people who are close to them like relatives and friends who have better opportunities to influence an individual's opinion (Hashim, Mohd Zainal et al. 2020).</li> </ul> |
| H3: There is a positive and significant relationship between lifestyle and PHEI students' intention to purchase counterfeit goods        | <ul style="list-style-type: none"> <li>Moderate correlation</li> <li>Nora and Minarti (2017) stated that lifestyle reflects how people live, how they spend their money, and how they spend their time</li> </ul>  |

### ACKNOWLEDGMENT

- Thanked to the Universiti of Malaysia Kelantan for providing the course, which provided numerous benefits and research experience.
- Express our gratitude and appreciation to our supervisor, for all of the advice, support, and encouragement.
- Express our gratitude to everyone who assisted us in completing our group report project



# STUDY ON CONSUMER SATISFACTION TOWARD KENTUCKY FRIED CHICKEN (KFC) IN EAST COAST MALAYSIA

## ACKNOWLEDGMENT

The authors would like to express our appreciation to Universiti Malaysia Kelantan especially Faculty of Entrepreneurship and Business for the opportunities given in conducting research for Final Year Project. We are also would like to thanks to Madam Norfazlirda Binti Hairani who guided, encouraged us in completing this research.

## OBJECTIVE

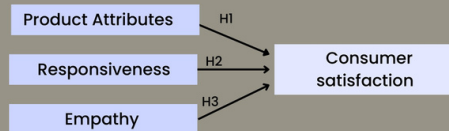
To analyze the relationship between:

1. Empathy and consumer satisfaction of KFC in East Coast.
2. Responsiveness and consumer satisfaction of KFC in East Coast.
3. Product attributes and consumer satisfaction of KFC in East Coast.

## INTRODUCTION

Main objective of this research project is to identify the factors of consumer satisfaction toward Kentucky Fried Chicken (KFC) in East Coast Malaysia. Four variables: consumer satisfaction, empathy, responsiveness and product attributes will be discussed further in this research. Past studies will be helpful in developing the hypothesis in this research project. The research is done through distributing questionnaires to respondents online by using Google Form while the population will be focused in East Coast Malaysia. During the process of analyzing data, the Statistical Package for Social Science (SPSS) will be used.

## RESULTS



## METHODOLOGY

|                        |   |
|------------------------|---|
| Research design        | Quantitative  |
| Data collection method | Online Questionnaire  |
| Population             | Department of Statistic Malaysia (2022), the total populations: 3.1 million peoples at east coast |
| Sample size            | 384 consumers who experienced in any KFC East Coast Branch at least one times                     |
| Sampling technique     | Convenience sampling, non-probability method  |

|                    | Consumer satisfaction | Significant (Yes/No) |
|--------------------|-----------------------|----------------------|
| Empathy            | 0.831                 | 0.00 (yes)           |
| Responsiveness     | 0.849                 | 0.00 (yes)           |
| Product attributes | 0.843                 | 0.00 (yes)           |

## CONCLUSION

Hence, this study is strongly supported by the previous study. Besides, for the future studies, it is recommended to focus social status studies, increase sample size and extend the variables (Mannan, 2019) (Dhisasmito & Kumar, 2020)

## REFERENCES

1. Mannan, 2019
2. Dhisasmito & Kumar, 2020



MUHAMMAD HIDAYAT BIN OTHMAN



MOHD SHAHRUL NIZAM BIN AMBRAN



NOOREZA HAIDA BINTI MOHAMED



NOOR HAZIMAH BINTI HABEHANIFAH

# THE RELATIONSHIP OF EFFECTIVE CAFE ENVIRONMENT ON CUSTOMER SATISFACTION IN KELANTAN

LEE MUN LING, LEN KING QING, MARIAH BINTI NORISDI, MIMI ATIKAH BINTI MOHD RAMZI

## Introduction

An effective environment of the cafe plays an important role in the business. The physical environment can either ensure consumers' emotion which may influence the customer satisfaction. This research is aimed to study the relationship between the effective environment and customer satisfaction of the cafe among people in Kelantan.

## Objectives

1. To determine the relationship between ambient conditions and customer satisfaction of cafes in Kelantan.
2. To determine the relationship between visual factors and customer satisfaction of cafes in Kelantan.
3. To determine the relationship between space layout and customer satisfaction of cafes in Kelantan.
4. To determine the relationship between service quality and customer satisfaction of cafes in Kelantan.
5. To determine the relationship between physical environment quality and customer satisfaction of cafes in Kelantan.

## Materials and Methods

- **Data collecting methods:**  
-Quantitative by questionnaires approach
- **Data Analysis:**  
-Using SPSS that study about: Reliability Analysis, Descriptive Analysis, and Spearmen's Correlation Coefficient

## Results

### 1. Reliability Test

| Variable                     | Number of Item (N) | Cronbach Alpha Coefficient | Strength of Association |
|------------------------------|--------------------|----------------------------|-------------------------|
| Ambient Condition            | 5                  | 0.826                      | Good                    |
| Visual Factor                | 5                  | 0.842                      | Good                    |
| Space Layout                 | 5                  | 0.851                      | Good                    |
| Service Quality              | 5                  | 0.802                      | Good                    |
| Physical Environment Quality | 5                  | 0.852                      | Good                    |
| Customer Satisfaction        | 5                  | 0.768                      | Acceptable              |

### 2. Normality Test

|                              | Test of Normality  |     |      |              |     |      |
|------------------------------|--------------------|-----|------|--------------|-----|------|
|                              | Kolmogorov-Smirnov |     |      | Shapiro-Wilk |     |      |
|                              | Statistic          | df  | Sig. | Statistic    | df  | Sig. |
| Ambient Condition            | .227               | 384 | .000 | .840         | 384 | .000 |
| Visual Factor                | .219               | 384 | .000 | .836         | 384 | .000 |
| Space Layout                 | .202               | 384 | .000 | .849         | 384 | .000 |
| Service Quality              | .222               | 384 | .000 | .772         | 384 | .000 |
| Physical Environment Quality | .224               | 384 | .000 | .787         | 384 | .000 |
| Customer Satisfaction        | .228               | 384 | .000 | .768         | 384 | .000 |

a. Lilliefors Significance Correction

### 3. Spearmen's Correlation Coefficient

| Variable                     | Spearman's Correlation Coefficient | Correlation Degree |
|------------------------------|------------------------------------|--------------------|
| Ambient Condition            | 0.433                              | Moderate           |
| Visual Factor                | 0.534                              | Moderate           |
| Space Layout                 | 0.478                              | Moderate           |
| Service Quality              | 0.594                              | Moderate           |
| Physical Environment Quality | 0.527                              | Moderate           |

## Conclusion

- The research framework was developed and supported according to the literature that had been viewed from the previous journal and article.
- The theoretical framework used in this study found that the hypothesis was supported by the previous study.
- Effective environment factor and service quality factors is one of the factors that influence customer satisfaction at cafe.

## References

1. Namkung, Y., & Jang, S. S. (2007). Are highly satisfied restaurant customers really different? A quality perception perspective. 14.
2. Petzer, P. D., & Mackay, D. N. (2014). Dining Atmospherics and Food and Service Quality as Predictors of Customer Satisfaction at Sit-Down Restaurants. 14.

## Acknowledgment

We would like to express our heartfelt gratitude to everyone who assisted us in completing this final year project. We owed a lot of thanks and respect to our supervisor, Dr. Mardiah Binti Kamaruddin, for her abundant guidance, assistance and encouragement that she constantly gives us, despite all the flawlessness and mistakes that we made throughout the completion of this study.





# The Study of Factors Affecting Healthy Food Purchase in The Retail Market

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Supervisor: Dr Mardiah Binti Kamaruddin

Examiner: Prof. Madya. Dr. Noorul Azwin Binti Md Nasir

Faculty of Entrepreneurship and Business, University Malaysia Kelantan

## INTRODUCTION

- Fruits, vegetables, and health food consisting of healthy food are what we consider a nutritious dinner. But some consumers like to buy unhealthy food since it's a ready-made product and instant.
- Based on research from 1996 until 2006, the Minister of Health informed that the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) shows a rapid increase percentage of high blood pressure (44%) cases and (80%) of diabetes mellitus among citizens. Eating healthy food can help the consumer to reduce the risk of diabetes and other chronic disease.
- There are factors (product quality, store layout, price, and promotion) that will affect the healthy food purchase in the retail market
- This research aims to investigate the factors affecting healthy food purchases in the retail market. The study will use quantitative methods such as surveys/questionnaires to collect data from the consumers in Kota Bharu, Kelantan.

## Research Objective

- To investigate the relationship between product quality and healthy food purchasing in the retail market.
- To investigate the relationship between the store layout and healthy food purchasing in the retail market.
- To investigate the relationship between the price and healthy food purchasing in the retail market.
- To investigate the relationship between the promotion and healthy food purchasing in the retail market
- To investigate the factors (product quality, store layout, price and promotion) towards healthy food purchase in the retail market.
- The last objective is to find out the result from regression analysis of the study.



## Acknowledgement

We would like to express our gratitude to everyone who has patiently guided and supported us throughout our completion of this research project.

We would also like to thank our respected supervisor, Dr. Mardiah Binti Kamaruddin, lecturer of the Faculty of Entrepreneurship and Business in University Malaysia Kelantan.

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## Conclusion

- Most of the contributors to the factors that affected the dependent variable of healthy food purchasing involve more than one factor.
- The assumptions of the multiple linear regression by using only significant predictors which the p-value must be less than 0.005 and all variables in the study have 0.001 as the p-value.
- The normality test was checked after finalizing multiple linear regression with only significant variables. The bell shape in the histogram shows that the data is normal and the multiple linear regression analysis is accepted.
- All the independent variables (product quality, store layout, price, and promotion) are significantly affecting healthy food purchases in the retail market.

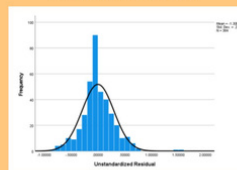
## Materials & Method

|                        |  |
|------------------------|--|
| Research Design        | Cross-sectional Design   |
| Population             | Consumers in Kota Bharu, Kelantan  |
| Sampling Technique     | Convenience Sampling   |
| Sample Size            | 384 Respondents  |
| Data Collection Method | Primary Data – Google Form   |
| Data Analysis          | Descriptive analysis, Reliability analysis, Pearson's Correlation Coefficient and SPSS |

## RESULTS

| Variable        | Mean (SD)   | Product Quality | Store Layout | Price | Promotion | Healthy food |
|-----------------|-------------|-----------------|--------------|-------|-----------|--------------|
| Product quality | 4.05(0.60)  | 1               | 0.697        | 0.560 | 0.758     | 0.667        |
| Store layout    | 4.00(0.54)  | 0.697           | 1            | 0.668 | 0.639     | 0.634        |
| Price           | 4.00(0.60)  | 0.560           | 0.668        | 1     | 0.544     | 0.694        |
| Promotion       | 4.11(0.57)  | 0.758           | 0.639        | 0.544 | 1         | 0.643        |
| Healthy food    | 4.07(0.568) | 0.667           | 0.634        | 0.694 | 0.643     | 1            |

## NORMALITY TEST



## CORRELATION

| Variable        | Simple Linear Regression |                    |         | Multiple Linear Regression |                   |         |
|-----------------|--------------------------|--------------------|---------|----------------------------|-------------------|---------|
|                 | b                        | t-stat (97% CI)    | P-value | b                          | t-stat (95% CI)   | P-value |
| Product Quality | 0.72                     | 22.25 (0.65, 0.78) | <0.001  | 0.21                       | 4.57 (0.12, 0.30) | <0.001  |
| Store layout    | 0.79                     | 22.41 (0.72, 0.86) | <0.001  | 0.17                       | 3.41 (0.72, 0.27) | <0.001  |
| Price           | 0.75                     | 23.73 (0.63, 0.80) | <0.001  | 0.36                       | 9.09 (0.28, 0.43) | <0.001  |
| Promotion       | 0.74                     | 21.25 (0.67, 0.81) | <0.001  | 0.21                       | 4.55 (0.12, 0.30) | <0.001  |

## LINEAR REGRESSION



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



**THE INFLUENCE OF CUSTOMER SERVICES ON  
CUSTOMER SATISFACTION AMONG PANTAI TIMUR  
HYPERMARKET IN PENGKALAN CHEPA, KELANTAN**



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**ABSTRACT**

Pantai Timur Hypermarket became well-known around people in Kelantan especially in Pengkalan Chepa. This study was conducted to study the relationship between customer services and customer satisfaction of Pantai Timur Hypermarket. The population that involved in this research was people in Pengkalan Chepa that became as a customer of that hypermarket. This study will investigate the relationship between independent variable (duration of responsiveness, hypermarket facilities and Physical evidence) and dependent variable (customer satisfaction). To ensure that the study purpose is archived, quantitative research was used for the analysis to analyze the result and the sampling technique.

**INTRODUCTION**

As business groups nowadays realize that whatever advantages they try to develop through their core goods and services quickly become obsolete when competitors copy them. Due to the intense competition among businesses, they are always looking for ways to differentiate their products from their competitors, competitive environment. Focusing on offering top-notch customer service is a viable and important strategy. Services should strive to help businesses succeed. For businesses in retail, providing excellent customer service may be a competitive advantage.

**OBJECTIVES**

- To determine the relationship between duration of responsiveness and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa.
- To identify the relationship between hypermarket facilities and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa.
- To study the relationship between physical evidence and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa.
- To examine the most important factor that influences customer services on customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa.

**RESEARCH METHODOLOGY**



Data collection with google forms



A total of 364 respondents answered the questionnaire



Pilot test, Descriptive analysis, Normality test, Spearman correlation analysis and Multiple regression

**RESULTS**

| HYPOTHESIS 1  |  | HYPOTHESIS 2  |  | HYPOTHESIS 3   |  | REGRESSION ANALYSIS |  |
|---|--|---|--|--|--|---------------------|--|
| There are positive relationship between duration of responsiveness and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa. |  | There are positive relationship between hypermarket facilities and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa. |  | There are positive relationship between physical evidence and customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa. |  | PE                  | B=0.47<br>t-stat(95% CI)=10.034(0.38, 0.58)<br>P=0.000 |
| Sig.  | (P-value<0.05)<br>P= 0.00<br>r= 0.825* | Sig.  | (P-value<0.05)<br>P= 0.00<br>r= 0.813* | Sig.   | (P-value<0.05)<br>P= 0.00<br>r= 0.864* | HF                  | B=0.27<br>t-stat(95% CI)=5.679(0.18, 0.37)<br>P=0.000  |
|   |  |   |  |  |  | DOR                 | B=0.23<br>t-stat(95% CI)=4.289(0.12, 0.33)<br>P=0.000  |

**CONCLUSION**

The main aim for this research is to examine the factors that influence customer services on customer satisfaction among Pantai Timur Hypermarket in Pengkalan Chepa. There are three variables that been using as the factors which is duration of responsiveness, hypermarket facilities and physical evidence. Total 364 questionnaires have been using for this research and have been distributed to the selected population. All the data of the research was analyzed by using descriptive analysis, Spearman correlation analysis and Multiple regression. All hypotheses are accepted, As it shows a moderate positive correlation. This study revealed that there is a moderate positive relationship between duration of responsiveness, hypermarket facilities and physical evidence. This research also shows that pro-activeness is the most important factor that influences the Pantai Timur Hypermarket in Pengkalan Chepa, Kelantan.

**ACKNOWLEDGEMENT**

I would like to express our most profound appreciation and thanks to my very dedicated supervisor, Dr Suhaila Binti Abdul Kadir, for her guidance and guidance in completing this Research Proposal Paper. All the ideas, constructive comments, and guidance from him became the foundation for a good study. A special thanks to our examiner, Dr. Aionon @ Jamilah Binti Mat Ramli, for her support through our presentation day and give me good experience. A word of gratitude and thanks to my beloved family and group members. Especially my parents, who gave me much encouragement as a motivator when I faced various trials and was my financial resource while conducting this study. I am grateful to University Malaysia Kelantan (UMK) for giving me this opportunity to run this research project.



UNIVERSITI  
MALAYSIA  
KELANTAN

# THE INFLUENCE OF APPS FUNCTIONAL AND TECHNICAL QUALITY IN CUSTOMER SATISFACTION OF FOOD DELIVERY SERVICE AMONG UMK STUDENTS IN CAMPUS KOTA

FACULTY OF ENTREPRENEURSHIP AND BUSINESS  
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## INTRODUCTION

Nowadays, many people like to use online food delivery apps, especially working people or students, because they are too busy and don't have time to go out and buy food. Therefore, this study was conducted to examine how the functional and technical quality of apps can influence customer satisfaction with food delivery services among UMK student Campus Kota.

## OBJECTIVES

- To determine the relationship between the ease of use on application and customer satisfaction of food delivery service among UMK Campus Kota students.
- To determine the relationship between information quality on the application and customer satisfaction of food delivery service among UMK Campus Kota students.
- To analyze the relationship between quality of delivery service and customer satisfaction of food delivery service among UMK Campus Kota students.
- To examine the relationship between quality of delivered food and customer satisfaction of food delivery service among UMK Campus Kota students.

## MATERIALS AND METHODS

### 1. Study Population

- 6013 students (FKP & FHPK)

### 2. Sample Size

- 361 respondent

### 1. Data Analysis

- Descriptive Analysis, Reliability Analysis, Pearson Correlation, Multiple Linear Regression.

