

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

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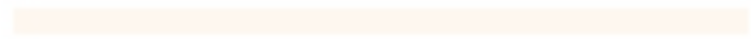


DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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by

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A thesis submitted in fulfillment of the requirements for the degree of
BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

**Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN**

2023

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LIST OF ABBREVIATIONS

| | |
|----------|---|
| DV | Dependent Variable |
| IV | Independent Variable |
| DOSM | Department of Statistic Malaysia |
| SME | Small and Medium Enterprise |
| MEDAC | Ministry of Entrepreneur Development and Cooperatives |
| TPB | Theory of Planned Behaviour |
| TAM | Technology Acceptance Model |
| TRA | Theory of Reasoned Action |
| SSM | Suruhanjaya Syarikat Malaysia |
| SPSS | Statistical Package for Social Science |
| PU | Perceived Usefulness |
| PEOU | Perceived Ease of Use |
| AU | Attitude |
| SN | Subjective Norm |
| PBC | Perceived Behaviour Control |
| AOE | Acceptance of E-Marketplace |
| COVID-19 | Coronavirus Disease 2019 |

LIST OF SYMBOLS

| | |
|----------|------------------|
| % | Percent |
| > | More than |
| < | Less than |
| = | Equal |
| p | Pearson |
| & | And |
| N | Population size |
| S | Sample size |
| α | Cronbach's alpha |

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ABSTRACT

This research aims to identify factors affecting acceptance of E-Marketplace. The emerge of COVID-19 has transform the business pattern for surviving in the pandemic era. E-Marketplace is one of the platforms that SMEs can use for promoting their businesses. Therefore, the factors that affect the acceptance of E-Marketplace among SMEs in Kota Bharu, Kelantan will be the main objective of this study. This research focus on the relationship between the factors and acceptance of E-Marketplace, specifically how the potential factor can influence intention of SMEs to accept E-Marketplace as their new business platform. To achieve the objectives of this study, quantitative methods were conducted using Google Forms as instrument. The population for this study was 1,900 in Kota Bharu, Kelantan and collected data of 320 SMEs owners as sample size. Additionally, the statistical analyses were performed with SPSS, and the results were gathered using descriptive analysis, validity and reliability test, regression analysis also Pearson correlation coefficient. Perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control, the factor are known will affect the acceptance of E-Marketplace among SMEs in Kota Bharu, Kelantan.

Keywords: E-Marketplace, SMEs, COVID-19

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

SMEs in Malaysia have been exposed to the new business norm that has fast developed into one geared towards utilizing E-marketplace as its primary during the past two years. Based on the Department of Statistics Malaysia (DOSM), E-commerce revenue in Malaysia increased 17.1% in the third quarter of 2021 which recorded a total of RM279 billion overall compared to the same quarter the year before. Therefore, SMEs must adapt to the new business norm since they make wide range and contribute significantly to the social and economic well-being. The global economies depend heavily on these small businesses. According to an article published in The Star on May 30, 2022, SMEs have been a major force in Malaysia's domestic economy, contributing 38.2% or more than RM512.8 billion to the GDP of the country in 2021. Through E-Marketplace, SMEs can conduct and expand their business operations digitally in adapting to the new norms.

The expansion of the E-marketplace has almost dominated various parts of the world. It is imperative to understand the determinants of acceptance E-Marketplace. Identifying the factors that affect acceptance of E-Marketplace among SMEs will not only allow the prediction of E-Marketplace usage but also make it possible to assess its future growth. Perhaps, by identifying these factors can help SMEs success for implementing E-Marketplace, which will afterwards result in economic growth in Malaysia. Thus, in this study, the researchers will identify whether the acceptance of E-Marketplace among SMEs in Kota Bharu, Kelantan is affected by the potential factors which are perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control using combination of

Technology Acceptance Model (TAM) and Theory Planned Behaviour (TPB) model approach.

1.2 PROBLEM STATEMENT

In Malaysia, Small and medium-sized enterprises (SMEs) are the great contributor to national income. This is due to the fact that certain agencies were appointed by the Malaysia Government in order to improve SMEs industry in the current marketplace. A townhall session was held by SME Corp to get direct feedback from Kelantan's entrepreneurs. According to a survey of 907,065 SMEs in Malaysia, a total of 46,260, or 5.1% registered SMEs were located in Kelantan. Due to the growing number of internet users in Malaysia, E-Marketplace is a very realistic and great profit platform. E-Marketplace was frequently viewed as an equalizer for SMEs to compete with larger companies after COVID-19 pandemic. Based on to the statement from the Entrepreneur Development and Cooperatives Ministry (MEDAC), Datuk Seri Wan Junaidi Tuanku Jaafar noted that the Covid-19 pandemic had indirectly boosted the use of technology and adopting digitalisation in daily life are being an important element not only to revive existing businesses, but also to promote new start-ups.

Nevertheless, the overall rate of acceptance toward E-Marketplace by some of Malaysian SMEs has not been really encouraging. They are not ready to the changes of business platform towards E- marketplace because the new technology equipped with so many distinctive features and system which render them difficult to learn. Additionally, it appears that only in certain sectors which E-Marketplace have been accepted for example, incomes from and spending on E-Marketplace have been significantly contributed by the manufacturing and services sectors. To guarantee Malaysia's SMEs are

sustainable after the pandemic world and beyond, it will be more crucial to confront the numerous challenges. Financing continues to be a top challenge. These include the costs of Internet connectivity, the purchase of digital equipment, and the cost of software subscriptions. Low level of awareness and knowledge about finances and technologies also significantly influenced to make decisions on E-Marketplace transformation. Despite statistics demonstrating that SMEs still have a low-level acceptance of E-Marketplace compared to larger businesses. Such studies are lacking among SMEs in Kota Bharu, Kelantan.

1.3 RESEARCH QUESTION

This research was conducted to focus on giving the answer for this questions:

- i) Does perceived usefulness affect the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan?
- ii) Does perceived ease of use affect the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan?
- iii) Does attitude affect the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan?
- iv) Does subjective norm affect the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan?

- v) Does perceived behaviour control affect the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan?

1.4 RESEARCH OBJECTIVES

This research objectives are:

- i) To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived usefulness.
- ii) To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived ease of use.
- iii) To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by attitude.
- iv) To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by subjective norm.
- v) To study whether the acceptance of E-Marketplace among SME in Kota Bharu, Kelantan is affected by perceived behaviour control.

1.5 SCOPE OF THE STUDY

The scope of this study is the factors that can affecting acceptance of E-Marketplace among SMEs in Kota Bharu, Kelantan after COVID-19 pandemic. Whilst the E-Marketplace is growing fast among the SMEs, the factors affecting acceptance of E-Marketplace have been considered. The data collection will be conducted to 320 SMEs owners from the total population in Kota Bharu, Kelantan which use E-Marketplace as their business platform. The study would be done through utilization of questionnaires to the SMEs owners as a survey and reference. The researchers will be able to see the factors affecting acceptance of E-Marketplace among SMEs. It has also introduced a limitation by only conducted among SMEs owners. Anyone that is not related to SMEs industry will excluded from this study. This is a clear definition of how the outcome measure will be analysed and any other methods are not within the scope of research and exclusion may be a limitation of the study.

1.6 SIGNIFICANCE OF THE STUDY

This study would be beneficial for SMEs owners to start develop their businesses in E-Marketplace. It will encourage them to go digital and having their own E-Marketplace store because it has become important beyond accessibility and convenience. Through this study, SMEs owners can evaluate the effectiveness level of E-Marketplace in giving the best opportunities for them to expand their business nationally and internationally, breaking the automatic limitation of sales imposed on a traditional retail shop.

The goals of this study which is to investigate the factors that affecting acceptance of E-Marketplace will help SMEs owners to have a deep understanding about the need of involvement in E-Marketplace to help SMEs survive the challenges brought on by the

COVID-19 pandemic. The research aims to close this literature gap by collecting information from SMEs owners around Kota Bharu, Kelantan regarding the factors that affect their acceptance of E-Marketplace. By thoroughly and methodically analysing the acceptance factors, SMEs owners may discover precious insights of the E-Marketplace strategy which can be a great tools to help their business stay active and continue grow.

1.7 DEFINITION OF TERMS

1.7.1 E-Marketplace

According to Putra et. Al (2017), E-marketplace is an internet-based online media which conducts business activities and transactions between buyers and seller. The term "E-marketplace" refers to a market that uses digital media, such as the internet, to establish an environment or location where sellers and buyers can conduct various businesses. The concept of an electronic marketplace, where buyers and sellers meet together, is similar to the traditional markets.

1.7.2 SME

SMEs are projected to contribute significantly to national economies (Poon and Swatman, 1999) and contribute for 80% of global economic expansion (Jutla et al., 2002)..The advantages of online shopping. If SMEs are aware of both the benefits and the challenges that companies face when entering the online commerce environment, they will be better able to plan their participation and reap the rewards of e-marketplace trading. If businesses recognize the circumstances they are operating in and actively participate in the opportunities the online marketplace has to offer by leveraging their e-competencies, companies can gain more from following an existing partner online and explore for new

connections.

1.7.3 Perceived Usefulness

Perceived usefulness can be defined as how much a person thinks adopting a particular information technology will boost his or her performance. In terms of contacting buyers and sellers, increasing operational effectiveness, and raising the standard of customer service, perceived usefulness refers to the services provided by online marketplaces as well as their arbitrary use. Additionally, the perceived usefulness of an online marketplace greatly raises both consumers' and sellers' levels of pleasure, which strengthens the belief that using an online marketplace has more advantages than disadvantages (Horst et al., 2007).

