THE IMPACT OF PRICE, TIME, TRUST, AND CONVENIENCE ON CUSTOMER PURCHASE BEHAVIOR ON SHOPEE PLATFORM IN EAST COAST MALAYSIA

MUHAMMAD ALI ASGHAR BIN AMIRULLAH (A19A1007)
NURUL AMIRAH BINTI NORRIZAN (A19A0712)
NURSYAZWANI BINTI MOHAMAD RIAH (A19A0694)
SALWA BINTI SUBRI (A19A0821)

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by

Muhammad Ali Asghar Bin Amirullah (A19A1007)
Nurul Amirah Binti Norrizan (A19A0712)
Nursyazwani Binti Mohamad Riah (A19A0694)
Salwa Binti Subri (A19A0821)

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AliAsghar
SIGNATURE   SIGNATURE OF SUPERVISOR
NAME: MUHAMMAD ALI ASGHAR   NAME: Mrs. NIK NOORHAZILA BINTI NIK MUD
BIN AMIRULLAH   Date:

AmirahNorrizan
SIGNATURE
NAME: NURUL AMIRAH BINTI NORRIZAN

Nursyazwani
SIGNATURE
NAME: NURSYAZWANI BINTI MOHAMAD RIAH

SalwaSubri
SIGNATURE
NAME: SALWA BINTI SUBRI   Date:

ACKNOWLEDGEMENT

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ABSTRACT

Shopee is one of the leading e-commerce platforms in Malaysia and the largest e-commerce in southeast Asia in 2020. Despite fierce competition in the e-commerce space, Shopee has grown aggressively across the Southeast Asia region over the past few years. The successful expansion of his business may be due to its deep competitive advantage. This study was to examine the main factors that impact customer attitudes around the east coast states of Malaysia namely Kelantan, Terengganu and Pahang towards the use of Shopee. The four factors that have an impact are price, time, trust and convenience. Survey questionnaires are used for data collection. A total of 385 Shopee users from the east coast residents of Malaysia namely Kelantan, Terengganu and Pahang responded to the survey. The results of the study have revealed that price, time, trust and convenience have had a positive impact on influencing customer attitudes towards Shopee users in Malaysia. This study provides Shopee with valuable insights and guidance on customers' perceptions of Shopee, leading to better customer satisfaction.

Keywords: Shopee, price, time, trust, convenience, customer attitude and e-trading

ABSTRAK

Shopee merupakan salah satu platform e-dagang terkemuka di Malaysia dan juga e-dagang yang terbesar di Asia Tenggara pada tahun 2020. Walaupun persaingan sengit dalam ruang e-dagang, Shopee telah berkembang secara agresif di seluruh rantau Asia Tenggara sejak beberapa tahun kebelakangan ini. Perkembangan perniagaannya yang berjaya mungkin disebabkan oleh kelebihan daya saingnya yang mendalam. Kajian ini bertujuan untuk mengkaji faktor utama yang memberi impak terhadap sikap pelanggan di sekitar negeri pantai timur Malaysia iaitu Kelantan, Terengganu dan Pahang terhadap penggunaan Shopee. Empat faktor yang memberi impak ialah harga, masa, kepercayaan dan kemudahan. Soal selidik tinjauan digunakan untuk pengumpulan data. Seramai 385 pengguna Shopee dari penduduk Pantai Timur Malaysia iaitu Kelantan, Terengganu dan Pahang telah menjawab tinjauan tersebut. Hasil daripada kajian tersebut telah mendedahkan bahawa harga, masa, kepercayaan dan kemudahan telah memberi impak yang positif untuk mempengaruhi sikap pelanggan terhadap pengguna Shopee di Malaysia. Kajian ini memberikan Shopee pandangan dan panduan berharga tentang persepsi pelanggan terhadap Shopee yang membawa kepada kepuasan pelanggan yang lebih baik.

Kata kunci: Shopee, harga, masa, kepercayaan, kemudahan, sikap pelanggan dan e-perdangangan

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will be introducing the study which included several sections on the background of the study, problem statement, research objectives, research questions, and the significance of the study. It also will discuss the definition of the term used in this study.

1.2 Background of the study

Shopee is a digital marketplace created by Singaporeans that operates under the umbrella of the technology company Garena. Shopee facilitates fast, simple, and secure online transactions between buyers and sellers around the globe (Fadhillah et al., 2021). As a result of the convenience and reach of the internet, small and medium-sized enterprises have a greater opportunity to succeed. Shopee website and application are meant to streamline the online buying experience for their users. Moreover, the specialized marketer sees a dramatic uptick in the total number of customers who fall into their ideal demographic. Business transactions may be handled anytime, anywhere, and with little outlay of time and resources thanks to the advent of e-commerce.