### 1. Research Design

- Descriptive Correlational

### 2. Data Collection Method

- Primary Data (Questionnaire)

## ACKNOWLEDGEMENT

First of all, the researcher would like to thank the supervisor, Dr. Amira Binti Jamil, lecturer of Faculty of Entrepreneurship and Business in University Malaysia Kelantan (UMK). for giving us guidance to carry out this final year research project (ARS 4112). Thank you also to our friends and family for their help and support throughout this study.

## RESULT

### RELIABILITY ANALYSIS

| Dependent variable and Independent variable | Cronbach's Alpha | Number of variable items | Internal Consistency |
|---|------------------|--------------------------|----------------------|
| Customer Satisfaction                       | 0.921            | 6                        | Excellent            |
| Ease of Use                                 | 0.901            | 5                        | Excellent            |
| Information Quality                         | 0.909            | 5                        | Excellent            |
| Quality of Delivery Service                 | 0.903            | 5                        | Excellent            |
| Quality of Delivered Food                   | 0.910            | 5                        | Excellent            |

Table 4.2: Summary of Reliability Analysis

### PEARSON'S CORRELATION

|                             | Customer Satisfaction | Ease of Use | Information Quality | Quality of Delivery Service | Quality of Delivered Food |
|-----------------------------|-----------------------|-------------|---------------------|-----------------------------|---------------------------|
| Customer Satisfaction       | 1                     | .785**      | .785**              | .737**                      | .734**                    |
| Ease of Use                 |                       | 1           | .785**              | .737**                      | .734**                    |
| Information Quality         |                       |             | 1                   | .737**                      | .734**                    |
| Quality of Delivery Service |                       |             |                     | 1                           | .734**                    |
| Quality of Delivered Food   |                       |             |                     |                             | 1                         |
| Sig. (2-tailed)             |                       | .000        | .000                | .000                        | .000                      |

Table 4.3: The Result of Pearson's Correlation Coefficient

### MULTIPLE REGRESSION

|                             | Unstandardized Coefficients |            | Standardized Coefficients |  | t     | Sig. |
|-----------------------------|-----------------------------|------------|---------------------------|--|-------|------|
|                             | B                           | Std. Error | Beta                      |  |       |      |
| (Constant)                  | .198                        | .143       |                           |  | 1.382 | .168 |
| Ease of Use                 | .350                        | .065       | .319                      |  | 5.365 | .000 |
| Information Quality         | .280                        | .065       | .268                      |  | 4.302 | .000 |
| Quality of Delivery Service | .143                        | .059       | .139                      |  | 2.427 | .016 |
| Quality of Delivered Food   | .178                        | .058       | .173                      |  | 3.082 | .002 |

Table 4.4: Coefficient

### HYPOTHESIS TESTING

| No. of Hypothesis | Statement of Hypothesis  | Results   |
|-------------------|--|-----------|
| H1                | There is positive relationship between ease of use and customer satisfaction of food delivery service among UMK Campus Kota Students.              | Supported |
| H2                | There is positive relationship between information quality and customer satisfaction of food delivery service among UMK Campus Kota Students.      | Supported |
| H3                | There is positive relationship between quality of delivered food in customer satisfaction of food delivery service among UMK Campus Kota Students. | Supported |
| H4                | There is positive relationship between quality of delivery food in customer satisfaction of food delivery service among UMK Campus Kota Students.  | Supported |

Result of the hypotheses testing

## CONCLUSION

This study shows customer satisfaction in using the food delivery service application for students at UMK Campus Kota. The ease of use of the application can make it easier for students to place orders. The information quality of also plays an important role in providing satisfaction to the users.

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

## FACTORS THAT INFLUENCE ONLINE SHOPPING CONTINUANCE POST COVID-19 PANDEMIC AMONG STUDENT OF FKP IN UMK CITY CAMPUS

### ABSTRACT

The COVID-19 pandemic caused more people to shop online because the government put restrictions in place and people were worried about the health risks of shopping in stores. By the end of 2021, many health problems would have been solved through things like vaccinations and hospitalization. Governments started to loosen their rules, and people started going back to shopping in stores. This made it possible that the number of people shopping online would go down once stores reopened. Due to what people saw during the lockdown, they may continue to shop online more than they did before the pandemic. This study seeks to understand the factors that explain the potential of online shopping continuance post COVID-19 pandemic among students of FKP in University Malaysia Kelantan (UMK) City Campus. Four important factors Fulfillment, Perceived Efficiency, Perceived Security, and Perceived Convenience are all important factors in contributing to online shopping continuance post COVID-19 pandemic. The target population for this survey are students among FKP in UMK City Campus. A sample size of 350 respondents conducted by our group and questionnaires are distributed to the targeted sample size through online social media platforms. In this paper, we met the research objective by using pilot test, descriptive analysis, reliability analysis, normality test, Pearson's Correlation Coefficient and Multiple Linear Regression. The findings of our research indicated that all the hypotheses were accepted as all of it showed a positive significant relationship. Limitations of this study are discussed as well as recommendations for future research.

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### INTRODUCTION

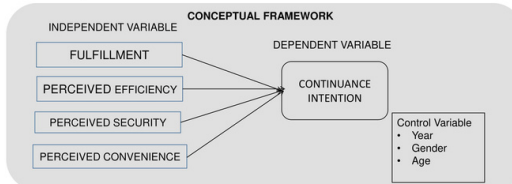
Online shopping in Malaysia increased sharply after our country was hit by Coronavirus Disease (COVID-19). Based on Standard Operating Procedure (SOP) that the World Health Organization (WHO) encouraged, we need to apply physical distance to stop the transmission of COVID-19. Consumers should engage in contactless activities such as transactions, according to the WHO. Therefore, the government also encourages customers to buy basic needs online. During this pandemic, many customers became aware about the importance of online shopping in their daily life (World Health Organization, 2020).

### OBJECTIVES

- i. To determine the effect of order fulfillment on the continuance of online shopping intention post-COVID 19.
- ii. To determine the effect of perceived efficiency on the continuance of online shopping intention post-COVID 19.
- iii. To determine the effect of perceived security on the continuance of online shopping intention post-COVID 19.
- iv. To determine the effect of perceived convenience on the continuance of online shopping intention post-COVID 19.

### HYPOTHESIS

- H1: There is a relationship between fulfillment and online continuance post COVID-19 pandemic
- H2 : There is a relationship between perceived efficiency and online shopping continuance post COVID-19 pandemic
- H3: There is a relationship between perceived security and online shopping continuance post COVID-19 pandemic
- H4: There is a relationship between perceived convenience and online shopping continuance post COVID-19 pandemic conceptual framework



### LITERATURE REVIEW

#### Fulfillment

One of the aspects that determining the total service quality when purchasing physical products online is the quality of order fulfillment as measured by delivery time, order accuracy, and delivery conditions.

#### Perceived Efficiency

Perceived efficiency is described as the better and faster understanding and learning as an outcome of using the application. Perceived efficiency as defined by Heliyon, 2021 is related to the teaching and training of judgment, decision making, autonomy, and self-determination/

#### Perceived Security

Purchases and payments over the Internet pose a higher security risk because more parties are involved in transmitting sensitive financial information between the website of the retailer, the Internet service provider, and the financial institution.

#### Perceived Convenience

Customers may quickly find what they need and learn more about products online which is saving time compared to visiting a store with just a few clicks.

### MATERIAL & METHOD

#### Research Design

- Sample size : 350 respondents
- Sampling technique : convenience sampling

#### Data Collection Method

- Questionnaire
- Newspaper, article and related website

#### Data Analysis

- Demographic analysis
- Descriptive analysis
- Reliability test
- Pearson correlation
- Multiple regression analysis

### FINDINGS AND RESULT

Table 1 :Demographic Analysis

| Demographic                  | Category                              | Frequency | Percentage (%) |
|------------------------------|---------------------------------------|-----------|----------------|
| Gender                       | Male                                  | 128       | 36.57          |
|                              | Female                                | 222       | 64.43          |
| Age                          | 19-20 years old                       | 25        | 7.14           |
|                              | 21-22 years old                       | 99        | 28.29          |
|                              | 23-24 years old                       | 185       | 52.85          |
|                              | 25 years above                        | 41        | 11.71          |
| Program                      | SAA                                   | 44        | 12.57          |
|                              | SAB                                   | 60        | 17.14          |
|                              | SAE                                   | 45        | 12.86          |
|                              | SAK                                   | 59        | 16.86          |
|                              | SAL                                   | 32        | 9.14           |
|                              | SAR                                   | 110       | 31.43          |
| Year                         | Year1                                 | 44        | 12.57          |
|                              | Year2                                 | 73        | 20.86          |
|                              | Year3                                 | 111       | 31.71          |
|                              | Year4                                 | 122       | 34.86          |
| Frequency of online shopping | More than two times per week          | 116       | 33.14          |
|                              | One to two times per week             | 113       | 32.29          |
|                              | Occasionally (1- 2 times per month)   | 89        | 25.43          |
|                              | Rarely (less than one time per month) | 29        | 8.29           |
|                              | Never                                 | 3         | 0.86           |

Table 2 : Result Reliability of Cronbach's Alpha

| Variables  | Number of Item | Cronbach's Alpha | Strength   |
|--|----------------|------------------|------------|
| Intention of online shopping continuance post Covid-19 | 5              | 0.794            | Acceptable |
| Fulfillment  | 5              | 0.876            | Good       |
| Perceived Efficiency                                   | 5              | 0.870            | Good       |
| Perceived Security                                     | 5              | 0.892            | Good       |
| Perceived Convenience                                  | 5              | 0.790            | Acceptable |

Table 3: Regression Coefficients for independent variable

| Model                 | Unstandardized Coefficients | Standardized Coefficients | t     | Sig.   |
|-----------------------|-----------------------------|---------------------------|-------|--------|
| 1 (Constant)          | .511                        | .200                      | 3.059 | .002   |
| Fulfillment           | .520                        | .066                      | 4.80  | <.001  |
| Perceived efficiency  | .296                        | .052                      | .307  | 5.834  |
| Perceived security    | -.085                       | .024                      | -.126 | -3.487 |
| Perceived convenience | .117                        | .057                      | .097  | 2.051  |

### CONCLUSION

Overall, the findings of this study can be a guide to provide information for consumer, retailers and government to understand and examine the factors that influence continuance online shopping post Covid-19. This is because, without direct intention the online shopping develop the economy by increase the cash flow of the country. further research needs to be done in the future to add reference material in the field of online shopping post-Covid-19.



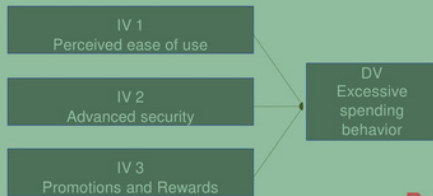
# THE FACTORS INFLUENCING EXCESSIVE SPENDING BEHAVIOUR IN E-WALLETS AMONG YOUNG ADULTS IN MALAYSIA

Alif Asyraf Bin Ahmad Shaidi (A19A0037), Adib Fahmi Bin Mohd Rodzuan (A19A0006), Daniel Khoo Ze Ling (A19A0108), Bahvani A/P Sandran (A19A0084), Alwani Nazurah Binti Tahang (A19A0040)

## Introduction

One such application that has emerged alongside the widespread adoption of modern technology is the electronic wallet, or e-wallet. When compared to the traditional wallet that most people (male and female alike) use for their day-to-day financial transactions, the software has recently been dubbed a "digital wallet" (Rubini et al., 2018). An e-wallet is a type of electronic card used for online transactions with a computer or smartphone. It serves the same function as a credit or debit card, as well as cash payment. To make payments, an individual's bank account must be linked to an e-wallet (Sambrekar et al, 2018).

## Framework



## Objectives

The aims of this study are:

- 1.To identify customer experience towards perceived ease of use to excessive spending behavior in e- wallets among young adults in Malaysia.
- 2.To identify the advanced security of excessive spending behavior in e-wallets among young adults in Malaysia.
- 3.To identify the promotions and rewards leads to excessive spending behavior in e-wallets among young adults in Malaysia

## Materials and Method

|                  |  |
|------------------|--|
| Research design  | Quantitative method  |
| Study population | 3,380.61 thousand persons (World Data Atlas, 2022)                                   |
| Sample size      | 500 samples  |
| Data collection  | Questionnaire (Google Form)  |
| Data analysis    | Descriptive Analysis, Validity and Reliability Test, Normality Test and Correlations |

## Results

| Variable                    | Descriptive Analysis |               | Reliability Analysis | Correlation Coefficient | Hypothesis   |
|-----------------------------|----------------------|---------------|----------------------|-------------------------|--|
|                             | Mean                 | Std Deviation |                      |                         |  |
| Perceived ease of use       | 5.21                 | 0.523         | 0.633                | 0.500                   | H1: There is a positive relationship between the customer experience towards perceived ease of use and excessive spending behaviour in e-wallets among young adults in Malaysia. |
| Advanced security           | 5.04                 | 0.694         | 0.766                | 0.601                   | H2: There is a positive relationship between advanced security and excessive spending behaviour in e-wallets among young adults in Malaysia.                                     |
| Promotions and rewards      | 5.08                 | 0.648         | 0.746                | 0.579                   | H3: There is a positive relationship between promotions and rewards and excessive spending behaviour in e-wallets among young adults in Malaysia.                                |
| Excessive spending behavior | 4.99                 | 0.780         | 0.761                |                         |  |

## Conclusion

- In conclusion, perceived ease of use, advanced security, promotions and rewards are able to influence excessive spending behavior in e-wallets among young adults in Malaysia.
- The data results show that all independent variables can influence excessive spending behavior in e-wallets among young adults in Malaysia.

## Acknowledgement

We would like to thank everyone who helped us with this project, without their support and guidance it would not have been possible. We appreciate Mr. Syarizal Bin Abdul Rahim for his guidance and supervision which has provided many resources needed in completing our project.

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**INFLUENCE OF PRODUCT PLACEMENT ON PURCHASE INTENTION IN TIK TOK AMONG UMK STUDENTS AT KOTA BHARU, KELANTAN**



**INTRODUCTION**

The product placement literature numerous calls to regulate the use of branded products in media content (Milne, Bahl & Rohm, 2008; Van Reijmersdal et al., 2013). Product placement in Tik Tok offers many benefits to marketers due to the fact that customers easily can identify the product's advantages and disadvantages. Product placement is regarded as an unethical or even deceptive practice by consumer advocacy groups (Cain, 2011; Russell, 2019) and the placement of brands targeting the vulnerable group of children.

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**PROBLEM STATEMENT**

Most product placement studies concentrated on placement in films, television programmed, games, and variety shows (Guo F, 2019). As a result, the purpose of this study was to investigate viewers' intentions to accept ads information for product placement in short-video plots, so that the findings may contribute to the research on short video marketing (Liu, Yuzhen, 2021).

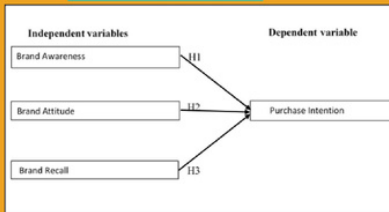
**OBJECTIVE**

1. To determine the relationship between brand awareness and purchase intention in Tik Tok among UMK Students.
2. To examine the relationship between brand attitude and purchase intention in Tik Tok among UMK Students.
3. To identify the relationship between brand recall and purchase intention in Tik Tok among UMK Students.

**QUESTION**

1. What is the relationship between brand awareness and purchase intention in Tik Tok among UMK students?
2. What is the relationship between brand attitude and purchase intention in Tik Tok among UMK students?
3. What is the relationship between brand recall and purchase intention in Tik Tok among UMK students?

**FRAMEWORK**



**MATERIAL AND METHOD**

|  |   |
|--|---|
| <b>RESEARCH DESIGN</b><br>Quantitative method                        | <b>DATA COLLECTION METHOD</b><br>Questionnaire through online   |
| <b>SAMPLE SIZE</b><br>275  | <b>DATA ANALYSIS</b><br><ul style="list-style-type: none"> <li>• SPSS</li> <li>• Reliability Analysis</li> <li>• Description Analysis</li> <li>• Correlation Analysis</li> <li>• Multiple Linear Regression Analysis</li> </ul> |
| <b>SAMPLING TECHNIQUE</b><br>Non-probability<br>Convenience Sampling |   |

**RESULT OF CORRELATION**

| Variables       | Descriptive Analysis |               | Reliability Analysis | Correlation Coefficient | Multiple Regression | Hypothesis  |
|-----------------|----------------------|---------------|----------------------|-------------------------|---------------------|---|
|                 | Mean                 | Std Deviation |                      |                         |                     |   |
| Brand Awareness | 4.0800               | 0.3697        | 0.724                | 0.510                   | 0.103               | H1 There is a significant relationship between brand awareness and purchase intention in Tik Tok. |
| Brand Attitudes | 3.8073               | 0.4497        | 0.812                | 0.557                   | 0.252               | H2 There is a significant relationship between brand attitude and purchase intention in Tik Tok.  |
| Brand Recall    | 4.0582               | 0.4169        | 0.798                | 0.494                   | 0.499               | H3 There is a significant relationship between brand recall and purchase intention in Tik Tok.    |

**CONCLUSION**

The researchers must present the study's goal in relation to the subject under investigation. This study investigates the relationship between brand awareness, brand attitudes and brand recall on product placement for purchase intention. The researcher intended to examine the relationship between each of the independent variables and the dependent variables.

**ACKNOWLEDGMENT**

We would like to thank Puan Nadia Hanum Binti Amiruddin for her continuing support, patience, encouragement, and vast understanding of our study idea.