1.7.4 Perceived Ease of Use

Ease of use is a level where a person believes that a system is used because the system is easy to understand and also to use it, so that no effort is required which mean it free of effort (Davis, 1989). From Radner & Rothschild (1975) perspectives, an individual can only devote a certain amount of effort to the various tasks for which they are responsible. The level to which someone perceives adopting information technology as being effortless is called perceived ease. (Smith and Spiers) discussed the importance of perceived value in e-marketplaces in influencing users' strong usage intentions.

1.7.5 Attitude

The capacity of a person to accept or disapprove of an object or event is known as attitude (Rausch & Kopplin, 2020). There has been much discussion about consumer and sellers attitudes that influence actions while purchasing and selling things online. Innovative marketing strategies used online successfully persuade customers to accept their offer in exchange for benefits (Zanker et al., 2006). The attitudes of learning in sellers (Einav et al.

2011) and consumers (Martinez-López et al. 2005) both contribute to the positive influence of such experiences on customers' attitudes and intentions to engage online commerce.

1.7.6 Subjective Norm

The term "subjective norm" refers to a person's impression of social pressure that is accepted and results in a particular conduct when taken into account. (Ajzen, 2005). The opinions of social groups have a major and crucial role in influencing potential sellers selling decisions. As a result of the potential for distorted information from each individual, prospective sellers will look for recommendations from people they can trust, such as their families, relatives, or colleagues (Aqila et al., 2016). Consumers will also be influenced by public opinion and the expectations of particular groups, according to (Ajzen 2010), who claimed that normative ideas are seen as determining subjective norms.

1.7.7 Perceived Behaviour Control

The idea of doing something or not doing it is also known as perceived behaviour control. These opinions may be based on historical evidence or the knowledge of other people. The perception of the variables that facilitate or impair the performance of the behaviour must be used in the building of perceived behavioural control (Armitage & Conner, 2001). When a person's decision to buy something was influenced by a particular brand and what they had recently purchased, they become actively involved in consumer behaviour. People will constantly think about when to buy and how they feel about the merchandise.

1.8 ORGANIZATION OF THE PROPOSAL

This study has been organised into three chapters. The study's background, problem statement, research question, research objectives, scope of the study, significance of the study, and definition of terms are all covered in the first chapter. The second chapter continues with a relevant literature review. The last chapter will discuss the research methodology, research hypotheses, outlining samples, methods, measuring tools, and statistical analysis carried out to test the hypotheses.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter, the independent and dependent variables will be covered. The researchers will discuss about perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control. The relationship between the independent and dependent variables will then be further explained using a conceptual framework and hypothesis. The discussion will be concluded in the summary.

2.2 UNDERPINNING THEORY

In order to determine the probable determinants of SMEs' adoption of the E-Marketplace among them in Kota Bharu, Kelantan, the researchers will examine the Technology Acceptance Model (TAM) and Theory Planned Behavior (TPB), two theories that were relevant to this study.

2.2.1 Technology Acceptance Model (TAM)

TAM was adaptation from The Theory of Reasoned Action (TRA), which is specialized to modelling user acceptance of technology, which introduced by Davis in 1989. Several researchers, including Szajna (1994), Igarria et al. (1995), and Venkatesh and Davis (2000), further expanded this model in Jogiyanto (2007). TAM uses TRA developed by Fishbein and Ajzen to determine the level of respondents have adopted technological information. Thus, the flow of TAM turns into a perception of usability (Perceived

Usefulness) and Perceived Ease Of Use directly affect the behavioral intention to use (Behavioral Intention Use). In this study the variables used are perceived usefulness and perceived ease of use.

This research utilizes the TAM to investigate the constructs associated to SMEs' acceptance of the online marketplace. These constructs include independent variables such as perceived usefulness and perceived ease of use, as well as dependent variables such as acceptance of E-Marketplace, which is a TAM construct. TAM is used to evaluate how well technology is accepted, particularly for E-Marketplace. According to this theory, attitude toward and perceived usefulness jointly determine behavioral intention, which in turn heavily influences acceptance of E-Marketplace. Besides determining the behavioral intention, perceived usefulness together with perceived ease of use also affect attitude (toward).

2.2.2 Theory Planned Behaviour (TPB)

TPB and TRA were developed in 1967 in an attempt to bring consistency in study of the relationship between behaviour and attitudes (Fishbein & Ajzen 1975; Werner 2004). TPB is considered as a continuation of TRA. The TPB was created by Ajzen (1985). This theory focuses on the variables that affect each person's behaviour. The individual's intention to perform a certain behaviour is the main factor in the TPB. The ability to identify the motivating factors influencing a behaviour is known as intention. In this theory, it consists of attitude, subjective norms and perceived behavior control.

In TPB, Ajzen (1991) cited in Rahayu and Day (2015) new constructs called perceived behaviour control were added. Therefore, there are three factors that influence the intention to perform a certain behavior, which are attitude toward behavior, subjective norm and perceived behavioral control. A person's behaviour development and change occur due to the consequence of attitude towards behaviour, perceived behaviour control and

subjective norms that shape the behaviour intention before the actual behaviour materialized (Ajzen, 2011). In order to identify potential factors that could affect the acceptance of the E-Marketplace, the researchers focused on attitude, subjective norm, and perceived behaviour control toward SMEs.

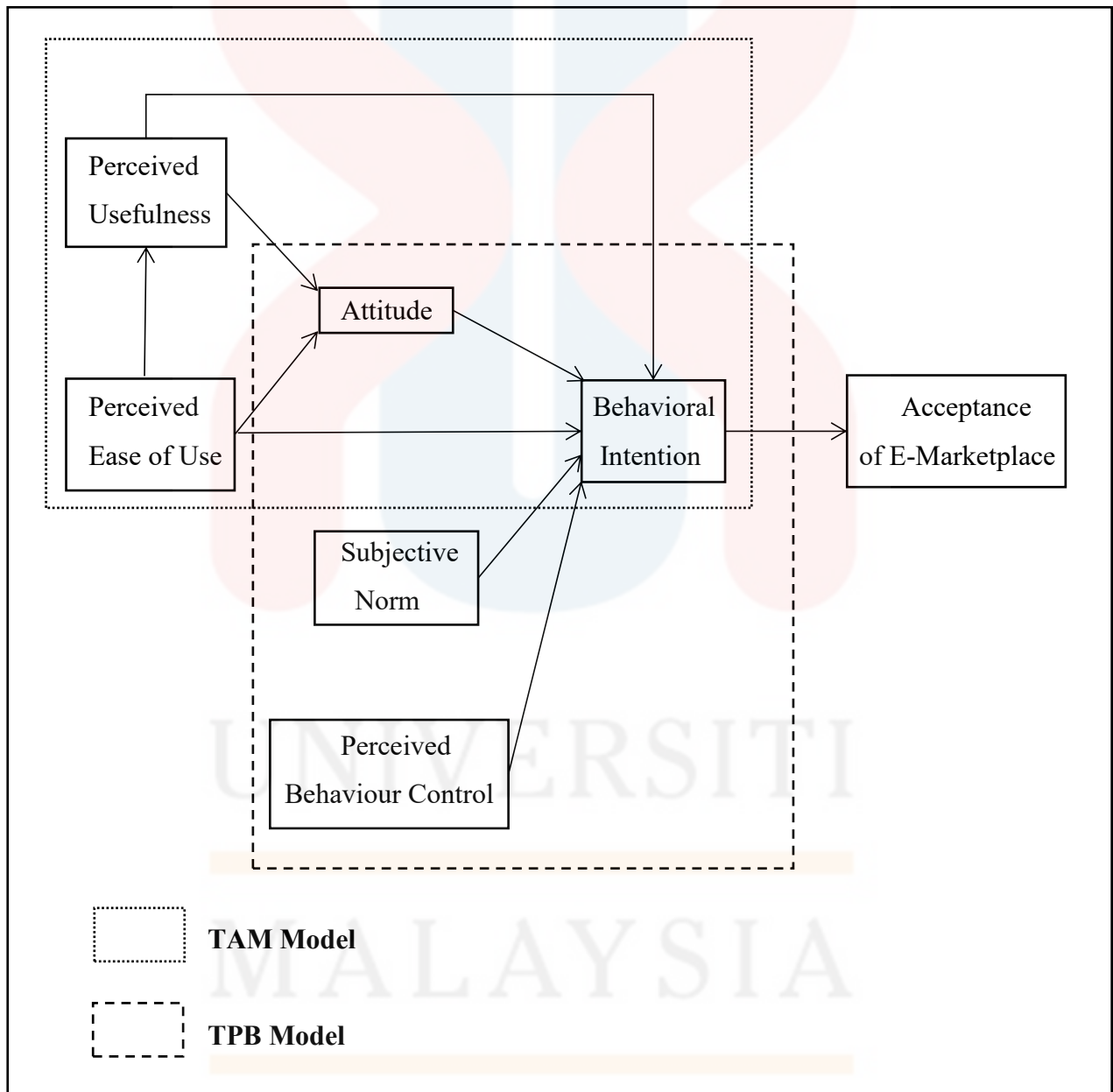


Figure 2.1 Theoretical Model of TPB and TAM for this research

2.3 PREVIOUS STUDIES

2.3.1 Acceptance of E-marketplace

After the Covid-19 pandemic, it gave big impact to the whole world especially on SMEs. The pandemic has accelerated the shift towards a more digital world and triggered changes in online business patterns from traditional marketplace to E-Marketplace. E-Marketplace play important role for SMEs because it is the gateway to go international and ready to sell products globally. In detail, the system E-marketplace is a process where users directly buy or sell goods and services from sellers or producers through Internet without intermediary services (Wikipedia, 2011). Therefore, with the existence of E-Marketplace through internet, business owners use the the platform as medium for their businesses to promote new product on the market.