Shopee dominated the Southeast Asian e-commerce market in 2020 in terms of both gross merchandise value and total orders (Daisy et al. 2021). Despite stiff competition, Shopee is the second highest of the top 50 e-commerce players in Malaysia based on the average quarterly traffic, social media followers, mobile application rankings and the number of employees opposed by other online retailers (The Sun Daily, 2018). Shopee has grown rapidly over the past few years over the entirety of Southeast Asia. At the same time, Shopee dominated the e-commerce market in the

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ASEAN country in terms of Gross Merchandise Value (GMV) and orders placed by 2020. Its substantial competitive advantages have undoubtedly contributed to the company's rapid growth.

In Malaysia, customers frequently buy products from internet retailers like Shopee. In 2015, Shopee was introduced in Malaysia with 501–1000 employees (Nee, 2017). Presently, Shopee ranks high among Malaysia's most popular online marketplaces (Similarweb, 2021). Shopee offers a wide range of services, including safe payment options, chat with sellers, logistical and customer assistance, and shopping. This online shopping platform also enables customers to purchase anytime, anywhere, with a large selection of reputable marketplace vendors and mall vendors who offer the greatest prices and significant savings (Shopee, 2019). Reported that the monthly visit rate was 12,330,200 users, placing it second only to Lazada and outperforming other rivals like 11th Street, Lelong, Zalora, eBay, and others (iPrice, 2018). Shopee has struggled to compete with Lazada in all areas, including the number of monthly visitors and the business models employed to achieve operational excellence (Lim, 2017). Hence, to better understand what influences customers' decisions to use these online shopping platforms, it is crucial to research Shopee's customer behavior.

1.3 Problem Statement

Shopee is growing as more and more people switch to buying their needs and wants from an online platform. However, Shopee Malaysia Complaints Board claims that this online platform must also address typical issues such as refund issues, product defects, and subpar customer care (ComplaintsBoard.com, 2022). Online purchase behavior has been the subject of extensive academic research in recent years (Ching, K. C., Hasan, Z. R. A., & Hasan, N. A. ,2021). However, the factors that affected the customers of using Shopee as their platform of choice for purchases have not been adequately investigated by previous academics.

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One of the issues is that customers want a product with a cheaper price which affects the online retailer. Moreover, customers need to compare the price of the product with other sellers or shop on Shopee platform. The reason is because online shoppers prefer low prices and find that to be a major draw. There are other distinctions between reasonably priced and inexpensive items. According to research by Slahuddin and Ali (2020), products with a low price and low quality have a negative connotation in the minds of most customers, on the other hand, customers will pay extra for products that are still within their budget range if the products provide and maintain honest business strategy. Thus, this study tries to investigate the impact of price of products on customer purchase behavior in the Shopee platform.

In addition, faster shipping times are in higher demand is also one of the issues that affect the customer purchase behavior. Suggesting that, customers place a premium on timely delivery when making purchases online. For online retailers and delivery services, this meant a race to see who could get packages to customers the quickest (Ferrer et al., 2021). The fact that customers, especially women, are prepared to pay more for expedited shipment and delivery is already established. An online retailer's bottom line can benefit from a reputable reputation for speedy shipping and delivery (Chen & Cui, 2021). This study will assess the impact of shipment times on customer purchase behavior.

On the other hand, another issue that affects customer purchase behavior is when the customer receives a defective product. By comparing products considering other buyers' experiences, as expressed in reviews and ratings, shoppers benefit from information sharing (Dwidienawati et al., 2020). It has been suggested by Bahl and Kesharwani (2019) that the level of customer trust in a product or service directly correlates to the likelihood that a customer would make a purchase. According to Juniwati and Sumiyati (2020), establishing credibility in internet businesses is difficult

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since customers worry, they won't obtain a satisfactory product. Customers learn to trust internet retailers when they find their demands are being met by these sites. If trust is established, it acts as a connecting factor that boosts customer loyalty, which in turn encourages customers to buy more (Haque, 2020). This study will investigate the effects of customer trust on customer purchase behavior.