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**REFERENCE**

# Factors Influencing Online Shopping Intention Among Youths in Malaysia



## 1 ABSTRACT

Over the year, online shopping has become increasingly important for everyone. The data of 384 of youths in Malaysia were collected using purposive sampling. All hypotheses were analysed and confirmed that perceived of usefulness, perceived ease of use and trust directly influence online shopping intention among youths in Malaysia. Hence, this study intends to produce new research data on online shopping intentions among youths in Malaysia due to outdated data on previous studies.

## 2 INTRODUCTION

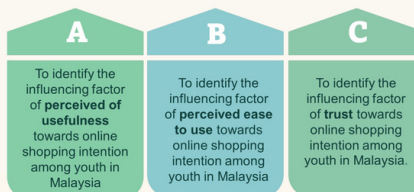
A fast expanding global trend toward online shopping or e-commerce has caused changes in the way people conduct business.

Youth between 20 to 39 years old were the primary age cohort for online shoppers, making up three-quarters of online shoppers' distribution (MCMC Internet Survey, 2017).

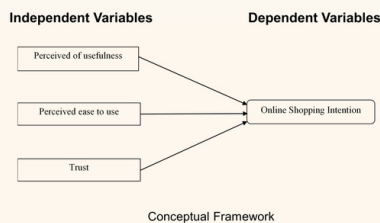
This study is confined to youth between the age of 18 to 30 years old in Malaysia.



## 3 OBJECTIVES



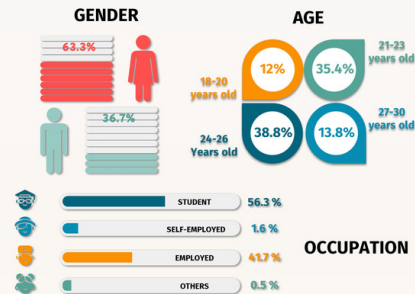
## 4 LITERATURE REVIEW



## 5 METHODOLOGY

|  |   |
|--|---|
| <b>RESEARCH DESIGN</b><br>Quantitative Research<br>To test relationship among variables  |   |
| <b>DATA COLLECTION METHOD</b><br>Primary Data<br>Questionnaire in Google Form  |   |
| <b>SAMPLE SIZE</b><br>384 respondents  | <b>SAMPLE TECHNIQUES</b><br>Non-Probability<br>Purposive Sampling<br>Youths at the age of 18-30 years old |
| <b>PROCEDURE FOR DATA ANALYSIS</b><br>Descriptive Analysis<br>Frequency Analysis<br>Validity & Reliability Test<br>Normality<br>Pearson's Correlation Analysis<br>Multiple Linear Regression |   |

## 6 RESULTS



| Item                      | Perceived of Usefulness      | Perceived Ease of Use | Trust |
|---------------------------|------------------------------|-----------------------|-------|
| Online Shopping Intention | Pearson's Correlation .689** | .763**                | .700* |
|                           | Sig.(2-tailed) .000          | .000                  | .000  |
| N                         | 384                          | 384                   | 384   |

The p-value is significant, indicating a high positive significance correlation by 0.000 between the variables since  $p < 0.01$ .

## 7 DISCUSSION

| HYPOTHESIS STATEMENT   | CONCLUSION                  | RESULTS   |
|--|-----------------------------|---|
| H1: There are positive influencing factors of perceived usefulness towards online shopping intention among youth in Malaysia.  | Highly positive correlation | The helpful services from the online shopping platform can influence consumers' purchase decisions on the products or services (Jason & Aishah, 2021).  |
| H2: There are positive influencing factors of perceived ease of use towards online shopping intention among youth in Malaysia. | Highly positive correlation | According to Shirazi et al., (2021) perceived ease of use has typically been associated with "user-friendliness" of e-commerce platforms.               |
| H3: There are positive influencing factors of trust towards online shopping intention among youth in Malaysia.                 | Highly positive correlation | Customers start to trust online stores when the online store or seller provides information transparency with clarity (Athapaththu & Kulathunga, 2018). |

## 8 CONCLUSION

- Online retailers need to understand the elements that support and discourage consumers' intention to purchase online in order to persuade them to do so.
- The overall results revealed that all three independent variables, perceived usefulness, perceived ease of use, and trust have direct positive and significant influence factors on consumers' online shopping intention among youth in Malaysia.
- Hence, online retailers and marketers should emphasize perceived usefulness, ease of use, and trust to strengthen their competitiveness.

## 9 ACKNOWLEDGMENT

We would like to express our gratitude to Dr. Syamsuriana Binti Sidek our supervisor, and Madam Hazrina Binti Hasbollah, our group examiner, appreciating for their valuable supervision, and guidance, expertise throughout completing this research study.

Sincere thanks, to the respondents, for their active participation and honest response on the questionnaires given by the researchers.

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Faculty of Entrepreneurship and Business  
**MULTIDISCIPLINARY RESEARCH ON THE ENTREPRENEURSHIP AND BUSINESS E-COLLOQUIUM 2022/2023**



# THE EFFECTIVENESS OF INTERACTIVE ONLINE ADVERTISING IN CONSUMERS PURCHASING DECISION

Abdul Aziz bin Omar, Abdul Halim Bin Hairudin, Abdul Rasyid Bin Khasim, Farhana Binti Md Pirus & Farra Hana Binti Mohd Radzuan

## Introduction

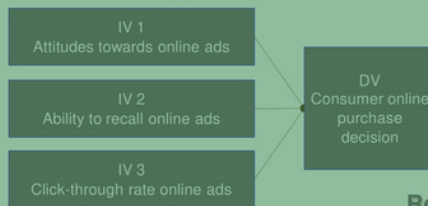
- This study examines attitudes towards online advertising, ability to recall online advertising and click-through rate online advertising as the independent variable and online purchase decision as dependent variable.
- A research study made in Universiti Malaysia Kelantan.
- Despite the fact that today's consumers are now returning to our previous way of life before COVID-19, shopping online has become a more common choice. E-commerce, on the other hand, has been around for a long time but has yet to gain popularity among users until recently.

## Objectives

The overall objective of this research is to determine the effectiveness of interactive online advertising in consumer's purchase decisions. More specifically, this study attempts to know:

- To examine the relationship between attitudes toward online advertising and consumer online purchase decisions.
- To examine the relationship between ability to recall online advertising and consumer online purchase decisions.
- To examine the relationship between click-through rate online advertising and consumer online purchase decisions.
- To determine the effectiveness of interactive online advertising in consumer's online purchase decisions.

## Conceptual framework



## Materials and Method

|                  |  |
|------------------|--|
| Research design  | Quantitative method  |
| Study population | 6,237 undergraduate UMK's students   |
| Sample size      | 378 samples  |
| Data collection  | Questionnaire (Google Form)  |
| Data analysis    | Descriptive Analysis, Validity and Reliability Test, Normality Test, Multiple Regression |

## Results

| Variable                              | Descriptive Analysis |               | Reliability Analysis | Correlation Coefficient | Multiple Regression | Hypothesis   |
|---------------------------------------|----------------------|---------------|----------------------|-------------------------|---------------------|--|
|                                       | Mean                 | Std Deviation |                      |                         |                     |  |
| Attitudes towards online advertising  | 3.85                 | 0.032         | 0.431                | 0.440                   | 0.095               | H1: There is a positive relationship between attitudes towards online advertising and consumer online purchase decisions.  |
| Ability to recall online advertising  | 3.93                 | 0.035         | 0.715                | 0.627                   | 0.316               | H2: There is a positive relationship between the ability to recall online advertising and consumer online purchase decisions.  |
| Click-through rate online advertising | 3.97                 | 0.037         | 0.776                | 0.694                   | 0.431               | H3: There is a positive relationship between click-through rate and consumer online purchase decisions.  |
| Consumer online purchase decision     | 4.05                 | 0.032         | 0.819                |                         | 0.732               | H4: There are positive relationships between attitude towards online advertising, ability to recall online advertising, click-through rate online advertising and consumer online purchase decision. |

## Conclusion

- In conclusion, attitudes towards online advertising, ability to recall online advertising and click-through rate online advertising able to influence consumer online purchase decision.
- The results of the data indicate that all the independent variables can significantly influence the purchase decision among UMK Kampus Kota students.

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## CUSTOMER SATISFACTION TOWARDS THE E-RETAILING WEBSITE AT LOTUS KOTA BHARU, KELANTAN

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### INTRODUCTION

Customer satisfaction is a phrase often applied in e-marketing, which is an estimation of how product or service produce by organization to fulfil customer needs and expectations. Measuring customer satisfaction can show where the business is getting right and where the retailers are struggling to meet people's expectation. Customer satisfaction can conduct survey by ask customers to rate their engagement or interaction with the business using by Likert scale.

### OBJECTIVE

- To identify the relationship between product quality and customer satisfaction towards Lotus's website in Kota Bharu, Kelantan.
- To identify the relationship between security customer satisfaction towards Lotus's website in Kota Bharu, Kelantan.
- To identify the relationship between price and customer satisfaction towards Lotus's website in Kota Bharu, Kelantan.

### MATERIAL AND METHOD

|   |                                       |                                     |
|---|---------------------------------------|-------------------------------------|
| <b>Primary Data</b><br>Quantitative Method<br>Questionnaire (Google Form) | <b>Target Population</b><br>358,000   | <b>SPSS</b><br>Descriptive Analysis |
| <b>Secondary Data</b><br>Journal, article                                 | <b>Sample Size</b><br>384 respondents | Reliability Analysis                |
|   |                                       | Correlation Analysis                |
|   |                                       | Normality Analysis                  |

### CONCEPTUAL FRAMEWORK



### RESULT

Table 1 : Result test of Reliability Coefficient Alpha on Dependent Variables and Independent Variables

| Variables   | Number of Items | Cronbach' Alpha |
|---|-----------------|-----------------|
| Customer satisfaction towards the e-retailing website | 4               | 0.910           |
| Product quality                                       | 4               | 0.891           |
| Security  | 4               | 0.865           |
| Price   | 4               | 0.851           |

Table 2 : Summary of Correlation Analysis

| Hypotheses | Sig. Value | Conclusion | Correlation Value | Conclusion |
|------------|------------|------------|-------------------|------------|
| H1         | .000       | Accepted   | .830              | High       |
| H2         | .000       | Accepted   | .770              | Moderate   |
| H3         | .000       | Accepted   | .810              | High       |

### ACKNOWLEDGEMENT

We would like to thank you our respected supervisor, Madam Raja Rosnah binti Raja Daud, lecturer of Faculty of Entrepreneurship and Business in University Malaysia Kelantan (UMK). Biggest thank you for her contribution and suggestion of great ideas which help us a lot during the process to complete of our research project. This is enhance and boost our research project end result.

### CONCLUSION

This research had been carried out to explore the consumer satisfaction towards e-retailing websites. As mentioned, a total of 384 respondent ranging from Lotus's Kota Bharu Kelantan, have been chosen, through distributing questionnaires. The data and results were interpreted using reliability analysis, descriptive analysis, Spearman Correlation, and correlation. The finding revealed that all the independent variables, which are price, product quality, and security had a substantial positive connection with dependent variable which customer satisfaction. This entails a review of the major site that will be significant to the quantitative research and the study issue, as well as an overview of the statistical evaluation. Finally, all three hypotheses have been shown to have a positive association, and none of them are rejected.

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PRESENTED AT:

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

# DETERMINANTS INFLUENCE THE INTENTION OF ONLINE BUYING FOR CLOTHING AMONG YOUTHS IN KELANTAN

BY: (1) NUR ALIA SABILA BINTI AZLAN, (2) NUR NAJIHA BINTI HAMID, (3) LIDIANIRA BINTI AWANG MANSOR, (4) LIVINIYA A/P VETIVEL  
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## INTRODUCTION

- As by (1) Ouellette (2022) in a blog "Optinmonster", stated that online purchasing is expanding so fast that it will almost reach \$4 trillion in global sales by 2020
- According to Muhammad Umar Sultan and MD Nasir Uddin (2011) who had made a research on "Consumers' Attitude towards Online Shopping: Factors influencing Gottland consumers to shop online" had stated that the phrase "online purchasing" refers to the activity or movement of acquiring services or items over the Internet is known as online shopping. It is the process of getting online, landing on a seller's website, selecting something, and arranging for delivery. The customer has two payment options: upon shipping or online with a creditor debit card. The term "online" in this text refers to "on the Internet."

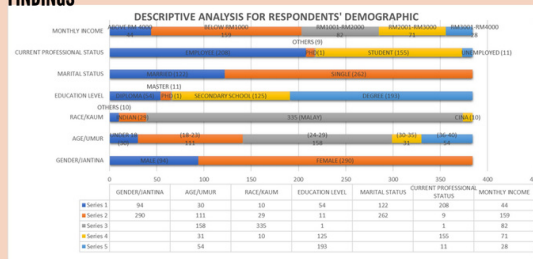
## OBJECTIVES

To determine relationship between attitude (IV1), subjective norm (IV2), perceived behavioral (IV3) and online buying intention for clothing among youth in Kelantan.

## RESEARCH METHODOLOGY

- A research design is specifying procedures for gathering, analyzing, and presenting data and also how it has been used to answer the research question
- 380 respondents extracted from the population which is Youth in Kelantan by using the table of Krejcie and Morgan
- We utilised random sampling.
- An online survey was conducted.
- We choose to use a close-ended questionnaires. The questionnaire were divided into 3 part.
- The researcher will use a pilot test and online questionnaire to analyze every data collection for this study

## FINDINGS



## The Pearson Correlation Result

|     | OBI             | ATT    | SN     | PBC    |   |
|-----|-----------------|--------|--------|--------|---|
| OBI | Person 1        | .801** | .749** | .731** |   |
|     | Correlation     |        |        |        |   |
|     | Sig. (1-tailed) | .000   | .000   | .000   |   |
| N   | 384             | 384    | 384    | 384    |   |
| ATT | Person 2        | .801** | 1      | .798** |   |
|     | Correlation     |        |        |        |   |
|     | Sig. (1-tailed) | .000   | .000   | .000   |   |
| N   | 384             | 384    | 384    | 384    |   |
| SN  | Person 3        | .749** | .798** | 1      |   |
|     | Correlation     |        |        |        |   |
|     | Sig. (1-tailed) | .000   | .000   | .000   |   |
| N   | 384             | 384    | 384    | 384    |   |
| PBC | Person 4        | .731** | .752** | .791** | 1 |
|     | Correlation     |        |        |        |   |
|     | Sig. (1-tailed) | .000   | .000   | .000   |   |
| N   | 384             | 384    | 384    | 384    |   |

\*\* Correlation is significant at the 0.01 level (1-tailed).

## Reliability of Coefficient of the Questionnaires

| Variables                    | Number of Items | Cronbach's Alpha |
|------------------------------|-----------------|------------------|
| Online Buyer Intention       | 5               | 0.915            |
| Attitude                     | 5               | 0.911            |
| Subjective norms             | 5               | 0.929            |
| Perceived behavioral control | 5               | 0.868            |
| Overall Variables            | 20              | 0.930            |

Cronbach value for independent variables, which is attitude, subjective norm, and perceived behavioral control shows a good coefficient value of 0.911, 0.929 and 0.868 respectively. The dependent variable, online buying intention also shows a good coefficient value which is 0.915

- The significant level for all independent variables are 0.000, which mean all of them are highly significant with dependent variable
- Therefore, all of the hypothesis presented in this research are accepted. the researcher conclude that, attitude, subjective norms and perceived behavioral control influence online buying intention among youth in kelantan

## DISCUSSION

| Hypotheses  | Result                          | Findings of the data analysis |
|---|---------------------------------|-------------------------------|
| H1: There is a significant relationship between attitude and online buying intention of clothing among youth in Kelantan.                     | $r = 0.801^{**}$<br>$p = 0.000$ | H1 is accepted                |
| H2: There is a significant relationship between subjective norms and online buying intention of clothing among youth in Kelantan.             | $r = 0.749^{**}$<br>$p = 0.000$ | H2 is accepted                |
| H3: There is a significant relationship between perceived behavioral control and online buying intention of clothing among youth in Kelantan. | $r = 0.731^{**}$<br>$p = 0.000$ | H3 is accepted                |

### 1HYPOTHESIS 1 : ATTITUDE

As for attitude, p-value is 0.00 which is less than alpha value, 0.05 while Pearson Correlation Value is 0.801. This result demonstrates that there is a positive relationship between attitude and online buying intention among youth in Kelantan.

### HYPOTHESIS 2 : SUBJECTIVE NORMS

As for subjective norms p-value is 0.00 which is less than alpha value, 0.05 while Pearson Correlation Value is 0.749. This result demonstrates that there is a positive relationship between subjective norms and online buying intention among youth in Kelantan.

### HYPOTHESIS 3 : PERCEIVE BEHAVIORAL CONTROL

As for subjective norms p-value is 0.00 which is less than alpha value, 0.05 while Pearson Correlation Value is 0.731. This result demonstrates that there is a positive relationship between attitude and online buying intention among youth in Kelantan.

## CONCLUSION

Based on the result, it's shown that attitude, subjective norms and perceived behavioral controls have positive relationships with online buying intentions. In shorts, the objective of this study have been achieved which is to determine the relationship between three independent variables, attitude, subjective norms and perceived behavioral controls with dependent variables, online buying intentions. This study also can be used as references to improve the research in future. This research especially would be very useful for the online sellers, buyers and organizations that might face some difficulties with online buying.

## ACKNOWLEDGEMENT

First of all, we praise and thank the Almighty God who has given us the strength and spirit to complete this research, even though we went through some difficulties and tough time.