2.3.2 Relationship Between Perceived Usefulness and Acceptance of E-Marketplace

In the context of this study, the degree to which SMEs believe that using the E-Marketplace will improve their business performance is defined as perceived usefulness. Therefore, it could be concluded that in this research, perceived usefulness could be defined as SMEs' judgement and perception on whether the E-Marketplace that they used would provide them with additional value over the traditional marketplace. According to Horton et al. (2002), perceived usefulness has a positive impact on intention in intranet media.

Hypothesis 1: *There is a significant positive relationship between perceived usefulness and acceptance of E-Marketplace among SMEs.*

2.3.3 Relationship Between Perceived Ease of Use and Acceptance of E-Marketplace

Therefore, in the context of this study, perceived usability might be regarded as SMEs' assessments of the effort required to learn and use the E-Marketplace. In other words, SMEs owners' expectations of the E-Marketplace are determined by its ease of use. Simply said, the user-friendliness E-Marketplace and perceived ease of use are related. Perceived ease of use is one of two fundamental assumptions that affect attitude, which in turn affects behavioural intention, according to Davis et al. (1989). The measure toward which SMEs believe the E-Marketplace will be simple to use and that its features will be simple to comprehend and implement is the definition of perceived ease of use in the context of the research.

***Hypothesis 2:** There is a significant positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs.*

2.3.5 Relationship Between Attitude and Acceptance of E-Marketplace

In TPB, attitude has a significant impact on intention (Ajzen, 1991). Individuals perceive of these outcomes, whether positive or negative, influence their attitudes about steady behaviour (Lee et al., 2016). An attitude in this study refers to how SMEs feel about using an E-marketplace, whether such feelings are positive or negative. Positive attitudes, strong support from influential individuals, perceptions of behavioural control, and behavioural intention all lead to SMEs' acceptance of the E-Marketplace.

***Hypothesis 3:** There is a significant positive relationship between attitude and acceptance of E-Marketplace among SMEs.*

2.3.4 Relationship Between Subjective Norm and Acceptance of E-Marketplace

The individual's exposure and knowledge of the subjective norms will also have an effect on intentions. This is in recognition of man being, by nature, a social creature, so that the individual will no doubt care about what others think or belief. The intentions are primarily influenced by the level of approval (and disapproval) from surrounding. Subjective norms were discovered to have the greatest influence on intention conduct by Cox (2012). The subjective norm in this context highlights the importance of the environment, and social pressure from friends and family as well as cultural factors may influence SMEs to accept the E-Marketplace.

Hypothesis 4: There is a significant positive relationship between subjective norm and acceptance of E-Marketplace among SMEs.

2.3.6 Relationship Between Perceived Behavior Control and Acceptance of E-Marketplace

The individual's perceived behaviour control, or what they think and believe to be their ability to really accomplish or engage towards behaviour, influences their intentions and the resulting behaviour. The individual's past experiences and expectations about how hard or simple it will be to carry out a behaviour influence behavioural control. This study is to determine how the behaviour control among SMEs will affect their acceptance of the E-marketplace. In general, SMEs will tend to believe that a behaviour is easy to perform when they see that there are many supportive factors and few barriers to performing it.

Hypothesis 5: There is a significant positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs.

2.4 HYPOTHESIS STATEMENT

Perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control were determined from the conceptual framework with one dependent variable and also the acceptance of E-marketplace among SME's as an addition to this research study.

H1: There is a significant positive relationship between perceived usefulness and acceptance of E-Marketplace among SMEs.

H2: There is a significant positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs.

H3: There is a significant positive relationship between attitude and acceptance of E-Marketplace among SMEs.

H4: There is a significant positive relationship between subjective norm and acceptance of E-Marketplace among SMEs.

H5: There is a significant positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs.

2.5 CONCEPTUAL FRAMEWORK

A research method was proposed to examine the relationship between the factors affecting acceptance of E-marketplace among SMEs owners by referring to literature review. The independent variables that have been proposed consists five factors which are perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behavior control. The dependent variable is acceptance of E-marketplace.

Framework research aims to learn from their study results. (Gorgieveski et al., 2017) In the entrepreneurship literature, the concept of success remains a topic of debate. The framework structure is also developed based on a survey of existing information on the issue. This study focuses on factors that affect acceptance of E-marketplace.

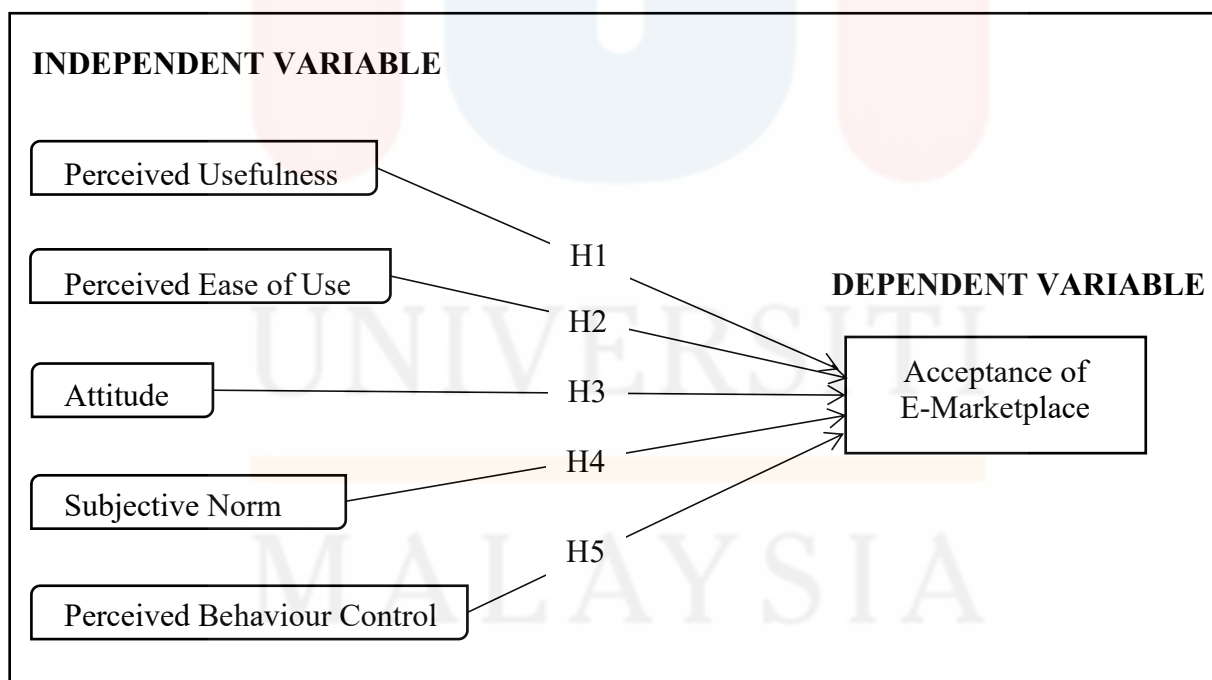


Figure 2.2 Conceptual Framework of Factors Affecting Acceptance of E-Marketplace among SMEs

2.6 SUMMARY

In conclusion, this chapter elaborate in more depth about acceptance of SMEs about E-marketplace. Moreover, the independent variable such as perceived usefulness, perceived ease of use, attitude, subjective norm, also perceived behavior control are positively related to acceptance of E-marketplace. Furthermore, the research will encourage SMEs owners to accept and explore the E-marketplace as a new business platform. Lastly, the conceptual framework in this research is based on the current research, research question, and research objectives that involved independent variable and dependent variable.

CHAPTER 3

RESEARCH DESIGN AND METHODS

3.1 INTRODUCTION

This chapter defines the procedures for data collection, analysis, and reporting. The researchers used distinct procedures for the quantitative approach to serve distinct purposes. The researchers explain and explore the methodology and procedures used to measure the acceptance of E-marketplace. This study described the research design, data collection, population, sample size, sampling techniques, research instrument development, and variable measurement. Thus, the study is about how the research design suggests specific ways to complete this research. The research purpose is to give advantage to spread awareness among SMEs owners to consider E-marketplace as their new business platform.

3.2 RESEARCH DESIGN

The researcher will use quantitative approaches based on raw data to complete this study. In order to solve the research topic, the researchers devised a casual research design or an experimental research design. Using graphs, figures, and pie charts as the primary data collecting, measurement, and meta-analysis technique. Achieving high performance levels inherently denotes corporate success, according to Mahmudova and Kovács (2018). This will help to make the research design will be more effective to finding the good solution for SMEs owner. By making this research it may help SME business owner to understand about e-marketplace.

3.3 DATA COLLECTION METHODS

The data collection is important to the research for get the better result for factors that affect acceptance to E-marketplace. Also make the questionnaire to SME business owner to knows about their acceptance toward E-marketplace. This study gathered both primary and secondary data. Collecting data from journals, websites, and government databases relevant to the study could also provide more accurate data for this study. This will support SMEs owners in accepting the E-marketplace as a fast platform to grow their business.

3.4 STUDY POPULATION

The population consists of a diverse group of people, whether it is a country or a group of people who share a characteristic. A population is a group of people from whom statistical data is collected. The population for this research was chosen among SMEs owners that had registered and regulated their business by SSM and follow the Companies Act 2016. The data is frequently collected based on sample to perform a research on perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behavior control toward acceptance of E-marketplace. Through this process, researchers will be easily get results and can generalized the target audience.