At the same time, subpar customer care also becomes an issue to the customer purchase behavior. The reason behind this is because shopping online needs to be convenient since it should allow people to find what they need quickly and with little effort. Online shoppers may not consciously realize they are saving time, yet that is precisely what happens. Customers' spending habits are profoundly influenced by the ease of access provided by internet shopping platforms. Fast delivery, simple transactions, and additional services are what keep customers coming back (Jun & Palacios, 2020). Customers' behavioral shopping intentions are shown to be positively engaged if they are satisfied with the level of convenience offered by online shopping platforms (Indriani & Nurdianasari et al., 2021). The purpose of this research is to examine the impact of convenience of using Shopee on customer purchase behavior.

In conclusion, factors such as price, time, trust, and convenience can affect the customer purchase behavior which will be discussed in this study. The impact of price, time, trust, and convenience on customer purchase behavior on the Shopee platform in East Coast Malaysia will be observed in order to gain the information of customer purchase behavior.

1.4 Research Question

The following research questions are raised specifically for the purpose of this study:

a. What is the relationship between the impact of price and customer purchase behavior on the Shopee platform in East Coast Malaysia?

b. What is the relationship between the impact of time and customer purchase behavior on the Shopee platform in East Coast Malaysia?

c. What is the relationship between the impact of trust and customer purchase behavior on the Shopee platform in East Coast Malaysia?

d. What is the relationship between the impact of convenience and customer purchase behavior on the Shopee platform in East Coast Malaysia?

e. What are the most influencing factors among price, time, trust, and convenience that affect the customer purchase behavior on the Shopee platform in East Coast Malaysia?

1.5 Research Objectives

Based on the research question, the objective of this study will be to determine the relationship between factors that make customers trust to use the Shopee platform. The following will show more specifically what this study will attempt to do is:

a. To determine the relationship between the impact of price and customer purchase behavior on the Shopee platform in East Coast Malaysia.

b. To examine the relationship between the impact of time and customer purchase behavior on the Shopee platform in East Coast Malaysia.

c. To determine the relationship between the impact of trust and customer purchase behavior on the Shopee platform in East Coast Malaysia.

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d. To examine the relationship between the impact of convenience and customer purchase behavior on the Shopee platform in East Coast Malaysia.

e. To determine the most influencing factors among price, time, trust, and convenience that affect customer purchase behavior on the Shopee platform in East Coast Malaysia.

1.6 Scope of the Study

Based on the topic, the main target audience is online Shopee users in East Coast Malaysia. The three cities in East Coast Malaysia that will be focusing are Kuala Terengganu, Kota Bharu and Kuantan. In many academic studies, online shopping platforms allow customers to shop comfortably and with convenience without any stress or interference from other people (Shanthi & Desti, 2015). Besides that, the target range of the age is 21 to 40 years old who are shopping on the Shopee ecommerce platform (M.petry, 2002). The reason that the targeted range of the age is 21 to 40 is because a study conducted by Sawitri and Giantari (2020) have confirmed that Shopee users are of both sexes, with the majority ranging from adolescents to adults. This study consists of the dependent variable which is customer purchase behavior on the Shopee platform in East Coast Malaysia, whereas the independent variables are the impact of price, time, trust, and convenience.

1.7 Significance of Study

The benefit of this research is as follow:

1.7.1 Shopee Platform

Shopee platform can get more benefits in this research for developing more effective marketing strategies to maintain and increase their business, especially from online customers in East Coast Malaysia. Shopee online has become increasingly popular among customers for purchasing purposes due to the benefits and enjoyment that come with it.

1.7.2 Online customers

This study conducted to know the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia. The study is very important for online customers because they can make purchases in less time. Online customers can save money in the form of a lower shipping fee.

1.7.3 To Future Researcher

This study will provide more information about the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia. So, the future researcher can get more information about the impact on customer purchase behavior on Shopee platform in East Coast Malaysia for improving the respondent research in the future.

1.8 Definition of Term

1.8.1 Customer Behavior

According to Rafsandjani (2018), customer behavior is the study of how people, groups, and organizations choose, purchase, use, evaluate, and discard goods and services that might satisfy their needs and wants and turn them into devoted customers. It is a process where customers pick and decide whether to purchase, utilize, or discard goods and services to satisfy their needs and wants (Kim, 2004).

1.8.2 E-commerce

E-commerce, also known as electronic commerce or internet commerce, is the purchase and sale of goods or services over the internet, as well as the transfer of money and data to complete these transactions, according to Shopify (2020). E-commerce is frequently used to refer to the online sale of physical goods, but it can also refer to any type of commercial transaction facilitated through the internet.