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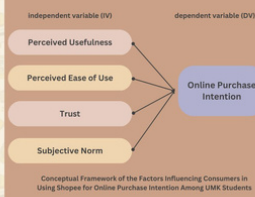
**INTRODUCTION**

The growing trend of online sales through e-commerce platforms is a modern technology that gives Malaysians more choices to do business and shop online (Lee et al., 2021). However, there are still problems affecting consumers' intentions to purchase online. In previous studies, it has been found that the lack of intention to buy online is one of the first obstacles to the development of e-commerce (He et al., 2008), and researchers such as Lim et al. (2016) state that online purchasing intentions and behaviours need to be explored more.

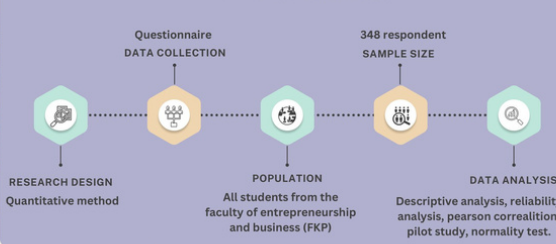
**OBJECTIVES**

- 📌 To examine the relationship between perceived usefulness and online purchase intention among UMK students.
- 📌 To examine the relationship between perceived ease of use and online purchase intention among UMK students.
- 📌 To examine the relationship between trust and online purchase intention among UMK students.
- 📌 To examine the relationship between subjective norm and online purchase intention among UMK students.

**LITERATURE REVIEW**



**MATERIALS AND METHODS**



**RESULT**

| variables             | descriptive analysis |                | reliability analysis |            | Correlation Coefficient |                 |            |
|-----------------------|----------------------|----------------|----------------------|------------|-------------------------|-----------------|------------|
|                       | Mean                 | Std. Deviation | Cronbach's Alpha     | N of Items | Correlation Coefficient | Sig. (2-tailed) | conclusion |
| Perceived ease of use | 4.6873               | .54802         | .910                 | 6          | .745**                  | .000            | accepted   |
| Perceived Usefulness  | 4.7055               | .49430         | .883                 | 6          | .739**                  | .000            | accepted   |
| Trust                 | 4.6006               | .60121         | .898                 | 6          | .796**                  | .000            | accepted   |
| Subjective norm       | 4.6451               | .55086         | .885                 | 4          | .722**                  | .000            | accepted   |

**CONCLUSION**

In summary, The findings show that perceived ease of use, perceived usefulness, trust, and subjective norm, as independent variables in this study, have a significant relationship with UMK students' intention to use Shopee for online purchases. According to the findings, using Shopee for online purchase intention will increase if e-retailers reaffirm the factors of perceived ease, perceived usefulness, trust, and subjective satisfaction in improving the Shopee application for consumers. In conclusion, this study has provided the outcome to look further for future researchers.

**ACKNOWLEDGMENT**

We would like to thank our respected coordinator, supervisor and panel, Mdm Raja Rosnah Binti Raja Daud, Ms Azlinda Shazneem Binti Md Shuaib and Mdm Nadia Hanum Binti Amiruddin for giving us guidance and continuous support for finalizing this research. We are deeply grateful and thankful to have our friends who helped a lot to share ideas to complete this project together.

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# FACTORS INFLUENCING CUSTOMER PURCHASING DECISION TOWARDS ONLINE SHOPPING AMONG UNIVERSITY MALAYSIA KELANTAN STUDENTS

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## SUPERVISOR

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## EXAMINER

MADAM SITI NABILAH BINTI MOHD ROSDI

## ACKNOWLEDGEMENT

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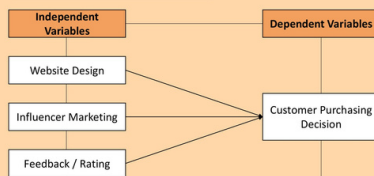
## INTRODUCTION

The online shopping open new window for the business where is known business-to-consumer (B2C) where individual benefits using internet technology to buy and sell products electronically (Masoud, 2013). The advancement of Internet technology has made it possible for Malaysian consumers to make online purchases of goods and services. Even though, they lack resources, but university students do identify on the top list of using the internet and has excellent intentions for online shopping (Edmunds et al., 2010). Thus, this research study will identify the factors influencing customer purchasing decision towards online shopping among University Malaysia Kelantan students. The advancement of technology has made it possible for Malaysian consumers to make online purchases of goods and services. However, online shopping has discovered some issues such as lack of product information due to the ineffective website.

## OBJECTIVE

- » RO 1- Identify which of the factors influence customer purchasing decision towards online shopping among UMK students.
- » RO 2- Investigate whether design of the websites influence customer purchasing decision towards online shopping among UMK students.
- » RO 3 – Examine whether influencer marketing influence customer purchasing decision towards online shopping among UMK students.
- » RO 4 – Determine whether feedback and rating influence customer purchasing decision towards online shopping among UMK students.

### CONCEPTUAL FRAMEWORK



## CONCLUSION

In a nutshell, three independent variables which is website design, influencer marketing and feedback and rating have a significant relationship with customers purchasing decision. Hence, this study provides information regarding online shopping that will help consumers and future researchers to know more about customers purchasing decisions.

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## MATERIALS AND METHODS

|                    |  |
|--------------------|--|
| RESEARCH DESIGN    | Quantitative Method  |
| SAMPLE SIZE        | 341 respondents  |
| SAMPLING TECHNIQUE | Non-probability Technique (Convenience Sampling)   |
| DATA COLLECTION    | Questionnaire  |
| DATA ANALYSIS      | <ul style="list-style-type: none"> <li>• Preliminary Analysis</li> <li>• Reliability Test</li> <li>• Descriptive Test</li> <li>• Correlation Analysis</li> </ul> |

## RESULTS

### One of the demographic questions



### Reliability Test (341 Respondents)

| Variables                    | Cronbach's Alpha | No of Items | Internal Consistency |
|------------------------------|------------------|-------------|----------------------|
| Website Design               | 0.895            | 6           | Excellent            |
| Influencer Marketing         | 0.912            | 6           | Excellent            |
| Feedback & Rating            | 0.862            | 6           | Excellent            |
| Customer Purchasing Decision | 0.521            | 6           | Excellent            |

### Hypotheses Testing

| Hypotheses   | Pearson's Correlation Result |
|--|------------------------------|
| H1: There is a significant relationship between website design & customer purchasing decision among UMK students       | 0.671 Significant            |
| H2: There is a significant relationship between influencer marketing & customer purchasing decision among UMK students | 0.625 Significant            |
| H3: There is a significant relationship between feedback and rating & customer purchasing decision among UMK students  | 0.634 Significant            |

## FACTORS THAT INFLUENCE OF CASHLESS TRANSACTIONS ON SPENDING BEHAVIOR AMONG STUDENTS OF UNIVERSITY MALAYSIA KELANTAN (UMK) CITY CAMPUS

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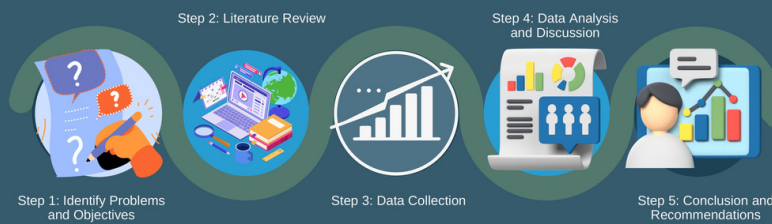
### Introduction

Although people are heading toward a cashless world, different generations have different levels of acceptance for various trends, new innovations, and new technology. According to research, younger generations are more interested in and accepting of new technological developments than older generations (Taylor, 2018). In particular, the findings show that all of the criteria have a favourable impact on the uptake of cashless transactions towards students in UMK City Campus.

### Objectives

- To determine the relationship between privacy and security and spending behavior towards cashless transactions among students of UMK City Campus.
- To analyze the relationship between convenience and efficiency and spending behavior towards cashless transactions among students of UMK City Campus.
- To identify the relationship between social influence and spending behavior towards cashless transactions among students of UMK City Campus.

### Material & Method



### Results

| Research Question   | Hypothesis Result                             | Initial Decision                |
|---|---|---------------------------------|
| Is there any significant relationship between privacy and security and spending behaviour towards cashless transactions among students of UMK City Campus?      | $p = 0.0000$<br>( $p < 0.05$ )<br>$r = 0.714$ | H1a : Accepted<br>H1b: Rejected |
| Is there any significant relationship between convenient and efficiency and spending behaviour towards cashless transactions among students of UMK City Campus? | $p = 0.0000$<br>( $p < 0.05$ )<br>$r = 0.634$ | H2a: Accepted<br>H2b: Rejected  |
| Is there any significant relationship between convenient and efficiency and spending behaviour towards cashless transactions among students of UMK City Campus? | $p = 0.0000$<br>( $p < 0.05$ )<br>$r = 0.734$ | H3a: Accepted<br>H3b: Rejected  |

### Conclusion

As a result, the research shows that the hypothesis was accepted. The factors have a strong relationship with spending behavior towards cashless transaction students of UMK City Campus. This is because the cashless transaction is one of the good ways that students choose while making a payment and it influence the students' spending behavior in their daily life.

### References

Taylor, J. (2018). From Boomers To Gen Z: How Different Generations Adapt And React To New Trends And Technologies. Retrieved from <https://emea.epsilon.com/blog/from-boomers-to-gen-z>

### Acknowledgement

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LECTURER SITI NABILAH MOHD ROSDI



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



## FACTOR INFLUENCING THE SELECTION E-COMMERCE PAYMENT METHOD AMONG COMMUNITY IN KOTA BHARU

MUHAMAD DANIAL SHAH BIN MOHD SUHAIMI (A19B1055), MUHAMAD IKMAL BIN MUHAMAD ZAMRI (A19A0311), NUR AINU SYAMSI BINTI MUHAMAD (A19B0506), NUR AIDA NATASYA BINTI MUHAMMAD NIZAM (A19A0495)

### INTRODUCTION

Payment method are the ways in which merchants can collect payments from their customers for example credit cards, digital wallets, cash or mobile payment. The e-commerce trend comprises a very broad Internet business sector, especially among expanding businesses like manufacturers, retailers, and customers engaged in online transaction. This study was conducted the factor influencing the selection e-commerce payment method among community in Kota Bharu.

### MATERIALS & METHODS

- Research Design : Quantitative Method
- Data collection Methods : Questionnaire (Google Form)
- Sample Size : 382 respondents
- Sampling Techniques : Quota Sampling (Non-probability)
- Measurement of Variables : Nominal Scale, Ordinal Scale
- SPSS : Descriptive Analysis, Reliability Analysis, Normality Analysis, Anova, Spearman's Correlation

### CONCLUSION

- All independent variables have significant positive to dependent variable in this study
- The results of this study can be used as guidelines for merchants and consumers to make changes and improve the selection of e-commerce payments offered to individuals to attract their attention and offer satisfaction

### REFERENCES

- Banggang, W., Xiaoyu, D., & Xuebin, C. (2020). Cash on delivery or online payment: mobile channel, order size and payment methods. *Journal of Contemporary Marketing Science*, 225-242.
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### OBJECTIVES

RO1 : To examine the social influence influencing the intention of selection payment methods among community Kota Bharu.

RO2 : To determine the trust influencing the intention of selection payment methods among community Kota Bharu.

RO3 : To evaluate the safety influencing the intention of selection of payment methods among community Kota Bharu.

### RESULT & FINDINGS

**Table 1 : Summary result of mean and standard deviation**

| Descriptive Statistics |        |                |     |
|------------------------|--------|----------------|-----|
|                        | Mean   | Std. Deviation | N   |
| DV                     | 4.3613 | .57541         | 382 |
| IV1_SOCIAL INFLUENCE   | 4.1565 | .70818         | 382 |
| IV2_TRUST              | 4.3476 | .62442         | 382 |
| IV3_SAFETY             | 4.4147 | .59163         | 382 |

**Table 2 : Reliability Analysis**

| No | Variable                              | Cronbach's Alpha | Number of Items | Result     |
|----|---------------------------------------|------------------|-----------------|------------|
| 1  | Intention of Selection Payment Method | 0.757            | 5               | Acceptable |
| 2  | Social Influence                      | 0.865            | 5               | Good       |
| 3  | Trust                                 | 0.850            | 5               | Good       |
| 4  | Safety                                | 0.835            | 5               | Good       |

**Table 3 : Summary of Correlation Analysis**

| Hypothesis  | Correlation | Result   |
|---|-------------|----------|
| Hypothesis 1:<br>There is significant positive between social influence and the intention of selection payment methods. | 0.641       | Moderate |
| Hypothesis 2:<br>There is significant positive between trust and the intention of selection payment methods.            | 0.462       | Moderate |
| Hypothesis 3:<br>There is significant positive between safety and the intention of selection payment methods.           | 0.494       | Moderate |



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KELANTAN

# FACTORS INFLUENCING ONLINE IMPULSE BUYING BEHAVIOUR ON THE SHOPEE PLATFORM AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) STUDENTS.

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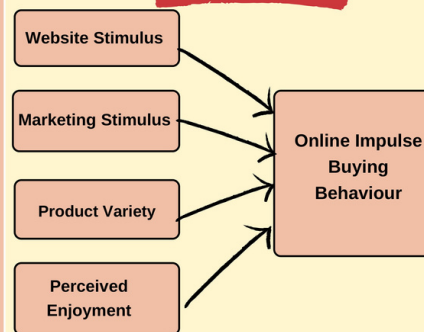
## Introduction

These days, the Internet has taken over as the primary information resource, and people in Malaysia extensively use it in their day-to-day lives. Because the internet is such a vital source, organizations use it to gain a competitive advantage (Akram, 2017). . People can do their shopping online, which is one of the most appealing things they can do. Shopee was the most visited online marketplace in Malaysia and attracted over 55 million users in 2018, making it the most popular e-commerce site in Malaysia and all of Southeast Asia.

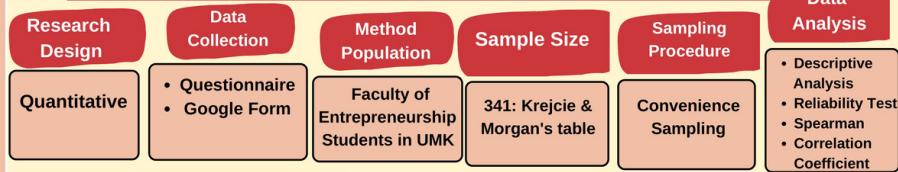
## Research Objectives

- 1 To understand the relationship between website stimulus and online impulse buying behaviour on the Shopee platform among Universiti Malaysia Kelantan students.
- 2 To determine the relationship between marketing stimulus and online impulse buying behaviour on the Shopee platform among Universiti Malaysia Kelantan students.
- 3 To identify the relationship between product variety and online impulse buying behaviour on the Shopee platform among Universiti Malaysia Kelantan students.
- 4 To examine the relationship between perceived enjoyment and online impulse buying behaviour on the Shopee platform among Universiti Malaysia Kelantan students.

## Framework



## Methodology



## Results

### NORMALITY TEST

|                                 | Kolmogorov-Smirnov <sup>a</sup> |       | Shapiro-Wilk |       |
|---------------------------------|---------------------------------|-------|--------------|-------|
|                                 | Statistic                       | Sig.  | Statistic    | Sig.  |
| Online Impulse Buying Behaviour | .257                            | .0001 | .856         | .0001 |
| Website Stimulus                | .244                            | .0001 | .819         | .0001 |
| Marketing Stimulus              | .276                            | .0001 | .832         | .0001 |
| Product Variety                 | .262                            | .0001 | .806         | .0001 |
| Perceived Enjoyment             | .252                            | .0001 | .804         | .0001 |

### SPEARMAN CORRELATION

| Study Instruments   | Spearman Correlation | Sig. (1-tailed) |
|---------------------|----------------------|-----------------|
| Website Stimulus    | .494**               | .0001           |
| Marketing Stimulus  | .563**               | .0001           |
| Product Variety     | .469**               | .0001           |
| Perceived Enjoyment | .506**               | .0001           |

\*\*Correlation is significant at the 0.01 level (1-tailed).

## Conclusion

The aim of this study is to examine factors that influence online impulse buying behaviour among students at Universiti Malaysia Kelantan (UMK). This research examines the relationship between four factors namely website stimulus, marketing stimulus, product variety and perceived enjoyment. The hypothesis of all these variables is accepted.

## References

Md Wasiul Karim, Mohammad Abdul Matin Chowdhury, & Md Abdullah Al Masud. (2021, June). Analysis of Factors influencing Impulse Buying behavior towards e-tailing sites: An application of S-O-R mode. ResearchGate | Find and share research. <https://www.researchgate.net/profile/Md-Karim-65>

## Acknowledgement

We would like to express our gratitude to Allah S.W.T., the Almighty God, for His grace and blessings, which have enabled us to complete our mission until the end of time. Our deepest appreciation goes to Miss Azlinda Shazneem Binti Md Shuaib, our research supervisor. Additionally, we would like to thank our examiner, Madam Nadia Hanum Binti Amiruddin for her comments and suggestions on how to enhance our research. Thank you very much.

## ACKNOWLEDGEMENT

In preparation for this assignment, we had to take help and guidance from some respective people, who deserve our deepest gratitude. First and foremost, we would like to express our deepest gratitude to Dr. Amira Binti Jamil who has given us so much guidance to us complete this project as well provided a good and complete explanation to all of us from the very beginning to the end of the research paper. She also introduced us to the right way to find articles and journals related to the research paper as supporting references. On top of that, we would also like to thank our parents for their generous support and assistance, especially in terms of financial and mental support for our successful work. Without their help and support, this project would be difficult for us. Every member of our team has made a very strong and strong commitment. We hope this work will be a guide for us and anyone who reads it for future use. Everything good comes from God, and all weaknesses come from our own weaknesses.