3.5 SAMPLE SIZE

The sample size refers to the total amount of respondents included in a study in order to verify that the overall sample accurately represents the complete population. The aim of the study is locate a sizeable sample of research that develop or modify scales to assess the variables relevant to the suggested theme and to find a sustainable sample of studies that test acceptance of E-marketplace through perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control. For this study, a sample size of 320 SME owners has been chosen from the the total population. In order to determine the independent variables influencing acceptance of SME owners toward E-marketplace, the researchers prepared questionnaires for SME owners to answer. The researchers will focus on particular characteristics of respondents from the population such as the respondents ages started with 18 years old to 60 year old and had involvement in E-marketplace such as Shopee, Lazada, Tiktok shop, Mudah.my, Zalora and PGMall. This categories of E-Marketplace were considered for this research as it is a high rated online platform chose by SMEs in Malaysia.

A statistical sample is a subset of information drawn from a bigger set in order to represent the entire population. According to Krejcie and Morgan's (1970) table for calculating sample size, a sample size of 320 would be required to reflect a merge of the given population of 1900. The questionnaire will be distributed to respondents from different categories in E-Marketplace platform. Our study utilized the sample size formula for limited population to make the process of calculating the sample size for a subset of a population easier to understand. The table below shows the estimated calculation of the study to determine respondents as SMEs owners in accepting E-marketplace.

Table 3.1 Table of Sample Size

| <i>N</i> | <i>S</i> | <i>N</i> | <i>S</i> | <i>N</i> | <i>S</i> |
|----------|----------|----------|----------|----------|----------|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 100000 | 384 |

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Source: Krejcie and Morgan sampling table (1970)

3.6 SAMPLING TECHNIQUES

This study implement non-probability sampling method to identify the factors affecting acceptance of E-marketplace among SMEs owners in Kelantan. According to Saunder (2009), non-probability is used to pick samples based on your personal judgement and to address research issues and goals, sampling offers a variety of various ways. Therefore, this study will concentrate on specific traits of a population that includes SME owners of Kelantan between the ages of 18 and 60.

3.6.1 Purposive Sampling Method

The researchers mainly focused purposive sampling method. The respondents in a purposive sampling are chosen by the researcher subjectively. Respondents are chosen during surveys based on the investigators' judgement rather than at random. As a result, the probability of acceptance for every chosen sample unit is uncertain. In order to decide whether to include participants in sample, researchers must first understand their ideas or experiences, therefore this study makes sure that prior knowledge about the participants is necessary for purposive sampling. To ensure the validity of the data in this study, the researcher includes all SMEs owners. As a result, by sending the questionnaire to the SMEs owners, the researchers hopes to learn more about them.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Instruments for data collection correspond to instruments used to collect data. An online survey questionnaire, which was utilized to collect information for this review as a standard measuring instrument. This study used a quantitative method with a survey as the primary instrument for getting information from respondents. Researchers use a questionnaire in this study to gather data since the responses will be well-organized.

The questionnaire for this study is divided up into three sections: Sections A, B and C. Information and demographic information about the respondents are covered in Section A. The independent variables were discussed in Sections B. In Section C, the dependent variable was included. There are two types of format were used to carried out this questionnaire:

i. Closed-ended Question

A closed-ended question is one in which a researcher gives test participants options from which to choose an answer. This technique was used by the researchers in this study in section A, which is about demographic information of respondents.

ii. Likert scale

Likert-scale items are most often used to investigate how respondents rate a series of statements by having them circle or otherwise mark numbered categories for instance, 1 2 3 4 5. The information required for this study was gathered by self-completed questionnaire. Below is a 5-point Likert scale that used in this study.

1 2 3 4 5

Strongly Disagree ○ ○ ○ ○ ○ Strongly Agree

Table 3.2 Contents of Questionnaire

| Section | Variables | No. of Items | Scale | Sources |
|---------------------------|-----------------------------|-----------------|----------------------------|----------------------------------|
| A | Demographic Profile | 5 Items | Nominal and Interval scale | Ahmed (2020) |
| B | Perceived usefulness | 5 Items | Likert Scale 1-5 | (Prakosa and Sumantika 2021) |
| C | Perceived ease of use | 5 Items | Likert Scale 1-5 | (Sfenrianto, Wijaya et al. 2018) |
| D | Attitude | 5 Items | Likert Scale 1-5 | (Fachryto and Achyar 2018) |
| E | Subjective norm | 5 Items | Likert Scale 1-5 | (Handayani and Arifin 2017) |
| F | Perceived behaviour control | 5 Items | Likert Scale 1-5 | (Guangsheng 2022) |
| Total of the Items | | 30 Items | | |

3.8 MEASUREMENT OF THE VARIABLES

In this study, the researchers use nominal data and ordinal data as two different sorts of variables. This approach was selected to help with the research's need for more precise information.

3.8.1 Nominal Data

Researchers use the nominal scale to assign participants to specific groups or categories. It is simple for respondents to pick between mutually exclusive groups or classes as an answer. Participants are frequently asked to select which group they belong to on surveys, allowing you to keep track of the number of participants in each category and see trends in their responses. Thus, our study used closed ended questions by collecting demographic information from respondents to obtain nominal data in the research.

3.9 PROCEDURE FOR DATA ANALYSIS

In this manner, the material was thoroughly examined using SPSS programming to obtain the desired result. The main goal of the investigation is to identify the factors that contributed to the acceptance of SMEs towards E-Marketplace among Kota Bharu, Kelantan. In this study, the researchers will distribute a questionnaire to SMEs owners around Kota Bharu, Kelantan via Google Forms. When it is appropriate, it randomly distribute the questionnaire to the participant. In this study, the Statistical Package for the Social Sciences (SPSS) will be implemented. Data will be automatically entered into SPSS when it has been gathered in order to give material for analysis.

3.9.1 Descriptive Analysis

In order to evaluate the demographic profile of the respondents in this study, descriptive statistics will be utilised to summarise sample data that researchers are currently studying. In this study, questionnaires were used to collect data on respondents' age, gender, education, income level of SME sellers and acceptance of e-marketplace platform.

3.9.2 Validity & Reliability

Tests for validity and reliability are used to assess the quality of the research and guarantee the consistency and accuracy of a measure. The internal consistency of the independent and dependent variables in this study was evaluated using the Cronbach's Alpha values for each. It's also known as reliability, of a group of survey items is measured by the Cronbach's alpha coefficient. Cronbach's alpha measures the degree of agreement. Greater values represent greater agreement between the items. According to Griethuijsen et al. (2014), Cronbach's Alpha values between 0.6 and 0.7 are typically acceptable.

Table 3.3 Rules of Thumb for Cronbach's Alpha

| Range of Cronbach's Alpha | Consistency |
|---------------------------|--------------|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

Source: Joseph A. Gliem and Rosemary R. Gliem (2003)

3.9.3 Pearson Correlation Coefficient

A correlation coefficient is the number that reflects the Pearson correlation. The values fall between -1 and +1, with zero signifying a complete lack of correlation between the two metric variables. Although -1 or +1 is conceivable and represents a perfect relationship between two variables, it happens very rarely. The stronger the connection or level of association, the higher the correlation coefficient. To assess the acceptance of E-marketplace among SMEs, the researchers in this study used the Pearson Correlation technique to achieve the objectives. Thus, 320 respondents provided the information needed to conduct the analysis for this study.

Table 3.4 Pearson Correlation Indicator

| Pearson R | Indication |
|-------------|-------------|
| 0.80 – 1.00 | Very Strong |
| 0.60 – 0.79 | Strong |
| 0.40 – 0.59 | Moderate |
| 0.20 – 0.39 | Low |
| 0.10 – 0.19 | Very Low |

Source: Hair et. al (2012)

3.10 SUMMARY

This chapter has described how the study will be carried out and how the data will be gathered from the respondents questioned using the provided questionnaire. The first action taken by the researchers will be to identify the objectives of the study, the sample size, and the tools used. Subject to fulfilling the pre-test obligation, each element was examined to test the hypothesis and an estimation of builds based on previous studies was made. Information was gathered, analysed, and deciphered using research, and analysis and translation were aided using PC software (SPSS version 28.0).

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this chapter, researchers will analyzed the results of data collection from questionnaires that have being spread to respondents using Google Form. This chapter will include preliminary analysis, demographic profile of respondents, descriptive analysis, validity and reliability test, normality test and hypotheses testing. The total number of respondents required for this study is 320 respondents. By using IBM/SPSS version 26 (Statistical Package for Social Science), the researcher analyses the data and the results of the statistical analysis will be discussed in this chapter.

4.2 PRELIMINARY ANALYSIS

In this research, pilot test were conducted to ensure that the questionnaires can be used. There were 30 respondents involved in this pilot test.

Table 4.1 Result of Reliability Test for Independent Variables and Dependent Variable for Preliminary Analysis

| Variables | Total Respondent | Cronbach's Alpha | Result |
|-----------------------------|-------------------------|-------------------------|---------------|
| Perceived usefulness | 30 respondents | 0.882 | Good |
| Perceived ease of use | 30 respondents | 0.863 | Good |
| Attitude | 30 respondents | 0.762 | Acceptable |
| Subjective norm | 30 respondents | 0.825 | Good |
| Perceived behaviour control | 30 respondents | 0.937 | Excellent |
| Acceptance of E-Marketplace | 30 respondents | 0.870 | Good |

Based on Table 4.1, attitude gave the least value which is 0.762 that was acceptable to be used. Besides, perceived usefulness, perceived ease of use, subjective norms and acceptance of E-Marketplace had value above 0.8 which are 0.882, 0.863, 0.825, 0.870 that indicate the variables were good to use. The excellent result which is 0.937 refer to perceived behaviour control. Thus, from the value of Cronbach's Alpha for all variables shown that the questionnaires were suitable to be used for this research.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section discussed the five basic analysis questions about demographic profile of 320 respondents such as age, gender, race, most favourite E-Marketplace to do business and how long you have been used E-Marketplace for your business. The frequency and percentage for respondents' demographic profile were demonstrated through tables and simplified charts.