1.8.3 Time

According to Duarte et al. (2018) for customers who wish to purchase more quickly and efficiently, the internet is perfect. Online purchasing is more likely to be preferred by customers that value convenience and time. Mobile applications are becoming more prevalent thanks to advancements in e-commerce sites, enabling customers to save time and effort.

1.8.4 Trust

According to Aziz and Wahid (2018) trust minimizes perceived risk when shopping online, resulting in an increase in ecommerce sales.

1.8.5 Convenience

Delafrooz et al. (2009) state that three factors that are time spent, shopping location, and purchasing process are used to evaluate comfort. It can effectively persuade customers to make online purchases. It might be said that convenience is the primary driver or element encouraging customers to shop online instead of in real stores.

1.8.6 Price

According to Kotler and Armstrong (2018) price is the amount of value that customers give up in exchange for the advantages of a good or service. It has long been a critical determining factor in buyer decision making.

1.8.7 Shopee

According to Madan et al (2022), Shopee is a mobile-friendly online marketplace that lets customers buy and sell items quickly and easily.

1.9 Organization of the Thesis

This study is focusing on the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia. The first chapter presents an overview of the background of study, problem statements, research questions, research objectives, scope of the study, significance of study, definition of term and organization of the proposal. This chapter also provides an outline of the research methodology which is the quantitative data collection method that will be used in this research.

Next, chapter two discusses the literature review on introduction, underpinning theory, previous studies, hypotheses statement, conceptual framework and summary of the impact of price, time, trust and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia.

Meanwhile, chapter three analyzes the research method in introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, procedure for the data analysis and summary.

This section of chapter four (analysis of findings) will include the description of the study, findings from the research information, findings from the separate process, and lastly the conclusion of the study. Analysis and presentations of the data pick up for this study from the findings.

In a nutshell, all the descriptions of this research will be summed up in this chapter five (conclusion). It will show the main purpose of this research is to be made and the improvements will be made based on the information obtained.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses both independent and dependent variables. The independent variables that give impact on price, time, trust and convenience that affect the dependent variable which is customer purchase behavior. In addition, this chapter will discuss in more detail about the independent variable and the dependent variable based on the researcher's framework which is customer purchase behavior on Shopee platform in East Coast Malaysia. This chapter's research topic is based on an examination of journals and previous studies' papers. To establish a new conceptual framework, hypothesis development conducts an analysis of the link between the pertinent determinants, the pertinent theoretical framework will be further investigated in the following section.

2.2 Underpinning Theory

The theory of customer behavior is predicated on the idea that customers tend to adhere to established routines while shopping in order to cut down on mental effort and make more informed decisions (Ohio University, 2018). The theory attempts to answer this question by cataloging the factors that go into making a purchase decision, keeping track of any shifts in these factors, and determining whether these factors emerged in response to the commercial and social environment, in which any given brand has the ability to shape.

Motives, options, or paths to take, and decision mediators such as whether the buyer prefers their coffee in the morning or the evening, all play a role in the customer behavior theory that

underpins the customer's preferred brand choice. There is space to locate a gap and build something that fits that need via an appreciation of these mediators, other companies on the market, and brands the buyer is aware of.

An additional window of opportunity presents itself when a previously untapped customer base is actively seeking to acquire a product from a previously unexplored product class but is hampered by a lack of familiarity with the category. An individual's evaluation of a product's potential to meet their needs is filtered by the information they actively seek out or stumble across from a third party. It is possible that the new choice will be made in the same way as previous ones, by comparing it to comparable items.

A customer may generalize their knowledge from buying a refrigerator to help them decide on a new dishwasher, as suggested by the theory of buyer behavior. The buyer learns to consistently pick that brand in the future based on what seems to have the highest potential for meeting the buyer's objectives, regardless of where the buyer learns about the brand.

The study of customer decision-making processes, or customer behavior theory, provides valuable insights for firms and marketers seeking to capitalize on customers' propensity to make certain purchases at specific times (Gray, 2019). It's useful for illuminating the factors that play into these choices and the methods that may be used to influence people's actions in advance. Customer behavior is shaped by a few key factors which are psychological, personal, and social.

Psychology is like attitude, impressions of the situation, understanding, motivation, personality, and beliefs are all examples of psychological elements. A person who is trying to cut down on their plastic use will make different purchases than someone who doesn't think human activity is contributing to climate change.

Personal includes age, gender, wealth, profession, background, culture, and geographic location are all examples of personal traits. An elderly person's shopping habits will likely differ from those of a younger person, with the former more likely to favor traditional storefronts over virtual ones.