## INTRODUCTION

Malaysia's eCommerce market is quickly becoming one of the largest in Southeast Asia. Its growth is outpacing that of traditional established markets in the region. This was apparent even before the impacts of the pandemic. Malaysia's business-to-consumer e-commerce value increased by 39 percent in 2019 alone. This growth in e-commerce has been coupled with the growing consumer preference for online shopping and the availability of customized payment options in recent years. Online shopping developed among students due to ease and reasonable ways. Two major factors that influence the consumer are platform and logistic services quality. The factors that influence customer satisfaction in the e-commerce industry among UMK City Campus students from their experience in using e-commerce services. The purpose of this study is to examine the influence of platform services quality and logistics services quality on customer satisfaction in e-commerce platforms.

## OBJECTIVES

- To determine the relationship between product platform service quality on customer satisfaction in e-commerce.
- To determine the relationship between logistic service quality on customer satisfaction in e-commerce.
- To determine the preferences of e-commerce platform between generations in e-commerce.

## MATERIAL AND METHOD

### RESEARCH DESIGN

Quantitative method

### DATA COLLECTION METHOD

Primary Data  
Secondary Data

### SAMPLE SIZE

302 Students of UMK  
Campus Pc

### SAMPLING TECHNIQUES

Non-Probability  
Technique

### MEASUREMENT OF THE VARIABLE

Nominal  
Likert Scale

### DATA ANALYSIS METHOD

SPSS

## RESULT

| Hypothesis   | Result | Pearson's Correlation | Status   |
|--|--------|-----------------------|----------|
| H1: There is a significant relationship between tangibility and customer satisfaction in e-commerce platforms        | P<0.05 | 0.640                 | Accepted |
| H2: There is a significant relationship between product quality and customer satisfaction in e-commerce platforms    | P<0.05 | 0.583                 | Accepted |
| H3: There is a significant relationship between delivery time and customer satisfaction in e-commerce platforms      | P<0.05 | 0.614                 | Accepted |
| H4: There is a significant relationship between shipping cost and customer satisfaction in e-commerce platforms      | P<0.05 | 0.559                 | Accepted |
| H5: There is a significant relationship between shipping condition and customer satisfaction in e-commerce platforms | P<0.05 | 0.613                 | Accepted |

| Variable                                   | Shewhart Score | Kurtosis Score |
|--|----------------|----------------|
| Independent Variable 1: Tangibility        | 0.023          | 0.178          |
| Independent Variable 2: Product Quality    | 0.145          | 0.120          |
| Independent Variable 3: Delivery Time      | 0.044          | 0.078          |
| Independent Variable 4: Shipping Cost      | 0.200          | 0.125          |
| Independent Variable 5: Shipping Condition | 0.500          | 0.264          |
| Dependent Variable: Customer Satisfaction  | 0.217          | 0.480          |

Table 4.23: Result of Normality Test

| Model Summary <sup>a</sup> |                   |          |                   |                            |                   |          |     |     |             |
|----------------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|-------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |             |
|                            |                   |          |                   |                            | R Change          | F Change | df1 | df2 | Sig. Change |
| 1                          | .734 <sup>a</sup> | .538     | .530              | 35723                      | .538              | 49.011   | 5   | 296 | .000        |

a. Predictors: (Constant), Mean\_IV5, Mean\_IV1, Mean\_IV4, Mean\_IV2, Mean\_IV3  
b. Dependent Variable: Mean DV

## CONCLUSION

This research objectives of investigating the influence of platform services quality and logistics service quality on customer satisfaction in e-commerce has been met. Product quality, tangibility, customer satisfaction, delivery time, shipment condition and shipping cost are adopted to the study of the influence of platform service quality and logistics service quality on customer satisfaction in e-commerce. According to the findings, manipulation variables have positive relationship with Customer satisfaction.

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# THE EFFECT OF CUSTOMER SATISFACTION TOWARDS E-HAILING FOOD SERVICES AMONG STUDENTS UNIVERSITY MALAYSIA KELANTAN (UMK)

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## Introduction

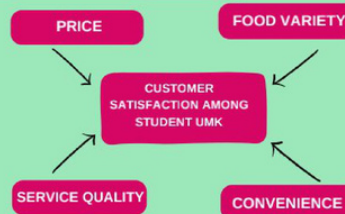
E-hailing is a service that allows customers to book travel online and gives customers a platform to communicate with e-hailing businesses. In Malaysia, e-hailing services were introduced in January 2018 (Remi Tachet, 2017)<sup>1</sup>. Malaysia's population is increasing, and there is an increase in the number of people moving from rural to urban areas (Ahmad Sahir Jais & Azizan Marzuki, 2018)<sup>2</sup>. There are services offered in Malaysia. It has worked so far. For several reasons, e-hailing services are now more common than traditional taxis. As long as these service providers pay close attention to their customers' requests, get frequent feedback and improve the caliber of service they offer, customers will probably get their services.



## Research Objectives

1. To analyze the relationship between price and customer satisfaction with e-hailing food services.
2. To determine the relationship between service quality and customer satisfaction with e-hailing food services.
3. To identify the relationship between food variety and customer satisfaction with e-hailing food services.
4. To examine the relationship between convenience and customer satisfaction with e-hailing food services.

## Framework



## Methodology

### Research design

Quantitative

### Data collection

Questionnaire  
Google form

### Method population

FKP  
FHPK  
FPV

### Sample size

361: Krejcie & Morgan's table

### Data analysis

- Descriptive Analysis
- Reliability Test
- Spearman
- Correlation Coefficient

## Results

| Variables       | Cronbach's Alpha |
|-----------------|------------------|
| Price           | 0.902            |
| Service Quality | 0.930            |
| Food Variety    | 0.927            |
| Convenience     | 0.922            |

|                 | Kolmogorov-Smirnov* |       | Shapiro-Wilk |       |
|-----------------|---------------------|-------|--------------|-------|
|                 | Statistic           | Sig.  | Statistic    | Sig.  |
| Price           | .451                | 0.001 | .509         | 0.001 |
| Service quality | .454                | 0.001 | .506         | 0.001 |
| Food variety    | .461                | 0.001 | .498         | 0.001 |
| Convenience     | .469                | 0.001 | .503         | 0.001 |

| Variable        | Spearman Correlation | Significant |
|-----------------|----------------------|-------------|
| Price           | 0.876                | 0.001       |
| Service quality | 0.911                | 0.001       |
| Food variety    | 0.907                | 0.001       |
| Convenience     | 0.952                | 0.001       |

\*\*Correlation is significant at the 0.01 level (1-tailed).

|    | Hypothesis  | Supported/Rejected             |
|----|---|--------------------------------|
| H1 | There is significant relationship between customer satisfaction towards e-hailing service and price           | Accept H1 hypothesis supported |
| H2 | There is significant relationship between customer satisfaction towards e-hailing service and service quality | Accept H2 hypothesis supported |
| H3 | There is significant relationship between customer satisfaction towards e-hailing service and food variety    | Accept H3 hypothesis supported |
| H4 | There is significant relationship between customer satisfaction towards e-hailing service and convenience     | Accept H4 hypothesis supported |

## Conclusion

In a nutshell, the study's goal is to identify the variables that influence student food e-hailing. The study's results indicate that e-hailing services like food delivery have a substantial association with price, service quality, food variety, and convenience independent variables. The findings of the Spearman Correlation test, which demonstrate a strong positive association between four independent factors and the e-hailing service if aspects like price, quality service, variety of food, and conveniences are prioritised and better applied, the use of e-hailing services among students will rise. Both the food industry and upcoming researchers will be impacted by this study.

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## Acknowledgment

We would like to express our deepest appreciation to Dr Nik Syuhailah Binti Nik Hussin, our study supervisor. We would also like to thank our examiner, Madam NorFazlirda Binti Hairani, for her comments and advice to improve our study.

# THE EFFECT OF DIGITAL MARKETING ON PURCHASE DECISION AMONG UNIVERSITY STUDENTS IN MALAYSIA



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## INTRODUCTION

- To aim the effect of digital marketing on purchase decisions towards University students in Malaysia.

It is to fill the research on how this technology affects university students' decision-making in the market.

marketing is a dynamic, ever evolving and restless corporate activity. Due to various crises, including shortage of material and energy, inflation, economic recession, high unemployment rate, industries and companies on the verge of bankruptcy, as well as the results of rapid technological progress in some industries, leading to a significant change in the marketing.

## OBJECTIVE

- To identify the email marketing influences the purchase decision among university students in Malaysia.
- To identify social media marketing influences the purchase decision among university students in Malaysia.
- To identify mobile marketing influences the purchase decision among university students in Malaysia

## PROBLEM STATEMENT

Digital marketing is cost-effective, has a huge impact on the business of enterprise (Al Sukani, A.K.M. 2022)

The buying habits and behaviour patterns of young people have a big effect on how they spend their money (Abdullah, T. abdullah, 2020)

Further understand students' reaction towards digital marketing as they are the highest contributors as internet users (Kusumawati, A. 2019)

## MATERIAL & METHOD

### Research Design

Quantitative

### Sample Size

Sufficient sample size for the study should be 384 sample.

### Sampling Technique

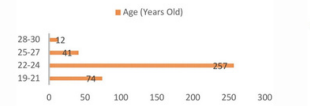
Cluster sampling Technique.

### Data Collection

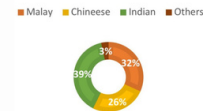
Online Questionnaire.

## RESULTS

### AGE (YEARS OLD)



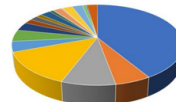
### ETHNIC



### Monthly Income



### Gender



### Descriptive summary

| Variable               | N   | Mean  | Std. Deviation |
|------------------------|-----|-------|----------------|
| Email marketing        | 384 | 3.868 | 1.064          |
| Social media marketing | 384 | 4.222 | 0.827          |
| Mobile marketing       | 384 | 4.008 | 1.039          |
| Purchase decision      | 384 | 4.278 | 0.794          |

### Reliability analysis

| Variable               | Number of Items | Pearson Correlation | Results    |
|------------------------|-----------------|---------------------|------------|
| Email marketing        | 5               | 0.910               | Excellent  |
| Social media marketing | 5               | 0.879               | Good       |
| Mobile marketing       | 5               | 0.932               | Excellent  |
| Purchase decision      | 5               | 0.725               | Acceptable |

### Spearman's correlation

| Hypothesis             | Sig. | Spearman's Correlation | Results    |
|------------------------|------|------------------------|------------|
| Email marketing        | 0.00 | 0.601                  | Acceptable |
| Social media marketing | 0.00 | 0.705                  | Acceptable |
| Mobile marketing       | 0.00 | 0.621                  | Acceptable |

## CONCLUSION

We found that the variables that in this study today lead people to use digital marketing has become one of the prevalence. Data collected in this study are very useful and valuable because we know what happens to the latest technologies that causes them to use digital marketing as one of the services in their daily affairs in the surrounding society. Without making them have to go somewhere to make some payment, this technology will save time

## ACKNOWLEDGE

We had wanted to express our gratitude to individuals who have offered us support and encouragement. Most significantly, Puan Hazrina Binti Hasbolah as our supervisor for sharing their pearl of wisdom with us during conducting this research, and we thank all anonymous reviews for their so-called insights, although any errors are our own and should not tarnish the reputations of these esteemed persons.

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## THE FACTORS INFLUENCING SOCIAL MEDIA MARKETING ACTIVITIES TOWARDS PURCHASE INTENTION ON READY-TO-DRINK (RTD) PRODUCT AMONG GENERATION Z IN MALAYSIA

Muhammad Aidil Azhar bin Mohd Zailani      Nor Amirah Syafiqah binti Roslan  
Nor Auni Irdina binti Ibrahim                      Nor Fathonah binti Bohan



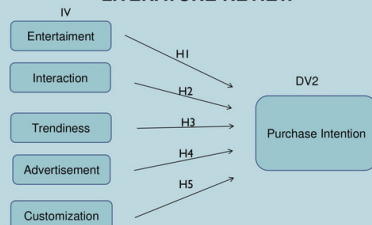
### INTRODUCTION

Social media marketing activities can be defined as a marketing activity through the digital platform (Appel et al., 2020). For example, of social media is Facebook, Tumblr, YouTube, Twitter, TikTok, etc. Social media refers to the internet-based channels that can make users can interact with the other big group and also can get the feeling of community in the world, (Caleb. T, 2015). This study shows that the important of social media marketing activities towards purchase intention on Ready-to-drink (RTD) product.

### OBJECTIVE

- 1.To identify the relationship between entertainment and purchase intention among generation Z in Malaysia.
- 2.To identify the relationship between interaction and purchase intention among generation Z in Malaysia.
- 3.To identify the relationship between trendiness and purchase intention among generation Z in Malaysia.
- 4.To identify the relationship between advertising and purchase intention among generation Z in Malaysia.
- 5.To identify the relationship between customization and purchase intention among generation Z in Malaysia.

### LITERATURE REVIEW



### MATERIAL AND METHOD

**Research design** – Quantitative method  
**Study population** – Generation Z aged between 18 until 26 years old.  
**Sample size** – 354 respondents  
**Data collection** – Questionnaire (Google Form)  
**Data Analysis** – Descriptive Analysis, Reliability Test, Normality Test, and Spearman Correlation Coefficient

| RESULTS       | Descriptive Analysis |               | Reliability Analysis | Correlation Coefficient  |
|---------------|----------------------|---------------|----------------------|--|
|               | Mean                 | Std Deviation |                      |  |
| Entertainment | 4.12                 | 0.488         | 0.812                | There is a significant positive correlation between entertainment and purchase intention       |
| Interaction   | 4.16                 | 0.521         | 0.819                | There is a significant positive correlation between interaction and purchase intention         |
| Trendiness    | 4.22                 | 0.471         | 0.842                | There is a significant positive correlation between trendiness and purchase intention          |
| Advertisement | 4.26                 | 0.525         | 0.800                | There is a significant positive correlation between advertisement and brand purchase intention |
| Customization | 4.26                 | 0.525         | 0.810                | There is a significantly positive correlation between customization and purchase intention     |

### REFERENCE

Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 91-104.

### CONCLUSION

- From the analysis in this research, it has been satisfied with the minimum requirement of reliability which is this shows that all the independent variables had significant relationship with dependent variables.
- Regarding to the result, this analysis of social media has influence on purchase intention on RTD product among generation Z in Malaysia.
- The result shows the factors influencing social media marketing activities towards purchase intention on Ready-to-drink (RTD) product among generation Z in Malaysia has a positive significant.

### ACKNOWLEDGMENT

I would like to express my deepest appreciation and gratitude to my supervisor, Miss Azlinda Shazneem Binti MD Shuaib, who was always there during the process of this research. I owe a deep sense of gratitude to those who have helped me and contributed great ideas and advice, especially our classmates, friends. Lastly, a special thanks to those who had helped participate in my questionnaire for spending their time filling out the survey.





# THE INFLUENCE OF DIGITAL MARKETING TECHNOLOGY TOWARDS GREEN PRODUCTS PURCHASE IN MALAYSIA



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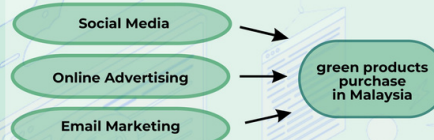
## Introduction

- In the modern era, digital marketing has increased its importance in Malaysia.
- Its important to remain updated with all of these changes.
- This study investigates the influence of digital marketing technology on green products purchase in Malaysia

## Objective

- To examine the significant influence relationship between social media and green products purchase in Malaysia.
- To identify the significant influence relationship between online advertising and green products purchase in Malaysia.
- To determine the significant influence relationship between email marketing and green products purchase in Malaysia.

## Literature Review

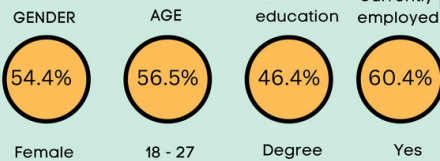


## Hypotheses Statement

- H1: There is a significant influence relationship between social media and green products purchase.
- H2: There is a significant influence relationship between online advertising and green products purchase.
- H3: There is a significant influence relationship between email marketing and green products purchase.

## Result & Findings

### Demographic profile



### Validity and Reliability Test

| Variables               | Number of Items | Cronbach's Alpha | Level of reliability |
|-------------------------|-----------------|------------------|----------------------|
| Social Media            | 7               | 0.894            | Good                 |
| Online Advertising      | 7               | 0.936            | Excellent            |
| Email Marketing         | 7               | 0.955            | Excellent            |
| Green products purchase | 7               | 0.917            | Excellent            |

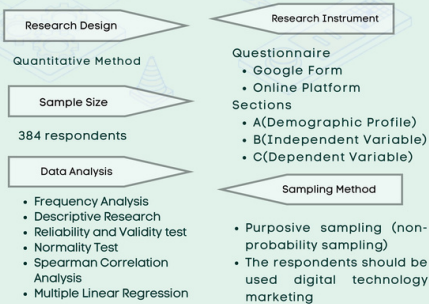
### Spearman's correlation coefficient

| Hypothesis Statement  | Spearman's Correlation | Conclusion                | Decision |
|---|------------------------|---------------------------|----------|
| H1: There is a significant influence relationship between social media and green products purchase.       | .794**                 | High positive correlation | Accepted |
| H2: There is a significant influence relationship between online advertising and green products purchase. | .833**                 | High positive correlation | Accepted |
| H3: There is a significant influence relationship between email marketing and green products purchase.    | .742**                 | High positive correlation | Accepted |

### Multiple Linear Regression

| Variable           | Multiple Linear Regression |                   |           |
|--------------------|----------------------------|-------------------|-----------|
|                    | B                          | t-stat (95% CI)   | P - value |
| Constant           | 0.72                       | 6.63 (0.51, 0.93) | <0.001    |
| Social Media       | 0.28                       | 6.13 (0.19, 0.37) | <0.001    |
| Online Advertising | 0.47                       | 9.61 (0.37, 0.57) | <0.001    |
| Email Marketing    | 0.10                       | 3.47 (0.04, 0.16) | <0.001    |

## Research Methodology



## Conclusion

- This analyzes the relationship between the influence of digital marketing technology green products purchase in Malaysia.
- The researcher conducted the study through an online questionnaire.
- Questionnaires were distributed based on purposive sampling techniques among Malaysians.
- 384 entries were distributed, and all usable samples were obtained after all questionnaires were collected, resulting in a response rate of 73% of those who agreed to participate.