4.3.1 Age

Table 4.2 Frequency for Age of Respondents

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|-----------------------|
| Valid | 18-25 | 83 | 25.9 | 25.9 | 25.9 |
| | 26-39 | 198 | 61.9 | 61.9 | 87.8 |
| | 40-50 | 35 | 10.9 | 10.9 | 98.8 |
| | 51-60 | 4 | 1.3 | 1.3 | 100.0 |
| | Total | 320 | 100.0 | 100.0 | |

Age Group / Kumpulan umur
320 responses

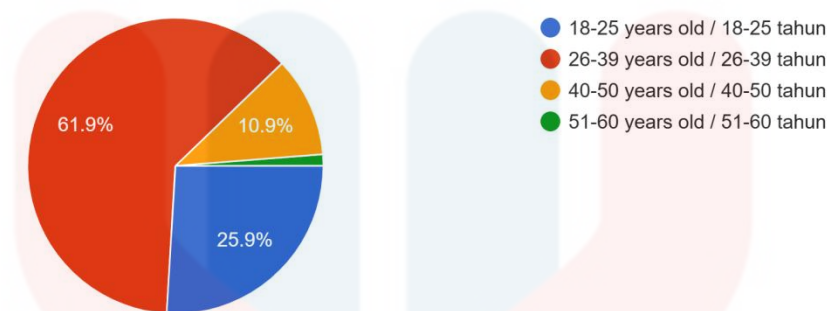


Figure 4.1 Pie Chart for Age of Respondents

Based on Table 4.2 and Figure 4.1, the highest respondents' age are from the range of 26 to 39 years old which is 169 respondents that contribute 61.9% from the total amount of respondents. Next followed by 25.9% equivalent to 83 respondents from the age range of 18 to 25 years old. For the age range of 40 to 50 years old, it affects 10.9%, which is 35 respondents. The lowest age range was 1.3%, which is 4 respondents only from 51 to 60 years old.

4.3.2 Gender

Table 4.3 Frequency for Gender of Respondents

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 120 | 37.5 | 37.5 | 37.5 |
| | Female | 200 | 62.5 | 62.5 | 100.0 |
| | Total | 320 | 100.0 | 100.0 | |

Gender / Jantina
320 responses

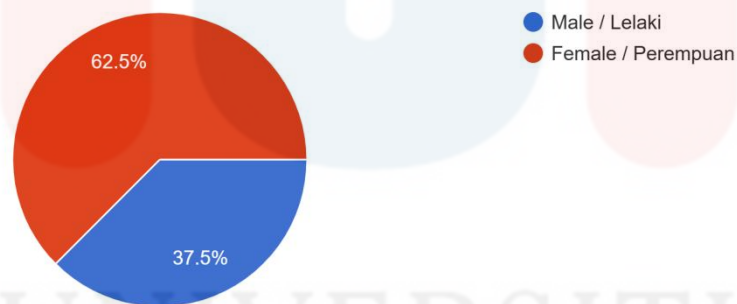


Figure 4.2 Pie Chart for Gender of Respondents

According to Table 4.3 and Figure 4.2, the majority of respondents are female which is 62.5% equivalent to 200 respondents. The remaining 37.5% were male who contributed 120 respondents in this research.

4.3.3 Race

Table 4.4 Frequency for Race of Respondents

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | Malay | 259 | 80.9 | 80.9 | 80.9 |
| | Chinese | 48 | 15.0 | 15.0 | 95.9 |
| | Indian | 13 | 4.1 | 4.1 | 100.0 |
| | Total | 320 | 100.0 | 100.0 | |

Race / bangsa
320 responses

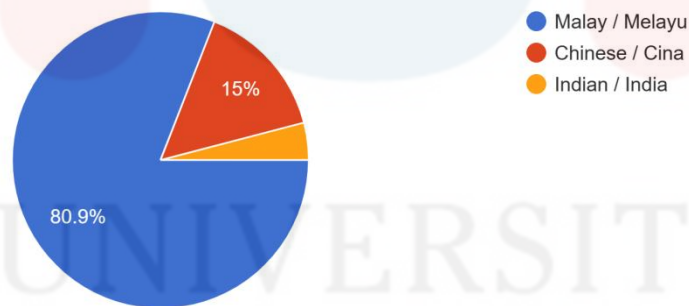


Figure 4.3 Pie Chart for Race of Respondents

Based on the Table 4.4 and Figure 4.3, it shows that the highest race is Malay with 259 respondents and 80.9% while the lowest race is Indian which is only 13 respondents and 4.1%. Total amount of Chinese's respondents is 48 respondents which took 15% from the total amount of respondents.

4.3.4 Most favourite E-Marketplace to do business

Table 4.5 Frequency for Most Favourite E-Marketplace to do Business of Respondents

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Shopee | 79 | 24.7 | 24.7 | 24.7 |
| | Lazada | 65 | 20.3 | 20.3 | 45.0 |
| | TikTok Shop | 74 | 23.1 | 23.1 | 68.1 |
| | Mudah.my | 52 | 16.3 | 16.3 | 84.4 |
| | Zalora | 30 | 9.4 | 9.4 | 93.8 |
| | PG Mall | 20 | 6.3 | 6.3 | 100.0 |
| | Total | 320 | 100.0 | 100.0 | |

Most favourite E-Marketplace to do business. / E-Marketplace paling digemari untuk berniaga.
320 responses

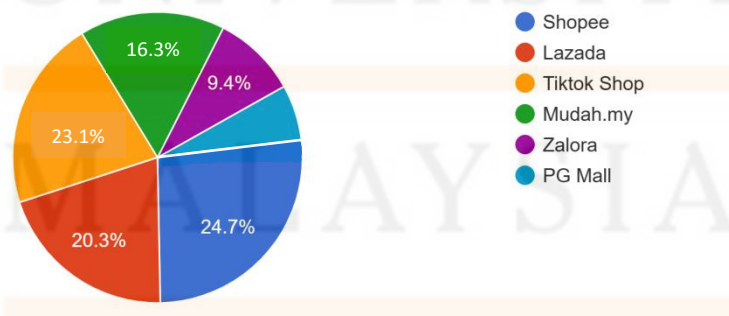


Figure 4.4 Pie Chart for Most Favourite E-Marketplace to do Business of Respondents

From the Table 4.5 and Figure 4.4, it clearly shows that most favourite E-Marketplace to do business among respondents is Shopee which took 24.7% equivalent to 79 respondents. Followed closely by Tiktok Shop, 23.1% which is 74 respondents. Lazada took the third lead with a total of 20.3% and 65 respondents.

4.3.5 How long you have been used E-Marketplace for your business

Table 4.6 Frequency for How Long Respondents Have Been Used E-Marketplace for Their Business

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | < 1 year | 79 | 24.7 | 24.7 | 24.7 |
| | 1-3 years | 142 | 44.4 | 44.4 | 69.1 |
| | 3-5 years | 58 | 18.1 | 18.1 | 87.2 |
| | > 5 years | 41 | 12.8 | 12.8 | 100.0 |
| | Total | 320 | 100.0 | 100.0 | |



How long have you been used E-marketplace for your business? / Berapa lama anda telah menggunakan E-marketplace untuk perniagaan anda?

320 responses

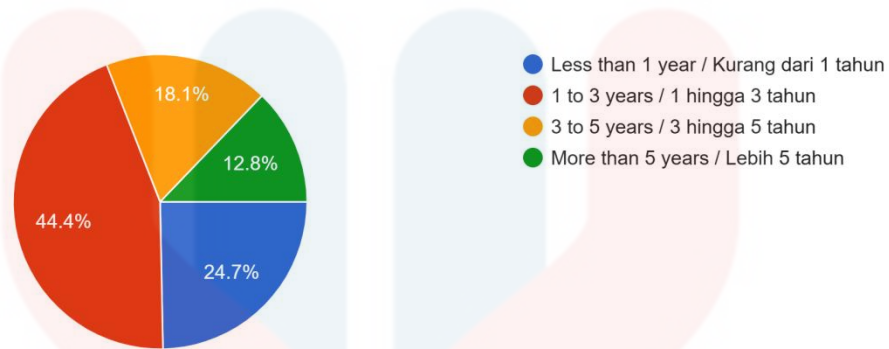


Figure 4.4 Pie Chart for How Long Respondents Have Been Used E-Marketplace for Their Business

Based on Table 4.6 and Figure 4.4, almost half of the respondents which is 44.4% accurate to 149 respondents indicated that they had been involved in E-Marketplace in 1 to 3 years. In less than 1 year, there are 24.7% equivalent to 79 respondents used E-Marketplace. Next, 18.1% which is 58 of them started to use E-Marketplace since 3 to 5 years ago. For more than 5 years, it took the least amount of respondents who involved in E-Marketplace which is only 41 respondents.

4.4 DESCRIPTIVE ANALYSIS

According to Parampreet Kaur et al (2018), descriptive statistics are used to summarize data in a planned manner by portraying the association between factors in a model or people. This section computes the descriptive statistics of the dependent variable which is acceptance of E-Marketplace and independent variables which are perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control. The mean and standard deviation for each question from all variables starting from section B were disclosed.

4.4.1 Dependent Variable and Independent Variables

Table 4.7 Descriptive Statistics for Dependent Variable and Independent Variables

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

Based on Table 4.7, dependent variable, acceptance of E-Marketplace got 4.8525 for mean. Next, the mean value for the independent variable which is perceived usefulness is 4.8406, followed by perceived ease of use with a value of 4.8100. Meanwhile, subjective norms got the lowest means value which is 4.8075. Lastly, purchase behaviour control which

got mean value, 4.8300. Apart from that, the independent variable with the highest standard deviation is perceived ease of use, which has a value of 0.37795. For perceived usefulness, the value of standard deviation is 0.32987. Besides, attitude got 0.3430, followed by subjective norms, which has a value of 0.36139. Last but not least, purchase behaviour control with 0.33720. Dependent variable, acceptance of E-Marketplace have the lowest standard deviation which is 0.29456.

4.4.2 Perceived Usefulness (Independent Variable)

Table 4.8 Descriptive Statistics for Perceived Usefulness

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|-----|---------|---------|------|----------------|
| I am able to accomplish my target using E-Marketplace | 320 | 3 | 5 | 4.82 | .425 |
| I am able to improve my business growth using E-Marketplace | 320 | 3 | 5 | 4.85 | .394 |
| I think E-Marketplace is a useful platform for my business | 320 | 3 | 5 | 4.85 | .375 |
| I am able to improve my interaction with customers using E-Marketplace | 320 | 3 | 5 | 4.83 | .453 |

| | | | | | |
|---|-----|---|---|------|------|
| The features in E-Marketplace is really useful for me | 320 | 3 | 5 | 4.86 | .383 |
| Valid N (listwise) | 320 | | | | |

Table 4.8 shows the descriptive statistics of perceived usefulness with five statements to be answered. The statement of “The features in E-Marketplace is really useful for me” has the highest mean value of 4.86 and standard deviation of 0.383. For second and third statements have the same mean value which are 4.85 and standard deviation of 0.394 and 0.375. While the statement “I am able to accomplish my target using E-Marketplace” has the lowest mean value with 4.82 and standard deviation is 0.425. This explains that the majority of respondent agrees that the statement “The features in E-Marketplace is really useful for me” is the most influenced statement that influences the SME’s owners to accept E-Marketplace.

4.4.3 Perceived Ease of Use (Independent Variable)

Table 4.9 Descriptive Statistics for Perceived Ease of Use

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| I think that E-Marketplace does not require a lot of effort | 320 | 3 | 5 | 4.74 | .582 |
| I can use E-Marketplace without help from anyone | 320 | 3 | 5 | 4.74 | .568 |

| | | | | | |
|---|-----|---|---|------|------|
| I think that E-Marketplace is easy to access | 320 | 3 | 5 | 4.87 | .385 |
| E-Marketplace is a user-friendly platform | 320 | 3 | 5 | 4.86 | .374 |
| I think E-Marketplace will not giving me so much troubles | 320 | 3 | 5 | 4.84 | .389 |
| Valid N (listwise) | 320 | | | | |

Based on table 4.9, it shows the mean and standard deviation for perceived ease of use. Based on the table, the highest mean value is on statements number 3 which SME's owners thought that E-Marketplace is easy to access. Other than that, the lowest mean value for this category are statements number 1 and 2, it has the same mean value which is 4.74 with standard deviation of 0.582 and 0.568. This table showed the standard deviation is lower than 1, which is the value is more reliable.

4.4.4 Attitude (Independent Variable)

Table 4.10 Descriptive Statistics for Attitude

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| My general opinion of E-Marketplace is positive | 320 | 1 | 5 | 4.79 | .502 |

| | | | | | |
|--|-----|---|---|------|------|
| I feel that E-Marketplace seems to be a good idea for my business | 320 | 1 | 5 | 4.81 | .468 |
| I feel that the use of E-Marketplace will help many entrepreneurs | 320 | 3 | 5 | 4.83 | .397 |
| I feel comfortable using E-Marketplace for my business | 320 | 3 | 5 | 4.84 | .381 |
| Compared to traditional shop marketplace, I would rate E-Marketplace as the best | 320 | 3 | 5 | 4.82 | .415 |
| Valid N (listwise) | 320 | | | | |

The descriptive statistics of attitude are shown in Table 4.10, which includes five statements. The statement “I feel comfortable using E-Marketplace for my business” does have highest mean value of 4.84 and standard deviation of 0.381. While the statement “My general opinion of E-Marketplace is positive” has the smallest mean value with 4.79 and standard deviation is 0.502. This explains exactly, in terms of attitude, the majority of respondents agreed that the statement "I feel comfortable using E-Marketplace for my business" was the most influential statement in affecting SME’s owners to accept E-Marketplace.

4.4.5 Subjective Norm (Independent Variable)

Table 4.11 Descriptive Statistics for Subjective Norm

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| My friends influence me to use E-Marketplace | 320 | 2 | 5 | 4.79 | .463 |
| The impact of Covid-19 influence me to use E-Marketplace | 320 | 2 | 5 | 4.80 | .450 |
| My family encourage me to use E-Marketplace | 320 | 2 | 5 | 4.81 | .468 |
| The positive outcome from E-Marketplace encourage me to explore E-Marketplace | 320 | 3 | 5 | 4.81 | .414 |
| I am able to understand about E-Marketplace because people around me have the same ideas and opinions | 320 | 3 | 5 | 4.82 | .422 |
| Valid N (listwise) | 320 | | | | |

Table 4.11 shows the descriptive statistics for subjective norm. The statement with the highest mean value of 4.82 and standard deviation of 0.422 is "I am able to understand about E-Marketplace because people around me have the same ideas and opinions". While the statement "My friends influence me to use E-Marketplace" has the lowest mean value of 4.79 and the lowest standard deviation of 0.463.

4.4.6 Perceived Behaviour Control (Independent Variable)

Table 4.12 Descriptive Statistics for Perceived Behaviour Control

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--|-----|---------|---------|------|----------------|
| I believe that there are many business opportunities in E- Marketplace | 320 | 3 | 5 | 4.79 | .442 |
| I believe that I can market my product or service in E- Marketplace | 320 | 3 | 5 | 4.83 | .417 |
| I believe that I will be able to expand my business through E- Marketplace | 320 | 3 | 5 | 4.87 | .344 |
| I have knowledge to use E-Marketplace as my business platform | 320 | 3 | 5 | 4.83 | .420 |
| I have ability to handle E-Marketplace | 320 | 3 | 5 | 4.82 | .415 |
| Valid N (listwise) | 320 | | | | |

Table 4.12 shows the descriptive statistics for subjective norms. The statement with the highest mean value of 4.87 and standard deviation of 0.344 is "I believe that I will be able to expand my business through E- Marketplace" while the statement "I believe that there are many business opportunities in E- Marketplace" which has the lowest mean value of 4.79 and standard deviation of 0.442. Thus, the third statement from this independent variable becomes the most influential statement.

4.4.7 Acceptance of E-Marketplace (Dependent Variable)

Table 4.13 Descriptive Statistics for Acceptance of E-Marketplace

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---|-----|---------|---------|------|----------------|
| I will choose E-Marketplace as my business platform | 320 | 3 | 5 | 4.86 | .374 |
| I will recommend E-Marketplace to other entrepreneurs | 320 | 3 | 5 | 4.82 | .434 |
| I plan to expand my business through E-Marketplace | 320 | 3 | 5 | 4.87 | .344 |
| I will explore more about E-Marketplace opportunities | 320 | 3 | 5 | 4.87 | .351 |

| | | | | | |
|---|-----|---|---|------|------|
| I am aware about the advantages of E-Marketplace to my business | 320 | 3 | 5 | 4.85 | .383 |
| Valid N (listwise) | 320 | | | | |

4.5 VALIDITY AND RELIABILITY TEST

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

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

Based on Table 4.14, the results of all of the variables shows good to be used in this study. Firstly, acceptance of E-Marketplace gave the least value which is 0.837. Besides, perceived usefulness, perceived ease of use, attitude, subjective norms and perceived behaviour control had value above 0.8 which are 0.870, 0.865, 0.856, 0.872, 0.882 that indicate the variables were good to use. Thus, from the value of Cronbach’s Alpha for all variables shown that the questionnaires were suitable to be used for this research.

4.6 NORMALITY TEST

Table 4.15 Result of Normality Test for Independent Variables and Dependent Variable

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

a. Lilliefors Significance Correction

The SPSS framework was used to check and evaluate the information's ordinariness. In this review, the ordinariness of the data was examined using the Kolmogorov-Smirnova and Shapiro-Wilk tests. There are two ways to understand circulation: common and unusual appropriation. Any factors with a p-esteem below 0.05 contained information about irregularity. Table 4.15 displays the results of the Kolmogorov-Smirnova and Shapiro-Wilk

tests used to determine whether all research variables were normally distributed. The results of each test indicate that all significant p-values are less than 0.05, or 0.000, which indicates that the data is abnormal since it does not follow a normal distribution.

4.7 HYPOTHESES TESTING

4.7.1 Hypothesis 1

H1: There is a significant positive relationship between perceived usefulness and acceptance of E-Marketplace among SMEs.

Table 4.16 Result of Hypothesis Testing for Hypothesis 1

| | | Mean1_PU | Mean6_AOE |
|-----------|---------------------|----------|-----------|
| Mean1_PU | Pearson Correlation | 1 | .734** |
| | Sig. (2-tailed) | | .000 |
| | N | 320 | 320 |
| Mean6_AOE | Pearson Correlation | .734** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 320 | 320 |

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

The Pearson correlation value between the perceived usefulness and adoption of the E-Marketplace among SMEs is shown in Table 4.16. The perceived usefulness's Pearson correlation p-value is 0.734, which shows a substantial association between perceived usefulness and SMEs' adoption of the E-Marketplace. According to this analysis' significant value, which is lower than the alpha root's (0.01) significance level of 0.000, there is a

positive correlation between SMEs' perceptions of the usefulness and acceptance of the E-Marketplace. So, the first theory is accepted.