## Acknowledgment

We would like to express our deepest appreciation and gratitude to my research supervisor, Dr. Syamsuriana Binti Sidek for giving us the opportunity to do the research and providing invaluable guidance throughout this research. It was a great privilege and honor to work and study under his guidance. We would like to thank our examiner, Puan Hazrina Binti Hasbolah for giving permission and guidance towards this research. Finally, we would like to express our gratitude to those who directly and indirectly contributed to the completion of this research work.

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**THE INFLUENCE OF SPAYLATER, CUSTOMER REVIEW, PRODUCT INFORMATION AND PROMOTION TOWARDS CUSTOMER PURCHASE DECISION IN SHOPEE ONLINE PLATFORM**



**ABSTRACT**

Purchase decisions are the result of a cognitive process that leads a customer to recognize a need, generate options, and select a certain brand and product. The consumer's comprehension of the needs and wants of a product informs their purchase decision. 83% of Malaysian internet users made a web-based purchase in 2021 alone. The preferred online shopping site in Malaysia right now is Shopee. This study intends to look into how the influence of SPayLater, customer reviews, product information, and promotions towards customers purchase decisions in Shopee online platform. 361 University Malaysia Kelantan students were given the questionnaire as part of this study's quantitative approach. The results show that how SPayLater, customer reviews, product information, and promotion have a favorable influence on customer purchase decision to buy on the Shopee online platform. The relationship established in this study provides a better understanding of the influence of SPayLater, customer review, product information, and promotion towards customer purchase decision.

**ACKNOWLEDGEMENT**

We are thankful to Allah SWT for granting us permission to accomplish our Final Year Project. We would like to express our gratitude to Dr. Nik Syuhailah Binti Nik Hussin, who represented as our supervisor for this Final Year Research Project at University Malaysia Kelantan. We owe a debt of gratitude to a great number of people, particularly our classmates and all of the group members who offered insightful feedback on our project.

**INTRODUCTION**

Shopee is about shopping online anytime and anywhere. Malaysian consumer often uses online shopping platform such as Shopee to purchase the item. Shopee has created a platform that tens of millions of people use every day because it makes online buying simple, safe, quick, and fun. It has a diverse catalogue and is backed by convenient payment and shipping options.

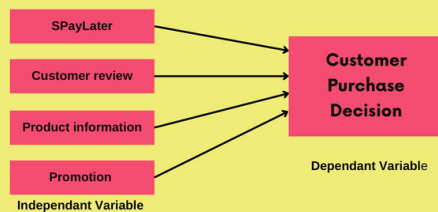
**OBJECTIVES**

- To investigate the relationship between the SPayLater and customer purchase decision in Shopee online platform.
- To analyze the relationship between customer review and customer purchase decision in Shopee online platform.
- To study the relationship between product information and customer purchase decision in Shopee online platform.
- To determine the relationship between the promotion and customer purchase decision in Shopee online platform.

**HYPOTHESES**

- H1: There is a relationship between SPayLater and customer purchase decision.
- H2: There is a relationship between customer review and customer purchase decision.
- H3: There is a relationship between product information and customer purchase decision.
- H4: There is a relationship between promotion and customer purchase decision.

**CONCEPTUAL FRAMEWORK**



**MATERIAL AND METHOD**

- Research Method - Quantitative method
- Data Collection Method- Primary data
- Sample Size- The sample size of 361 students will be chosen as our sample for this research which will be based on 6,237 students in UMK Campus City
- Sampling Technique -A non-probability convenience sampling technique will be used
- Data Collection Method- Questionnaire using google form
- Data Analysis - SPSS, Descriptive Analysis, Reliability test, Normality test, Pearson correlation.

**RESULTS**

| Variables                  | N   | Mean Score | Standard Deviation |
|----------------------------|-----|------------|--------------------|
| Customer Purchase Decision | 361 | 4.42       | 0.514              |
| SPayLater                  | 361 | 4.08       | 0.687              |
| Customer Review            | 361 | 4.36       | 0.544              |
| Product Information        | 361 | 4.31       | 0.544              |
| Promotion                  | 361 | 4.16       | 0.592              |

**Normality Test**

| Test                       | Value                           | Statistic | Stat.Df |
|----------------------------|---------------------------------|-----------|---------|
| Customer purchase decision | Anderson-Darling                | 1.251     | 123     |
| SPayLater                  | Kolmogorov-Smirnov <sup>a</sup> | 2.574     | 256     |
| Customer review            | Shapiro-Wilk                    | 0.952     | 123     |
| Product information        | Kolmogorov-Smirnov <sup>a</sup> | 1.513     | 256     |
| Promotion                  | Anderson-Darling                | 1.191     | 123     |

**Pearson Correlation Test**

| Variables                  | Mean | Std. Dev. | Customer purchase decision | SPayLater | Customer review | Product information | Promotion |
|----------------------------|------|-----------|----------------------------|-----------|-----------------|---------------------|-----------|
| Customer purchase decision | 4.42 | .514      | 1.000                      | .361      | .361            | .361                | .361      |
| SPayLater                  | 4.08 | .687      | .361                       | 1.000     | .361            | .361                | .361      |
| Customer review            | 4.36 | .544      | .361                       | .361      | 1.000           | .361                | .361      |
| Product information        | 4.31 | .544      | .361                       | .361      | .361            | 1.000               | .361      |
| Promotion                  | 4.16 | .592      | .361                       | .361      | .361            | .361                | 1.000     |

**Descriptive Analysis**

| Variables                  | Number of questions | Cronbach's Alpha | Strength  |
|----------------------------|---------------------|------------------|-----------|
| Customer Purchase Decision | 7                   | .867             | Very good |
| SPayLater                  | 5                   | .872             | Very good |
| Customer Review            | 5                   | .831             | Very good |
| Product Information        | 5                   | .802             | Very good |
| Promotion                  | 5                   | .748             | Good      |

**Reliability Test**

| Items                      | Value                           | Statistic | Stat.Df |
|----------------------------|---------------------------------|-----------|---------|
| Customer purchase decision | Kolmogorov-Smirnov <sup>a</sup> | 1.251     | 123     |
| SPayLater                  | Kolmogorov-Smirnov <sup>a</sup> | 0.952     | 123     |
| Customer review            | Kolmogorov-Smirnov <sup>a</sup> | 1.513     | 256     |
| Product information        | Anderson-Darling                | 4.762     | 123     |
| Promotion                  | Kolmogorov-Smirnov <sup>a</sup> | 1.191     | 123     |

**Hypothesis Test**

| Hypothesis  | p Value | Decision | Result (Hypothesis Supported) |
|---|---------|----------|-------------------------------|
| H1: There is a significant relationship between SPayLater and customer purchase decision.           | 0.000   | < .05    | H1 is supported               |
| H2: There is a significant relationship between customer review and customer purchase decision.     | 0.000   | < .05    | H2 is supported               |
| H3: There is a significant relationship between product information and customer purchase decision. | 0.000   | < .05    | H3 is supported               |
| H4: There is a significant relationship between promotion and customer purchase decision.           | 0.000   | < .05    | H4 is supported               |

**CONCLUSION**

SPayLater, customer review, product information and promotion are used as the factors to examine customer purchase decision. A total of 361 google form questionnaires have been collected which are randomly. The collected questionnaire data were analyzed using the SPSS software, reliability analysis, descriptive analysis, and hypothesis testing was analyzed. The acquired data has been analyzed and all the hypothesis was supported for this study.

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## FACTOR INFLUENCE USES OF E-WALLET : AMONG UNIVERSITY MALAYSIA KELANTAN STUDENT

### INTRODUCTION

- The internet has made life easier for people. Payments are being done using smart devices.
- The e-wallet is considered an effective way to fulfil this need (Nizam et al., 2019)
- The researcher explain about the Factor Influence Uses Of E-Wallet: University Malaysia Kelantan (UMK) student. The problem statement state some problems that faced by target respondent and need to be focused. The objective of this study is base on four independent variables named social influence, information and knowledge, previous experience and facilitating conditions among University Malaysia Kelantan (UMK) student.

### ACKNOWLEDGEMENT

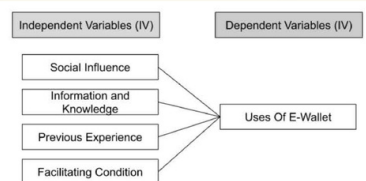
We would like to express our special thanks and appreciate our supervisor, **Madam Nadia Hanum Binti Amiruddin**, from the beginning until the end for briefing us and providing us with the guidelines for conducting this research until completing it. We also would like to thank our examiner, **Miss Azlinda Shazneem Binti Md Shuaib** for the advice to improve our research.

### OBJECTIVE

The main objective of this research is to identify the factor influence uses of e-wallet, among UMK students. The research objective is:

- To identify the relationship between social influence and the uses of e-wallet.
- To identify the relationship between information and knowledge and the uses of e-wallet.
- To identify the relationship between previous experience and the uses of e-wallet.
- To identify the relationship between facilitating conditions and the uses of e-wallet.

### CONCEPTUAL FRAMEWORK



### HYPOTHESIS

- H1 : There is a significant difference between social influence and the use of e-wallet.  
 H2 : There is a significant difference between information and knowledge and the uses of e-wallet.  
 H3 : There is a significant difference between previous experience and the use of e-wallet.  
 H4 : There is a significant difference between facilitating conditions and the uses of e-wallet.

### METHODOLOGY

**RESEARCH DESIGN - Quantitative Method**  
**DATA COLLECTION METHOD - Questionnaire**  
**DESCRIPTIVE ANALYSIS**

- Reability Test
- Normality Test
- Pearson's Correlation Coefficient

**SAMPLE SAIZ - 368 Respondents (Krejcie and Morgan)**

### DESCRIPTIVE ANALYSIS

|                           | Mean   | Standard Deviation |
|---------------------------|--------|--------------------|
| The Uses Of E-Wallet      | 4.4832 | .73000             |
| Social Influence          | 4.2728 | .78245             |
| Information And Knowledge | 4.3549 | .72842             |
| Previous Experience       | 4.4745 | .69471             |
| Facilitating Condition    | 4.4674 | .74601             |

### RELIABILITY TEST

| FACTOR INFLUENCES USES OF E-WALLET | N OF ITEMS | RELIABILITY VALUE |
|------------------------------------|------------|-------------------|
| The uses of e-wallet               | 5          | 0.947             |
| Social influence                   | 5          | 0.939             |
| information and knowledge          | 5          | 0.958             |
| Previous experience                | 5          | 0.912             |
| Facilitating condition             | 5          | 0.950             |

### DISCUSSION

- Social influence, information and knowledge, previous experience and facilitating conditions have a significant relationship with the usage of e-wallet among University Malaysia Kelantan Students.
- Data collection from 368 respondents were collected by the online questionnaire and after analyzing the data using IBM SPSS Statistics version 26, the result was obtained.
- From the obtain result, researchers recommended that future research should consider expanding the sample size in order to more accurately categorize the respondents, as well as to better understand the reasons behind their uses of e-wallet.
- Payment through e-wallet is considered as one of the most prominent transaction methods at present because it has the advantage of ease, flexibility and protection (Uddin, et al., 2014).
- Based on the result from independent variable, it can be seen that most of the UMK Students already being e-wallet users

### CORRELATION ANALYSIS

|                  |                     | Social Influence | Information and knowledge | Previous Experience | Facilitating Condition |
|------------------|---------------------|------------------|---------------------------|---------------------|------------------------|
| Uses of E-wallet | Pearson Correlation | 0.809            | 0.748                     | 0.845               | 0.838                  |
|                  | N                   | 368              | 368                       | 368                 | 368                    |

### CONCLUSION

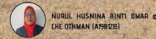
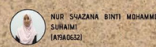
At the end of study, the objective of research were fulfilled. E-wallet use is now developing and people are now more aware about the advantages and facility of it.

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### SUGGESTION FOR FUTURE RESEARCH

- Future research should consider expanding the sample size in order to more accurately categorize the respondents, as well as to better understand the reasons behind their uses of e-wallet.
- Related topics such as frequency of e-wallet use and the impact of e-wallet uses on the environment





## FACTOR INFLUENCING THE USAGE BEHAVIORAL OF TOUCH 'N GO E-WALLET AMONG YOUTH IN MALAYSIA

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### Introduction

- In Malaysia, the use of electronic wallets has increased significantly over the past two years since the start of COVID-19 especially youths in Malaysia.
- Touch 'n Go e-wallet is one of the many technological applications that have emerged since the global adoption of the present technology.
- The Touch 'n Go e-wallet system is endowed with special payment features that let customers use their phones to make online purchases without using actual currency, and it just takes a single touch on your mobile device to complete the transaction.
- Additionally, this style of payment is fashionable, can make people's lives easier, and can help individuals avoid losing their wallets or money.



### Objectives

- This study to examine the influencing factors among attitude, e-service quality and security on the usage behavioral of Touch 'n Go e-Wallet among youth in Malaysia

### Materials and Methods

#### RESEARCH DESIGN

- Quantitative
- Test relationship among variables

#### SAMPLE SIZE

-322 sample

#### DATA COLLECTION

- Questionnaire

#### SAMPLING METHOD

- Non-probability
- Purposive sampling technique
- Respondents should be aged 18-40

### RESULTS

|    | Hypotheses   | Stand. Beta (p) | Supported or rejected         | Finding of data analysis |
|----|--|-----------------|-------------------------------|--------------------------|
| H1 | Attitude has a significant influence on the usage behavioral of Touch 'n Go e-Wallet among youth in Malaysia.          | 0.203 (0.001)   | Accepted Hypothesis Supported | H1 is accepted           |
| H2 | E-service quality has a significant influence on the usage behavioral of Touch 'n Go e-Wallet among youth in Malaysia. | 0.353 (0.000)   | Accepted Hypothesis Supported | H2 is accepted           |
| H3 | Security has a significant influence on the usage behavioral of Touch 'n Go e-Wallet among youth in Malaysia.          | 0.276 (0.000)   | Accepted Hypothesis Supported | H3 is accepted           |

Note: Statistically highly significant as  $P < 0.001$  and statistically significant as  $P < 0.05$ .

Source: Established by this study according to the research output of 322 data.

### CONCLUSION

-This paper aims to study the factor (attitude, e-service quality and security) affecting the behavioral intention of use touch 'n go e-wallet among youth in malaysia.

-The obtained results confirmed statistically significant relationships among attitude, e-service quality and security.

-The result and finding in this study will be helpful and give benefits for E-wallet users on fulfilling their satisfaction by understanding the three dimension that will satisfy them.

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### ACKNOWLEDGEMENTS



We also would like to express our special thanks of gratitude to our research supervisor (Dr. Syamsuriana Binti Sidek), our examiner (Pn. Hazrina Binti Hasbolah), and University Malaysia Kelantan (UMK), who gave us this golden opportunity to do this research on the topic 'Factor Affecting the Behavioral Intention of Use Touch 'n Go E-Wallet among Youth in Malaysia'. We would like to express our high gratitude to those people who guided, helped, and supported us to complete this research.



UNIVERSITI  
MALAYSIA  
KELANTAN

# THE FACTORS THAT INFLUENCING MALAYSIA PUBLIC UNIVERSITY STUDENTS TO DO AFFILIATE MARKETING

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## INTRODUCTION

Affiliate marketing can be described as affiliate marketers who will earn a commission after they successfully convince their customers to buy the products or services that they promoted. According to Duffy (2005), Lammenett (2017), and Mazurek and Kucia (2011), affiliate marketing means the organization hired trusted affiliate marketers (third-party publishers) to promote the goods and services of an organization through its website. Today, the number of businesses doing affiliate marketing is increasing. Affiliate marketing and networks are efficient and able to generate more sales than traditional marketing.

## OBJECTIVES

- To determine the relationship between personal attitude and the intention of Malaysia public university students to do affiliate marketing.
- To identify the relationship between subjective norms and the intention of Malaysia public university students to do affiliate marketing.
- To investigate the relationship between perceived behavioural control and the intention of Malaysia public university students to do affiliate marketing.

## RESULTS

### RESULT OF RELIABILITY

| Variable                            | No. of Item | Cronbach's Alpha | Remarks   |
|-------------------------------------|-------------|------------------|-----------|
| Personal Attitude (IV)              | 6           | 0.923            | Excellent |
| Subjective Norms (IV)               | 4           | 0.891            | Very Good |
| Perceived Behavioural Control (IV)  | 6           | 0.923            | Excellent |
| Intention to do Affiliate Marketing | 6           | 0.945            | Excellent |

### SUMMARY OF SPEARMAN CORRELATION ANALYSIS

| Hypothes | Sig. Valu | Conclusion | Coefficient Value | Conclusion  |
|----------|-----------|------------|-------------------|-------------|
| is H1    | e 0.000   | Accepted   | 0.686             | Significant |
| H2       | 0.000     | Accepted   | 0.727             | Significant |
| H3       | 0.000     | Accepted   | 0.776             | Significant |

- H1** : there is a significant relationship between personal attitude and intention among public university students.  
**H2** : there is a significant relationship between subjective norms and intention among public university students.  
**H3** : there is a significant relationship between perceived behavioural control and intention among public university students.