4.7.2 Hypothesis 2

H2: There is a significant positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs.

Table 4.17 Result of Hypothesis Testing for Hypothesis 2

| | | Mean2_PEOU | Mean6_AOE |
|------------|---------------------|------------|-----------|
| Mean2_PEOU | Pearson Correlation | 1 | .603** |
| | Sig. (2-tailed) | | .000 |
| | N | 320 | 320 |
| Mean6_AOE | Pearson Correlation | .603** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 320 | 320 |

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

Table 4.17 show the Pearson correlation value between perceived ease of use and acceptance of E-Marketplace. Pearson correlation p-value of perceived ease of use is 0.603 and this indicates a strong strength of correlation between perceived ease of use and acceptance of E-Marketplace among SMEs. For this analysis, the significant value is lower than the alpha root (0.01) which is 0.000 and this indicates that there is a positive relationship between perceived ease of use and acceptance of E-Marketplace among SMEs. Therefore, hypothesis 2 is accepted.

4.7.3 Hypothesis 3

H3: There is a significant positive relationship between attitude and acceptance of E-Marketplace among SMEs.

Table 4.18 Result of Hypothesis Testing for Hypothesis 3

| | | Mean3_AU | Mean6_AOE |
|-----------|---------------------|----------|-----------|
| Mean3_AU | Pearson Correlation | 1 | .672** |
| | Sig. (2-tailed) | | .000 |
| | N | 320 | 320 |
| Mean6_AOE | Pearson Correlation | .672** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 320 | 320 |

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

Table 4.18 show the Pearson correlation value between attitude and acceptance of E-Marketplace among SMEs. Pearson correlation p-value of attitude is 0.627 and this indicates a strong strength of correlation between attitude and acceptance of E-Marketplace among SMEs. For this analysis, the significant value is s lower than the alpha root (0.01) which is 0.000 and this this demonstrates that there is a positive connection between attitude and acceptance of E-Marketplace among SMEs. Therefore, hypothesis 3 is accepted.

4.7.4 Hypothesis 4

H4: There is a significant positive relationship between subjective norm and acceptance of E-Marketplace among SMEs.

Table 4.19 Result of Hypothesis Testing for Hypothesis 4

| | | Mean4_SN | Mean6_AOE |
|-----------|---------------------|----------|-----------|
| Mean4_SN | Pearson Correlation | 1 | .684** |
| | Sig. (2-tailed) | | .000 |
| | N | 320 | 320 |
| Mean6_AOE | Pearson Correlation | .684** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 320 | 320 |

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

Table 4.19 show the Pearson correlation value between subjective norm and acceptance of E-Marketplace among SMEs. Pearson correlation p-value of subjective norm is 0.684 and this indicates a strong strength of correlation between subjective norm and acceptance of E-Marketplace among SMEs. For this analysis, the significant value is lower than the alpha root (0.01) which is 0.000 and this indicates that there is a positive relationship between subjective norm and acceptance of E-Marketplace among SMEs. Therefore, hypothesis 4 is accepted.

4.7.5 Hypothesis 5

H5: There is a significant positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs.

Table 4.20 Result of Hypothesis Testing for Hypothesis 5

| | | Mean5_PBC | Mean6_AOE |
|-----------|---------------------|-----------|-----------|
| Mean5_PBC | Pearson Correlation | 1 | .745** |
| | Sig. (2-tailed) | | .000 |
| | N | 320 | 320 |
| Mean6_AOE | Pearson Correlation | .745** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 320 | 320 |

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

Table 4.20 show the Pearson correlation value between perceived behaviour control and acceptance of E-Marketplace among SMEs. Pearson correlation p-value of perceived behaviour control is 0.745 and this indicates a strong strength of correlation between perceived behaviour control and acceptance of E-Marketplace among SMEs. For this analysis, the significant value is lower than the alpha root (0.01) which is 0.000 and this indicates that there is a positive relationship between perceived behaviour control and acceptance of E-Marketplace among SMEs. Therefore, hypothesis 5 is accepted.

4.8 SUMMARY

In this chapter, data analysis was conducted to gather information of this research. The process of collecting and evaluating data were explained. After the data has been processed and evaluated as a graph for a more comprehensible and better display, the results will be assessed. After that, this analysis prompted a hypothesis test using Pearson Correlation to test the strength of the relationship between independent and dependent variables. Besides, the findings of this research were discussed. It will explain how information is gathered and how to proceed correctly to achieve the best outcome. The research's implications, limitations, recommendations and conclusions were covered in more detail in the next chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this final chapter, the researchers elaborated the study's results presented in Chapter 4 that focused on analyzing statistical analysis summaries and discussing key findings. In addition, the study's implications, study's limitations will be discussed concerning this research, and some recommendations will be made for the future.

5.2 KEY FINDINGS

Finding the relationship between the dependent variable and the independent variable is the major goal of this research. The use of Pearson correlation has been made to demonstrate the relationship between the independent and dependent variables. This study was conducted with the 320 participation of SMEs in Kota Bharu, Kelantan. To get more detailed and accurate data, SPSS was used to analyse every questionnaire. According to the reliability test data reported in chapter 4, which is connected to the reliability test, researchers discovered that the reliability test coefficient ranges are from 0 to 1, which includes all measurement tests against the variable. As a result, the results of the study's questionnaire of Cronbach's Alpha Coefficient is 0.70 to 0.90, were consistently positive.

In the demographics part, respondents are divided by age, gender, and race as well as by their preferred online marketplace and how long they have been using it for business. According to the study's findings, Shopee application is the most popular online marketplace

for making deals, and respondents had been using it for 1-3 years on average. The majority of the respondents were Malay and also women between the ages of 26 and 39.

According to the research hypothesis, the researcher also discovered that all independent variables including perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behaviour control have a strong significant relationship toward acceptance of E-marketplace. The results of the study show that acceptance of E-marketplace as study dependent variable has the highest mean value which is 4.8525, and the lowest mean value is perceived ease of use which is 4.8100.

The results of this study of the hypothesis can help the researchers, small business owners and also future entrepreneurs understand the variables influencing E-marketplace acceptability. Besides, by educating SME business owners about the E-Marketplace, this research will enable to expand their operations into this fast growing domestic and global market. Through this research, it also can give opportunity to other people in order to making their decision to use E-marketplace in the business.

Lastly, the overall results of the study prove that the majority of respondents who are SME's in Kota Bharu Kelantan have agreed of all the five independent variable which is perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control has been accepted by them in E-marketplace for their business.

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5.3 DISCUSSION

5.3.1 Hypothesis 1

H1: There is a significant relationship between perceived usefulness and acceptance of E-Marketplace

Based on the result, it is proven that there is a positive significant relationship between perceived usefulness and acceptance of E-Marketplace. According to the result shown in Chapter 4, the significant correlation value is 0.734 which means there is a high positive correlation between perceived usefulness and acceptance of E-Marketplace

The results show that the regression value for digital marketing skills is $p=0.000$ which is very significant to perceived usefulness because the regression value is less than 0.01, where $p<0.01$. The H1 is accepted as a result. Perceived ease of use have a significant relationship between perceived usefulness and acceptance of E-Marketplace. This accurate to Davis et al. (1989) said, the degree to a person believes that utilising a certain system would increase the job performance is perceived usefulness.

5.3.2 Hypothesis 5

H2: There is a significant relationship between perceived behaviour control and acceptance of E-Marketplace

Based on the result, it is proven that there is a positive significant relationship between perceived behaviour control and acceptance of E-Marketplace. According to the result shown in Chapter 4, the significant correlation value is 0.745 which means there is a

high positive correlation between perceived behaviour control and acceptance of E-Marketplace.

The results show that the regression value for digital marketing skills is $p=0.000$ which is very significant to perceived behaviour control because the regression value is less than 0.01, where $p<0.01$. The H5 is accepted as a result. Perceived behaviour control has a significant relationship between perceived behaviour control and acceptance of E-Marketplace. This result was supported by Awwaliyah (2013) which state strong behavioural control means that the intention to display behaviour is strong.

5.4 IMPLICATIONS OF THE STUDY

This research can give the researchers, SMEs owners and new entrepreneurs to gain better understanding about factors that affecting acceptance of E-Marketplace. Besides, this research can spread awareness among SME's owners about E-Marketplace and will give opportunity for them to grow their business into that ever-growing market nationally and internationally. It provides for relatively inexpensive communication with their existing customers, promotes the SME to numerous potential customer, and broadens business networks beyond national boundaries.

The researchers aim in this study was to address the factors that affecting the acceptance of E-Marketplace. Through this research, the researchers were able to adapt related theories to be used throughout this study such as the TAM model and the TPB model. Both of these models can help the researchers to get data more efficiently and accurately. To be conclude, the more the E-Marketplace give benefit to SMEs, the more willingness of the SMEs owners to accept and adapt technologies which is E-Marketplace in their businesses.

5.5 LIMITATIONS OF THE STUDY

The major obstacle that was encountered in this research study was the difficulty of getting respondents to participate in this study. This is because, the research area is limited only in Kota Bharu while it could have beneficial effects upon other city in Kelantan. Due to the limited research area, it's quite challenging to get 320 respondents among SME's owners in that area. Apart from that, the length of time in this study was not worth the time, which was really short for the researchers as they had to study and find respondents in such a limited time.

Besides, to understand the factors affecting acceptance of E-Marketplace will consume more time because the approach needed to persuade for each of SME's owners to participate. Any or all of these may have contributed to the lack of participation. Next, the limited outcomes in a quantitative research method. In this method, it involves structured questionnaires with close-ended questions which leans to limited outcomes outlines in this research study. Based on the selection in questionnaires, the respondents have limited options for responses.

5.6 RECOMMENDATIONS FOR FUTURE RESEARCH

There are a number of changes for the researchers could make in future. Most importantly, the researchers would go for a longer time period to be able to expand involvement through the whole process. This may help the researchers to give more time for respondents which is SME's owners to understand and participate in the research. It is preferable to research a larger research area, allowing more in-depth exploration and awareness of factors towards acceptance of E-Marketplace.

The researchers also could explore the impacts of acceptance towards E-Marketplace to have more understanding about it. The research also should approach with mixed method rather than quantitative method. This is due to the overall purpose of mixed method use both qualitative and quantitative approaches in order to provides a better understanding and yield more complete evidence of the research problems than either using quantitative method alone.

5.7 OVERALL CONCLUSION OF THE STUDY

The purpose of this study was to identify the variables influencing Kota Bharu, Kelantan SME owners' perceptions of the E-Marketplace. The goal of this study is to determine the relationships among five independent variables: perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behaviour control. Through social media sites like Facebook, WhatsApp, and Instagram, researchers have gathered data and delivered Google Form questionnaires to a particular group of people that suit the study's target audience.

Five (5) hypothesis were generated in this study to investigate the relationship between the dependent and independent variables. The SPSS programme was used to perform descriptive analysis, reliability tests, normality testing, regression analysis and Pearson correlation analysis. The results of the Pearson correlation analysis have shown that there is a positive relationship between the independent variables (perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behaviour control) to the dependent variables (acceptance of E-Marketplace). This study becomes beneficial to respondents which is SME's owners and researchers because of the new understanding and new knowledge it provides to them either directly or indirectly.

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APPENDIX A - DRAFT OF QUESTIONNAIRE



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QUESTIONNAIRE

FACTORS AFFECTING ACCEPTANCE OF E-MARKETPLACE AMONG SMALL MEDIUM-SIZED ENTERPRISE (SMEs) IN KOTA BHARU, KELANTAN

Assalamualaikum w.b.t. and greetings for all.

We are final year student pursuing Bachelor of Entrepreneurship in Commerce from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We currently conducting a research on “Factors Affecting Acceptance of E-Marketplace among Small Medium Enterprise (SMEs) in Kota Bharu, Kelantan”. We would be grateful if you could spend a few minutes to complete these questionnaires. Your response will remain private and will be used for academic purpose only. Please answer all the questions as honestly as possible and return the completed questionnaires to us.

Thank you.

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SECTION A: DEMOGRAPHIC

The following question are related to demographic information. Please answer all questions and tick (/) to the appropriate answer.

1) Age Group

| | | | |
|-----------------|--------------------------|-----------------|--------------------------|
| 18-25 years old | <input type="checkbox"/> | 26-39 years old | <input type="checkbox"/> |
| 40-50 years old | <input type="checkbox"/> | 51-60 years old | <input type="checkbox"/> |

2) Gender

Male Female

3) Race

| | | | |
|--------|--------------------------|---------|--------------------------|
| Malay | <input type="checkbox"/> | Chinese | <input type="checkbox"/> |
| Indian | <input type="checkbox"/> | Others | <input type="checkbox"/> |

4) Most favourite E-Marketplace to do business.

| | | | |
|-------------|--------------------------|----------|--------------------------|
| Shopee | <input type="checkbox"/> | Mudah.my | <input type="checkbox"/> |
| Lazada | <input type="checkbox"/> | Zalora | <input type="checkbox"/> |
| Tiktok Shop | <input type="checkbox"/> | PG Mall | <input type="checkbox"/> |

5) How long have you been used E-Marketplace for your business ?

| | |
|-------------------|--------------------------|
| Less than 1 year | <input type="checkbox"/> |
| 1 to 3 years | <input type="checkbox"/> |
| 3 to 5 years | <input type="checkbox"/> |
| More than 5 years | <input type="checkbox"/> |

**SECTION B : FACTORS AFFECTING ACCEPTANCE OF E-MARKETPLACE
AMONG SMEs**

Part I : Perceived Usefulness Affecting Acceptance of E-Marketplace

Please tick (/) the answer in the box provided.

| | | | | |
|----------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | I am able to accomplish my target using E-Marketplace. | | | | | |
| 2. | I am able to improve my business growth using E-Marketplace. | | | | | |
| 3. | I think E-Marketplace is a useful platform for my business. | | | | | |
| 4. | I am able to improve my interaction with customers using E-Marketplace. | | | | | |
| 5. | The features in E-Marketplace is really useful for me. | | | | | |

Part II : Perceived Ease of Use Affecting Acceptance of E-Marketplace

Please tick (/) the answer in the box provided.

| | | | | |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | I think that E-Marketplace does not require a lot of effort. | | | | | |
| 2. | I can use E-Marketplace without help from anyone. | | | | | |
| 3. | I think that E-Marketplace is easy to access. | | | | | |
| 4. | E-Marketplace is a user-friendly platform. | | | | | |
| 5. | I think E-Marketplace will not giving me so much troubles. | | | | | |

Part III : Attitude Affecting Acceptance of E-Marketplace

Please tick (/) the answer in the box provided.

| | | | | |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | My general opinion of E-Marketplace is positive. | | | | | |
| 2. | I feel that E-Marketplace seems to be a good idea for my business. | | | | | |
| 3. | I feel that the use of E-Marketplace will help many entrepreneurs. | | | | | |
| 4. | I feel comfortable using E-Marketplace for my business. | | | | | |
| 5. | Compared to traditional shop marketplace, I would rate E-Marketplace as the best. | | | | | |

Part IV : Subjective Norm Affecting Acceptance of E-Marketplace

Please tick (/) the answer in the box provided.

| | | | | |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | My friends influence me to use E-Marketplace. | | | | | |
| 2. | The impact of Covid-19 influence me to use E-Marketplace. | | | | | |
| 3. | My family encourage me to use E-Marketplace. | | | | | |
| 4. | The positive outcome from E-Marketplace encourage me to explore E-Marketplace. | | | | | |
| 5. | I am able to understand about E-Marketplace because people around me have the same ideas and opinions. | | | | | |

Part V : Perceived Behaviour Control Affecting Acceptance of E-Marketplace

Please tick (/) the answer in the box provided.

| | | | | |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | I belief that there are many business opportunities in E-Marketplace. | | | | | |
| 2. | I belief that I can market my product or service in E-Marketplace. | | | | | |
| 3. | I belief that I will able to expand my business through E-Marketplace. | | | | | |
| 4. | I have knowledge to use E-Marketplace as my business platform. | | | | | |
| 5. | I have ability to handle E-Marketplace. | | | | | |

SECTION C : ACCEPTANCE OF E-MARKETPLACE

Please tick (/) the answer in the box provided.

| | | | | |
|-------------------|----------|---------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |

| No. | Items | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1. | I will choose E-Marketplace as my business platform. | | | | | |
| 2. | I will recommend E-Marketplace to other entrepreneurs. | | | | | |
| 3. | I plan to expand my business through E-Marketplace | | | | | |
| 4. | I will explore more about E-Marketplace opportunities. | | | | | |
| 5. | I am aware about the advantages of E-Marketplace to my business. | | | | | |

APPENDIX B - GANTT CHART

| Tasks / Weeks | W 1 | W 2 | W 3 | W 4 | W 5 | W 6 | W 7 | W 8 | W 9 | W 10 | W 11 | W 12 | W 13 | W 14 |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|
| - Meeting and discussion with supervisor | | | | | | | | | | | | | | |
| - Identification of title, research area, and respondents | | | | | | | | | | | | | | |
| Do problem statement, research objective, research questions | | | | | | | | | | | | | | |
| Define the conceptual framework, Literature review | | | | | | | | | | | | | | |
| Choose population, sample size, sampling techniques | | | | | | | | | | | | | | |
| Instrument development, measurement of the variables | | | | | | | | | | | | | | |
| Procedure for data analysis | | | | | | | | | | | | | | |
| Drafting questionnaire | | | | | | | | | | | | | | |
| Submission of Research Proposal Draft | | | | | | | | | | | | | | |
| Submission of Final Research Proposal | | | | | | | | | | | | | | |
| Distribute questions | | | | | | | | | | | | | | |
| Actual data collection | | | | | | | | | | | | | | |
| Key in data in SPSS | | | | | | | | | | | | | | |
| Data analysis and discussion of findings | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Conclusion, Recommendations | | | | | | | | | | | | | | | | | | | | | | | | | |
| Submission of Research Report Draft | | | | | | | | | | | | | | | | | | | | | | | | | |
| Submission of Final Research Report | | | | | | | | | | | | | | | | | | | | | | | | | |





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Kelulusan Penyerahan Draf Akhir Laporan Akhir Projek Penyelidikan Tahun Akhir Tanpa Jilid

Saya, **Dr. Shah Iskandar Fahmie Bin Ramlee**, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

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Tajuk Penyelidikan:

Factors Affecting Acceptance Of E-Marketplace Among Small Medium-Sized Enterprises (SMEs) In Kota Bharu , Kelantan

Sekian, terima kasih

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Tandatangan Penyelia

Tarikh: 23 Januari 2023



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2. Saya dengan ini mengesahkan bahawa segala pembetulan yang diperlukan telah dilakukan sebagai mana yang telah dicadangkan oleh pemeriksa.

Sekian, terima kasih

Perakuan Penyelia

Saya, Dr Shah Iskandar Fahmie Bin Ramlee Penyelia kepada pelajar di atas dengan ini memperakukan maklumat yang dinyatakan oleh mereka adalah benar.

Terima Kasih.



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 Code/ Course Name: ACS4113 RESEARCH PROJECT COMMERCE II
 Sesi/Session: Semester September 2022/2023
 Semester: 7
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