## ACKNOWLEDGMENT

We are thankful to Allah SWT that we can all finish this research work by the deadline. First of all, we would like to express our deepest appreciation to our great supervisor Madam Nadia Hanum Binti Amiruddin for her continuous support and guidance throughout the process of completing this research study. We appreciate her willingness to spend the time answering any doubtful questions we had and our patience in doing so. We also want to extend our sincere gratitude to the other members of our group who helped us finish this research project. We want to convey our sincere gratitude to our friends and family because give the best support.

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## MATERIALS AND METHODS



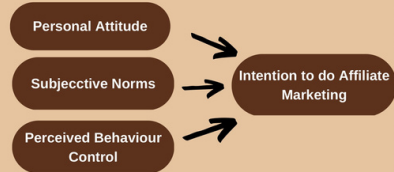
RESEARCH DESIGN  
(Quantitative Method)  
DATA COLLECTION  
(Questionnaire)

POPULATION (572 347 students)  
SAMPLE SIZE (384 Respondent)  
Krejcie & Morgan 1970



Descriptive Analysis, Reliability Analysis, Normality Analysis, Spearman Correlation Analysis

## CONCEPTUAL FRAMEWORK



## CONCLUSION

Based on the study that has been conducted, researchers summarise the results from the running data analysis as corresponding with objectives stated by researchers. The researchers discovered "The Factor Influencing Malaysia Public University Students To Do Affiliate Marketing" are personal attitudes, subjective norms, and perceived behavioural control. The number of respondents in this research is 384. Researchers provided a better understanding of the intention of Malaysia public university students to do affiliate marketing. The results of the correlation show that there is a moderate to strong positive correlation between independent variables and the dependent variable. The researchers sum up the intention of Malaysian students to do affiliate marketing because of many factors.

## SUPERVISOR

Madam Nadia Hanum Binti Amiruddin

## EXAMINER

Miss Azlinda Shazneem Binti Md Shuaib

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





**ENTREPRENEURSHIP INTENTION AMONG FINAL YEAR STUDENTS OF UNIVERSITY MALAYSIA KELANTAN: THE POST COVID-19 PANDEMIC**

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**INTRODUCTION**

Entrepreneurship is a new business that starts with planning and compiling a business plan and being able to deal with and accept the risks that will come with running a new business to generate profit (De Silva & Koggalage, 2020). Entrepreneurship Intention (EI) is defined as a conscious state of mind that precedes action and directs attention towards entrepreneurship behaviour such as starting a new business and becoming an entrepreneur.

**MATERIAL AND METHOD**

Research Design - Quantitative Method  
Study Population - 902 people of final year students for the Entrepreneurship and Business Faculty (FKP) in UMK  
Sample Size - 280 respondents  
Data Collection - Questionnaire (Google Form)  
Data Analysis - Frequency analysis, Overall mean analysis, Multivariate Analysis, Hypotheses testing

**OBJECTIVE**

- 1.To determine the relationships between subjective norm and entrepreneurship intention among final-year students of UMK's.
- 2.To determine the relationships between environmental factor and entrepreneurship intention among final-year students of UMK's.
- 3.To determine the relationships between personality traits and entrepreneurship intention among final-year students of UMK's.
4. To determine the relationships between family business background and entrepreneurship intention among final-year students of UMK's.



| Variable                   | Descriptive Analysis |                | Reliability Analysis | Correlation Coefficient                |
|----------------------------|----------------------|----------------|----------------------|--|
|                            | Mean                 | Std. Deviation | Cronbach's Alpha     |  |
| Subjective Norm            | 4.27                 | 0.57500        | 0.895                | High Positive Relationship (0.710)     |
| Environment Factor         | 4.09                 | 0.58513        | 0.774                | Moderate Positive Relationship (0.644) |
| Personality Traits         | 4.29                 | 0.64941        | 0.866                | Moderate Positive Relationship (0.620) |
| Family Business Background | 4.23                 | 0.68268        | 0.888                | Moderate Positive Relationship (0.444) |

**CONCLUSION**

In conclusion, subjective norm, environmental factor, personality traits, and family business background can be considered as the most factor that influences entrepreneurial intention among final year students of University Malaysia Kelantan (UMK). There was a highly significant relationship between subjective norm and entrepreneurial intention. While environmental factor, personality traits, family business background were a moderate significant relationship with entrepreneurial intention.

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# FACTORS CONTRIBUTING INTENTION OF CYBER ENTREPRENEURSHIP AMONG MALAYSIA PUBLIC UNIVERSITY STUDENTS

MUHAMMAD ALIF BIN ZARIDUN, NUR FATIN NATASHA BINTI ZULKPLY, NUR HAWA AQLAH BINTI ABD. WAHAB, NUR RAIHANA ADLIN BINTI MUHAMMAD ROSLAN

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

## INTRODUCTION

The continued growth of e-commerce (EC) and the evolution of mobile telecommunication technologies are driving the growth of cyber entrepreneurship. Cyber-Entrepreneurship is an emerging approach of innovation practicing (Lian & Yen, 2017). As cyber-entrepreneurship has the advantages of having lower operating costs and lower threshold for start-ups compared to traditional business models, it has gradually grown to be the type of entrepreneurship that is more easily accepted by and accessible to the younger generation (Badaruddin, Arokiasamy, & Yusoff, 2011; Wang, Lin, Yeh, Li, & Li, 2016). This demonstrates how increasingly; students rely on and use e-commerce.

## OBJECTIVES

- To determine the personality trait influence the intention to use cyber entrepreneurship among public university student in Malaysia.
- To examine the time saving influence the intention to use cyber entrepreneurship among public university student in Malaysia.
- To evaluate the motivation influence the intention to use cyber entrepreneurship among public university student in Malaysia.

## MATERIALS & METHOD

### Research design

Quantitative approach

### Data collection method

Questionnaires - Distributed via online platform such as WhatsApps, Instagram, Twitter & Facebook

### Population and Sample Size

- Public university students: 557 702 students
- 384 students [Krejcie and Morgan (1970)]

### Sampling techniques

Probability sampling methods (simple random sampling)

### Procedure for data analysis

- Normality
- Reliability test
- Multi linear regression
- Spearman Correlation

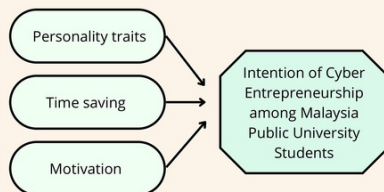
## RESULT & DISCUSSION

|   | Normality test                  |     |      |              |     |      |
|---|---------------------------------|-----|------|--------------|-----|------|
|   | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|   | Statistic                       | df  | Sig. | Statistic    | df  | Sig. |
| Intention toward cyber entrepreneurship | .160                            | 384 | .000 | .878         | 384 | .000 |
| Personality traits                      | .227                            | 384 | .000 | .823         | 384 | .000 |
| Time saving                             | .228                            | 384 | .000 | .837         | 384 | .000 |
| Motivation                              | .283                            | 384 | .000 | .752         | 384 | .000 |

| Reliability test                           |                  |              |  |
|--|------------------|--------------|--|
| Variables                                  | Cronbach's Alpha | No. of items |  |
| DV Intention toward cyber entrepreneurship | 0.869            | 5            |  |
| IV1 Personality traits                     | 0.858            | 5            |  |
| IV2 Time saving                            | 0.848            | 5            |  |
| IV3 Motivation                             | 0.872            | 5            |  |

| Spearman correlation |                         |       |          |
|----------------------|-------------------------|-------|----------|
| Variables            | Correlation Coefficient | r=    | p-value= |
| Personality traits   | Sig. (2-tailed)         | 0.500 | 0.000    |
| Time saving          | Sig. (2-tailed)         | 0.570 | 0.000    |
| Motivation           | Sig. (2-tailed)         | 0.420 | 0.000    |

## THEORITICAL FRAMEWORK



## ACKNOWLEDGEMENT

Million thanks to our supervisor Madam Hazrina Binti Hasbolah because of her dedication in guide our project from beginning until the end. Without her guidance, we never done this project properly. She always gives us support and guide on how to do project in purpose to produce a good outcome. She inspired us greatly.

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## CONCLUSION

three hypotheses are accepted and show a positive influence. The results of the normality test show the strength of the model's correlation with the desire to increase cyber entrepreneurship and show a moderately strong correlation and a fairly strong influence between the variables. Next is the reliability test which shows that the four variables in the study, namely intention towards cyber entrepreneurship, personality traits, time saving, and motivation are in the good category.

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# THE RELATIONSHIP BETWEEN TECHNOLOGICAL CAPABILITY AND ORGANISATIONAL SUSTAINABILITY AMONG SMALL AND MEDIUM ENTREPRISES IN MALAYSIA.

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## INTRODUCTION

- The pandemic and industrial revolution 4.0 were significantly impacted and several SMEs in Malaysia were threatened with bankruptcy.
- With limited research in Malaysia, there is a need to increase understanding of organizational sustainability trends.
- This study believes that the problems mentioned about the decline of manufacturing & service SMEs in Malaysia must be translated into the organisation's sustainability, which can be improved using the maximization of technological capability.

## METHODOLOGY

### RESEARCH DESIGN

- Quantitative research method.
- Questionnaires using RBV theory.
- All questionnaires will filled through Google Form.

### DATA COLLECTION

- Self-administered questionnaires (primary data) was created by using Google Form to collect data.
- A total of 250 questionnaires have collected from the respondents.

### POPULATION

- Researchers only target owner equity or any level manager as target respondents as they have authority in the company to able answer the questionnaire study.

### SAMPLE SIZE

- Researchers used to calculate sample size with  $f^2=0.15$ , the statistical significance of 0.05 & statistical power to reject the null hypothesis of 0.95.
- Researchers chose 250 target respondents to collect data to maximize the result.

### SAMPLING TECHNIQUE

- Non-probability sampling (convenience sampling).
- Enable researchers to generate more samples with little investment.
- Face to face to meet SMEs to obtain data.
- Successful to obtain 250 data within 1 month and 8 days.

### PILOT TEST

- Researchers found that the range of Cronbach's Alpha value is between 0.724 and 0.880 for all constructs in this study.
- All items for each construct in this study were understood by the respondents.

## CONCLUSION

- This study proves the significant and positive relationship between AC and OS.
- Researchers recommend enhancing AC among manufacturing and services SMEs can improve OS levels.
- To conclude, manufacturing and services SMEs in Malaysia should directly focus on the OS and guarantee that their activities and efforts are aligned with the sustainability application.

## ACKNOWLEDGE

Researchers would like to express our deepest gratitude to Madam Raja Rosnah Raja Daud, Sir Vick Lu Man Hong and the respondents willing to spend their valuable time in helping researchers complete the thesis on time.

## OBJECTIVES

- To determine levels of dimensions of TC (RDC, HCS and AC) and OS as being perceived by SMEs in Malaysia.
- To identify whether there is a significant and positive relationship between dimensions of TC and OS as being perceived by SMEs in Malaysia.
- To examine which among the dimensions of TC is the best predictor of the OS among SMEs in Malaysia.

## RESULT

Researchers claimed 250 responses for data collection by distributing questionnaires, but only a total of 214 responses were considered valid. Normality analysis was conducted and the data was found to be normally distributed and had no multicollinearity issue among constructs.

Table 1: Demographic Distribution of Enterprise

| Type of industry | Position held | State location | Majority Respondents |                     |          |
|------------------|---------------|----------------|----------------------|---------------------|----------|
|                  |               |                | Total employee       | Sales turnover/year | Duration |
| Manufacturing    | Equity Owner  | Selangor       | 5-50                 | RM300k-RM1m         | >10yrs   |
| Services         | Equity Owner  | Selangor       | 5-50                 | RM300k-RM1m         | >10yrs   |

Source: Developed for the research.

The majority of respondents among SMEs are equity owners in the Selangor area with a total of 5 to 50 employees, sales revenue between RM300k to RM1 million, and have been operating for over 10 years.

Table 2: Mean and Standard Deviations of the Four Constructs Results

| Variables                           | Mean   | Std. Deviation |
|-------------------------------------|--------|----------------|
| Research and Development Capability | 5.8430 | .60142         |
| Human Capital Skills                | 5.8888 | .64725         |
| Absorptive Capacity                 | 5.9336 | .62790         |
| Organisational Sustainability       | 6.0377 | .56352         |

Source: Developed for the research

Judging from the mean values of all construct above scale 5, where it was considered high, it concludes that many respondents pass a high level of adoption of organisational sustainability through three main factors.

Table 3: Evaluation of the Measurement Model

|     | CR    | AVE   | RDC                      | HCS          | AC           | OS           |
|-----|-------|-------|--------------------------|--------------|--------------|--------------|
| RDC | 0.735 | 0.487 | <b>0.698<sup>a</sup></b> |              |              |              |
| HCS | 0.788 | 0.554 | 0.690                    | <b>0.744</b> |              |              |
| AC  | 0.721 | 0.538 | 0.657                    | 0.733        | <b>0.751</b> |              |
| OS  | 0.872 | 0.432 | 0.519                    | 0.520        | 0.634        | <b>0.657</b> |

Note: RDC = Research and Development Capability; HCS = Human Capital Skills; AC = Absorptive Capacity; OS = Organisational Sustainability. AVE = average variance extracted; CR = construct reliability. <sup>a</sup> square root of AVE (diagonal elements in bold).

Source: Developed for the research.

The items chosen to measure each construct are internally consistent. The convergent validity shows all items have a positive correlation between them. The square root of AVE are all greater than the corresponding inter-construct correlations.

Table 4: The Hypotheses Testing Result

| Hypotheses        | Regression weights | $\beta$            | t-value | p-value | Result    |
|-------------------|--------------------|--------------------|---------|---------|-----------|
| $R^2 (OS) = .487$ |                    |                    |         |         |           |
| H <sub>1</sub>    | RDC→OS             | .125 <sup>ns</sup> | 1.176   | .240    | Rejected  |
| H <sub>2</sub>    | HCS→OS             | .077 <sup>ns</sup> | 0.525   | .599    | Rejected  |
| H <sub>3</sub>    | AC→OS              | .541 <sup>**</sup> | 3.225   | .001    | Supported |

Good-of-fit statistics:  $\chi^2=124.406$  (df=105, p=0.095),  $\chi^2/df=1.185$ , CFI=0.986, RMSEA=0.029

Note: RDC = Research and Development Capability; HCS = Human Capital Skills; AC = Absorptive Capacity; OS = Organisational Sustainability.

\*\*Significant Level at  $p<0.01$ , <sup>ns</sup> not significant

Source: Developed for the research



# MARKET ORIENTATION AND BUSINESS PERFORMANCE IN MALAYSIAN FOOD AND BEVERAGE OF SMALL MEDIUM ENTERPRISES (SMEs)

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**Abstract:** The purpose of this study is to examine the market orientation and business performance SMEs in Malaysia. Questionnaires are distributed to 100 respondents among business owners and managers of company Food & Beverage SMEs in Malaysia. Respondents volunteered through a distributed Google form. SPSS software was chosen to conduct the sampling method to analyze the data using the preliminary analysis, the demographic profile of respondents, descriptive analysis, normality test, hypothesis testing and multiple linear regression. In addition, the findings show that the relationship between competitor orientation and firm performance, while competitor orientation had no significant relationship with firm performance. Customer orientation was found to positively influence firm performance.

## INTRODUCTION

**Problem Statement** Recent problems include the health catastrophe brought on by the COVID-19 pandemic in 2020, which affected SMEs. Decreasing cash flow, was brought on by two things, one of which was a decline in sales and inadequate market access. Running a business for a while has increased operating costs. The might also lost value in comparison to other major currencies in 2020 as investors fled to safe-haven assets in response to an uptick in global concerns and improvements in China's economic activity.

**Research Objectives** 1. This study aims to investigate the relationship between customer orientation and business performance among SMEs in F&B business.  
 2. This study aims to investigate the relationship between competitor orientation and business performance among SMEs in F&B business.

**Research Questions** 1. Does the customer orientation influence the SMEs business performance?  
 2. Does the competitor orientation influence the SMEs business performance?

**Research Hypothesis** 1. Customer orientation has a significant and positive relationship with business performance in Malaysian SMEs.  
 2. Competitor orientation has a significant and positive relationship with business performance in Malaysian SMEs.

## LITERATURE REVIEW

### BUSINESS PERFORMANCE (DV)

| AUTHOR                 | DEFINITION  |
|------------------------|---|
| Vince Kellen, 2003     | Organizations, departments, teams, workgroups, and individuals may all be graded on their performance.  |
| Santos and Brito, 2012 | The financial and operational performance of a business is indicators of its overall viability.   |
| AUTHOR                 | IMPORTANCE  |
| Vince Kellen, 2003     | An aspect of management is helpful to businesses because it allows them to establish organisational goals on a frequent basis and provides managers with constructive criticism on performance towards certain goals. |
| Santos and Brito, 2012 | Dependence of firm performance proves that the importance of performing in business is to be notable from the broader construct of organizational effectiveness.  |

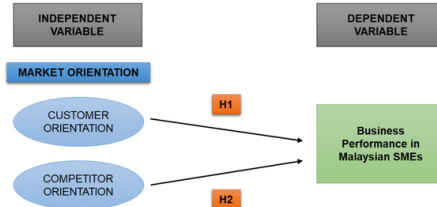
### MARKET ORIENTATION (IV)

| AUTHOR                              | DEFINITION   |
|-------------------------------------|--|
| Narver and Slater, 1990             | A business culture that prioritises customers, competitors, and inter-functional orientation to provide greater customer value.  |
| Narver and Slater Kohli, 1990, 1993 | Use three distinct parts with single-dimensional structures.   |
| AUTHOR                              | IMPORTANCE   |
| Narver and Slater, 1990             | To better serve customers, competitive advantage and market focus should go hand in hand.  |
| Narver and Slater Kohli, 1990, 1993 | To build and strengthen an enterprise's ability to compete in its industry. There are three parts: intelligence production, intelligence dissemination, and intelligence reaction. |

## RESEARCH METHODOLOGY

| Research Construct  |   |
|---|---|
| Scale of Measurement  | Pilot Test  |
| Five-point Likert scale (1 = "strongly disagree" and 5= "strongly agree") in all variable's questionnaire selection column  | 30 set of questionnaires have considered as pilot test questionnaire and have distributed randomly to Owner and Representative of SMEs in Malaysia  |
| Development of Questionnaires   |   |
| <b>Business Performance</b><br>Firm performance is a component of organizational effectiveness that involves operational and financial outcomes. (Santos & Brito, 2012) | <b>Market Orientation</b><br>Market orientation is an approach to business that prioritizes identifying the needs and desires of consumers and creating products and services that satisfy them. (Narver and Slater 1990) |
| 7 items   | 10 items  |

## RESEARCH FRAMEWORK



## RESULTS

### Reliability Test Coefficient Alpha (Actual Data)

| NO | CONSTRUCT                   | CRONBACH'S ALPHA | N ITEM    | STRENGTH OF ASSOCIATION |
|----|-----------------------------|------------------|-----------|-------------------------|
| 1  | <b>Independent Variable</b> |                  |           |                         |
|    | Customer Orientation        | 0.898            | 5         | Very Good               |
|    | Competitor Orientation      | 0.897            | 5         | Very Good               |
| 2  | <b>Dependent Variable</b>   |                  |           |                         |
|    | Business Performance        | 0.896            | 7         | Very Good               |
|    | <b>TOTAL</b>                | <b>0.897</b>     | <b>17</b> | <b>Very Good</b>        |

### Multiple Linear Regression

| Model | R      | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------|----------|-------------------|----------------------------|
| 1     | 0.814a | 0.663    | 0.656             | 0.30565                    |

| Model                  | Understand zed Coefficients |            | Standardized Coefficient Beta | t      | Significant |
|------------------------|-----------------------------|------------|-------------------------------|--------|-------------|
|                        | B                           | Std. Error |                               |        |             |
| (Constant)             | 0.530                       | 0.286      |                               | 1.850  | 0.067       |
| Customer Orientation   | 0.711                       | 0.071      | 0.662                         | 10.018 | 0.000       |
| Competitor Orientation | 0.157                       | 0.040      | 0.261                         | 3.943  | 0.000       |

### Hypothesis Testing

| HYPOTHESIS  | RESULTS  |
|---|--|
| H1: Customer orientation has a significant and positive relationship with business performance.   | $\beta = 0.780$<br>p value is less than level of significance of 0.05 which the amounted is 0.000. |
| H2: Competitor orientation has a significant and positive relationship with business performance. | $\beta = 0.560$<br>p value is less than level of significance of 0.05 which the amounted is 0.000. |

## CONCLUSION AND RECOMMENDATION

- All of market orientation characteristics have a positive and significant impact on performance and the mediating function of innovation.
- market orientation will have a favorable impact on a SMEs' level of performance in their business activities when it is implemented in Malaysia.
- It is also important to note that innovation is crucial to SMEs' success overall, and specifically Malaysian SMEs' performance.
- In order to gain a deeper understanding of the interactive effects of market orientation and innovative capabilities on performance for SMES and to help provide rich insights into how its applicability will impact on business performance, future research should evaluate relationships between market orientation, innovation, and performance in other emerging or developing economies.
- A focus on the market ensures a customer-centered strategy for building a market knowledge base that is managed by coordinated, cross-functional marketing initiatives to ensure long-term company success.
- Numerous studies have found a strong correlation between market orientation and firm performance.

# THE INFLUENCE OF ENTREPRENEURIAL COMPETENCY AND SUSTAINABILITY ENTREPRENEURSHIP AMONG WOMEN STUDENT IN UNIVERSITY MALAYSIA KELANTAN CITY CAMPUS, MALAYSIA

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• Last but not least, we would like to thank our family and fellow friends who helped us a lot in finishing this study within the limited time also supporting us spiritually throughout our project. They are also the backbone of this study. It helped us to increase our knowledge and skills.

## INTRODUCTION

• The issue of women's empowerment has received a lot of attention around the world. Numerous studies have looked into ways to give women more economic power, and among the potential solutions, entrepreneurship has been found to be the most successful (Mrinal, S.R., Bhattacharya, B., Bhattacharya, S., Eds.; Central West Publishing: Orange, NSW, Australia, 2019).

• The resulting economic crisis is disproportionately affecting women entrepreneurs. Not only are women-owned businesses typically more vulnerable to economic impacts due to lower average firm age and size, but also they are concentrated in the industry sectors hit hardest by economic shutdowns (UN Women, 2020; WE Forum, 2020; Werner, 2020) (Kalnins and Williams, 2014; McManus, 2017; WE Forum, 2020).

## OBJECTIVES

Four primary objectives were stated as follows:

- **RO1:** To identify the relationship between opportunity recognition competency and sustainability entrepreneurship among women students in University Malaysia Kelantan City Campus, Malaysia.
- **RO2:** To examine the relationship between organizing competency and sustainability entrepreneurship among women students in University Malaysia Kelantan City Campus, Malaysia.
- **RO3:** To identify the relationship between strategic competency and sustainability entrepreneurship among women students in University Malaysia Kelantan City Campus, Malaysia.
- **RO4:** To examine the relationship between commitment competency and sustainability entrepreneurship among women students in University Malaysia Kelantan City Campus, Malaysia.

## RESULTS

Table 4.1: Result of Cronbach's Alpha Coefficient

| Variable                           | Alpha Coefficient | Number of Items | Strength of Association |
|------------------------------------|-------------------|-----------------|-------------------------|
| OPPORTUNITY RECOGNITION COMPETENCY | 0.793             | 8               | Good                    |
| ORGANIZING COMPETENCY              | 0.847             | 8               | Good                    |
| STRATEGIC COMPETENCY               | 0.889             | 8               | Good                    |
| COMMITMENT COMPETENCY              | 0.840             | 8               | Good                    |
| SUSTAINABILITY ENTREPRENEURSHIP    | 0.938             | 8               | Good                    |

Table 4.1.2: Coefficient

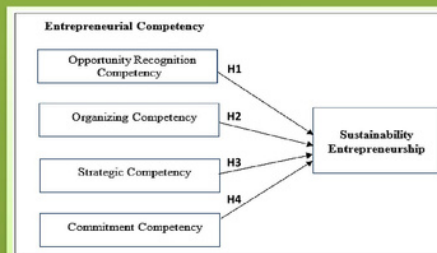
| Model       | Unstandardized Coefficients |            | Standardized Coefficients |  | t      | Sig. |
|-------------|-----------------------------|------------|---------------------------|--|--------|------|
|             | B                           | Std. Error | Beta                      |  |        |      |
| (Constant)  | 404                         | 358        |                           |  | 2.085  | .024 |
| Opportunity | 256                         | 547        | .240                      |  | 5.008  | .000 |
| Organizing  | 584                         | 513        | .086                      |  | 1.576  | .116 |
| Strategic   | 570                         | 511        | .071                      |  | 1.209  | .266 |
| Commitment  | 512                         | 510        | .525                      |  | 10.215 | .000 |

a. Dependent Variable: Sustainability Entrepreneurship

## METHODS AND MATERIALS

|                        |  |
|------------------------|--|
| Research Design        | Quantitative   |
| Data collection method | Online Questionnaire   |
| Sample Size            | 335 women students of Bachelor of Business Administration at Faculty of Entrepreneurship and Business (FKP) in University Malaysia Kelantan (UMK) City Campus. |
| Statistical Analysis   | Correlation analysis.  |

## RESEARCH FRAMEWORK



## CONCLUSIONS

- The findings of the study can be one of the government and non-government references to improve sustainability entrepreneurship among women student entrepreneurs such as the Prihatin Business Registration Scheme (SPPP), the Majlis Amanah Rakyat Loan Scheme (MARA), and the Entrepreneurial Pioneer Program (PPU).
- This study can also be useful for universities, especially University Malaysia Kelantan, to improve programs or implement conditional financial assistance to women student entrepreneurs so that they can achieve sustainability in the long term.
- They will also know about how business operations are carried out correctly and how it can be well sustainable despite a lot of competition in the market.

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3. Kalnins A and Williams M (2014) "When do women-owned businesses out-survive male-owned businesses?" A disaggregated approach by industry and geography.

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THE USAGE OF PERANTI SISWA  
AMONG STUDENTS IN MALAYSIA

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INTRODUCTION

In the year of 2019, the world was shocked when the worldwide attacked by COVID19 Pandemic attacked. While countries are at different points in their COVID-19 infection rates, worldwide there are currently more than 1.2 billion children in 186 countries affected by school closures due to the pandemic.

In Malaysia, this unprecedented crisis has provided an opportunity to improve online education for almost 5 million school students and 1.2 million university students. The government in Malaysia realises that students need devices to learn. However, there are a few people who are less able and need to be helped. With that, the government has channelled *Peranti Siswa* assistance to students in need. The Malaysian Family Device is an initiative to provide devices to students of Higher Education Institutions (HEIs) who are in the B40 family group to ensure that the students' study process is maintained.

The time spent on different activities on the tablets varied from person to person. In this research, researcher are study the usage of *Peranti Siswa* among students in Malaysia

OBJECTIVES

- 1) To identify the relationship between study and the usage of *Peranti Siswa* among students in Malaysia.
- 2) To identify the relationship between entertainment and the usage of *Peranti Siswa* among students in Malaysia.
- 3) To identify the relationship between income (gaming,online business) and the usage of *Peranti Siswa* among students in Malaysia.
- 4) To identify the most contribution between these three usage of *Peranti Siswa* among students in Malaysia.

METHODOLOGY

RESEARCH DESIGN  
Quantitative Method

SAMPLING TECHNIQUE  
Non Probability Sampling

DATA COLLECTION  
Online Questionnaire

RESPONDENT  
503 Respondents

MEASUREMENT  
6 Point Likert Scales

DATA ANALYSIS

- SPSS
- Descriptive Statistic
- Reliability Test
- Pilot Test
- Pearson's Correlation Coefficient

LITERATURE REVIEW

DEPENDANT VARIABLE  
THE USAGE OF *PERANTI SISWA*  
(Herodotou, C., 2017)

INDEPENDANT VARIABLE  
STUDY  
(Mulet et al., 2019)

ENTERTAINMENT  
(Oliemat et al., 2018)

INCOME (GAMING, ONLINE BUSINESS)  
(Bankov & Boris., 2019)

RESULTS

Overall Descriptive Analysis

| Item Description                 | Mean  | Level of Agreement |
|----------------------------------|-------|--------------------|
| Study                            | 4.658 | Agree              |
| Entertainment                    | 4.513 | Agree              |
| Income (gaming, online business) | 4.554 | Agree              |
| Usage of <i>Peranti Siswa</i>    | 4.859 | Agree              |

Reliability Cronbach's Alpha

| Item Description                 | N   | No. of item | Cronbach's Alpha |
|----------------------------------|-----|-------------|------------------|
| Study                            | 503 | 5           | 0.880            |
| Entertainment                    | 503 | 5           | 0.846            |
| Income (gaming, online business) | 503 | 5           | 0.811            |
| Usage of <i>Peranti Siswa</i>    | 503 | 5           | 0.851            |

Summary of Hypothesis result

| Research Question   | Hypothesis is Result      | Finding                   |
|---|---------------------------|---------------------------|
| 1) To identify the relationship between study and the usage of <i>Peranti Siswa</i> among students in Malaysia.                           | $p < 0.05$<br>$r = 0.733$ | High positive correlation |
| 2) To identify the relationship between entertainment and the usage of <i>Peranti Siswa</i> among students in Malaysia.                   | $p < 0.05$<br>$r = 0.253$ | Little correlation        |
| 3) To identify the relationship between income (gaming,online business) and the usage of <i>Peranti Siswa</i> among students in Malaysia. | $p < 0.05$<br>$r = 0.193$ | Little correlation        |
| 4) To identify the most contribution between these three usage of <i>Peranti Siswa</i> among students in Malaysia.                        | -                         | Study variable            |

CONCLUSION

In conclusion, from the result of SPSS, researchers performed only one independent variable which is study (H1). Meanwhile, for the other two variables which are entertainment (H2) and income (gaming, online business) (H3), there is a weak correlation with dependent variables.

Finally, the findings in this research were given out the usage of *Peranti Siswa* are related with study, entertainment and income (gaming, online business)

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**UNIVERSITI MALAYSIA KELANTAN**  
**FACULTY OF ENTREPRENEURSHIP & BUSINESS (RETAILING)**

**THE EFFECT OF ONLINE LEARNING ON UMK CITY CAMPUS STUDENT'S MENTAL HEALTH: THE CASE OF THE COVID-19 PANDEMIC**

BY:

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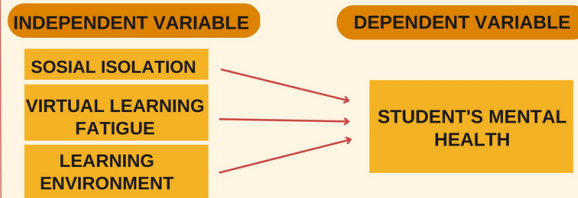
**INTRODUCTION**

COVID-19 has proved to be a major global subverted of human life. It is noteworthy that people's normal lifestyle has undergone major changes, and isolation is needed to prevent the spread of disease. The students had to move out of the dormitory, take classes online and give up their usual peer gatherings. So far, people have noticed that the difficult transition of online learning, lack of peer interaction, sense of isolation and uncertainty about the future, graduation or course quality have had a negative impact on students' mental health, including university students. The worries that these mental health issues would get worse are well-founded, especially with the compelled switch to online learning platforms brought on by the Covid-19 lockdown. However, mental health problems are often one of the main reasons for personal physical and mental health. Therefore, mental health care is crucial for achieving public health goals.

**OBJECTIVE**

1. To examine the relationship between social isolation in online learning toward University Malaysia Kelantan student mental health on case of COVID-19 Pandemic.
2. To examine the relationship between virtual learning fatigue in online learning toward University Malaysia Kelantan student mental health on case of COVID-19 Pandemic.
3. To examine the relationship between learning environment in online learning toward University Malaysia Kelantan student mental health on case of COVID-19 Pandemic.

**LITERATURE REVIEW**



**METHODOLOGY**

| RESEARCH DESIGN       | SAMPLING TECHNIQUE  | DATA COLLECTION                    | RESPONDENT      | MEASUREMENT           | DATA ANALYSIS   |
|-----------------------|---|------------------------------------|-----------------|-----------------------|---|
| Quantitative research | <ul style="list-style-type: none"> <li>Non Probability Sampling</li> <li>Purposeful sampling</li> </ul> | Online Questionnaire (Google Form) | 361 Respondents | 5 Point Likert Scales | <ul style="list-style-type: none"> <li>Descriptive Analysis</li> <li>Reliability Test</li> <li>Pearson's Correlation Coefficient</li> </ul> |

**RESULTS**

**Reliability Cronbach's Alpha Test**

| Item Description         | N   | NO. Of Item | Cronbach's Alpha |
|--------------------------|-----|-------------|------------------|
| Social Isolation         | 220 | 5           | 0.863            |
| Virtual Learning Fatigue | 220 | 5           | 0.843            |
| Learning Environment     | 220 | 5           | 0.801            |
| Student's Mental Health  | 220 | 5           | 0.908            |

**Overall Descriptive Analysis**

| Item Description         | N   | Mean |
|--------------------------|-----|------|
| Social Isolation         | 220 | 3.49 |
| Virtual Learning Fatigue | 220 | 3.47 |
| Learning Environment     | 220 | 3.62 |
| Student's Mental Health  | 220 | 3.32 |

**Hypothesis Testing**

| Hypothesis  | Significant | Pearson Correlation |
|---|-------------|---------------------|
| There is a significant relationship between social isolation in online learning and UMK student's mental health on case of COVID-19 pandemic.         | P=.000      | .737                |
| There is a significant relationship between Virtual Learning Fatigue in online learning and UMK student's mental health on case of COVID-19 pandemic. | P=.000      | .615                |
| There is a significant relationship between learning environment in online learning and UMK student's mental health on case of COVID-19 pandemic.     | P=.000      | .609                |

**RECOMMENDATION**

- Encouraged to investigate larger populations
- Students can make physical and mental preparations in advance in case online learning needs to be carried out at an unexpected time.
- Students also need to communicate online with their friends
- Laptop assistance by the University needs to be carried out and distributed to students who are less able to have a device that allows them to carry out online learning

**CONCLUSION**

During the COVID-19 Pandemic, factors like social isolation, virtual learning fatigue, and the learning environment have a negative impact on students' mental health. Additionally, a questionnaire is used to collect all the data. Using descriptive analysis, the Pearson reliability test, and correlation analysis, SPSS software was used to analyze the data. The relationship between independent variables and dependent variables has been determined from the outcome. Based on coefficient values, there is a positive correlation between all variables.

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