While social can be defined as friends, relatives, neighbors, coworkers, classmates, and other members of one's social network, as well as religious and other interest-based communities, all have a role in shaping an individual's beliefs and behaviors. Class, income, and educational level are other potential factors. To blend in with the crowd, a customer may look for sneakers that mimic the trending style at their school.

This idea of customer behavior places a premium on clarity above opacity. A customer will only go through with an action if they have faith that it will provide the desired results. In the period that elapses between when the customer decides and when that decision is carried out, the customer is free to reconsider and make a new selection. From this theory, this study came up with an idea to make research but more specifically towards customer purchase behavior on the Shopee platform in East Coast Malaysia.

2.3 Previous Studies

2.3.1 Customer Purchase Behavior on Shopee Platform

Numerous aspects of the online buying experience impact and influence customers' decisions to buy. Electronic commerce takes the form of "virtual shopping" when a customer makes a purchase from a vendor using a web browser. By going straight to the store's web page, a customer may use a shopping search engine to see the product's availability and the price at a number of other online stores. Customers may often utilize search functions on online shops to find similar items, models, identifications, or things they like, regardless of whether they know the specific product name. (Datta, 2018). Customers may now buy online using a variety of devices, including desktops, laptops,tablets, and smartphones (Nawi, 2019). Customers who make purchases online must be able to access the internet and have a legal method of payment on hand, such as a credit card or a PayPal account.The emotional state of online shoppers affects their propensity to complete financial transactions in cyberspace (Shin, 2010). Because of the convenience and savings offered by online stores, more and more people are opting to do their shopping there instead of at physical stores.

According to Meher Neger's (2020) research, online shopping is more convenient than traditional buying since it saves time and eliminates the need to leave the house. A number of studies have looked at how different types of attitudes affect people's propensity to use the Internet to accomplish their shopping, both before and after its widespread acceptance. Customers may browse photographs of items with associated information, such as product characteristics and pricing. According to Al Khasawneh and Irshidat (2017), a customer's disposition has a significant impact on his or her propensity to make purchases and actual purchases. How people feel about purchasing online psychologically impacts their behavior while doing so (Saad Akbar, 2017).

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Online shopping is popular among both men and women in Malaysia. Holidays like Chinese New Year and Ramadan tend to boost the number of internet sales. E-commerce marketplaces saw a rise in seasonal sales because of the convenience that they provide to customers. Customers start looking for what they want to purchase and doing price comparisons weeks in advance during these busy times. Whether or not someone decides to make a purchase is heavily influenced by the advice of friends and family while doing internet shopping. According to research conducted by Vase AI in 2017, social networking and e-commerce websites are the most influential in Malaysia when it comes to encouraging online purchases. Financial apps such as PayPal and Stripe are used by 57.7% of online customers, whereas 11.1% prefer cash on delivery (COD).

2.3.2 Price and Customer Purchase Behaviour

An item or service's price is the sum of the sacrifices made by customers to get its benefits. Long a crucial aspect in customer decision-making, it is characterized as (Kotler and Armstrong, 2018). While non-price elements are becoming more important, Kotler and Armstrong (2018) noted that pricing still plays a critical role in providing customer value and developing connections. According to Slahuddin and Ali (2021), low prices are a major factor in enticing people to make purchases online. Past research in Bangladesh found that when evaluating the quality of an item purchased online, price and previous experience were the two most important factors (Rahman et al., 2018).

Researchers in Suzhou, China, discovered that discounts had no discernible impact on customers' propensity to purchase online (Asiedu and Dube, 2020). In order to entice customers, several of these online marketplaces provide discounts and special offers. Since customers may bypass middlemen while making purchases in the digital realm, they can save money when shopping

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online, as noted by Jain (2020). Customers may more easily browse around for the best price through e-commerce thanks to the availability of discount coupons and rebates. Customers are more inclined to buy from a company that provides enticing deals, including lower prices or special discounts, as compared to other brands. Price is another factor that might influence customers' decisions on what to buy. When there is high customer demand but a limited supply of a thing, the price of that item or service is likely to vary wildly.

Research by Evan et al., 2022 shows that shoppers on Shopee are more likely to make purchases when such purchases are within their price range. The findings showed that Shopee customers' online purchasing habits are highly affected by price promotions like discount coupons. With the coupons provided on the e-commerce site, customers may save more money. The results shown here show that Shopee's customers generally agree that the site's offerings are both affordable and worthwhile. The findings corroborate those of Slahuddin and Ali (2021), who found that lower prices were a major draw for online shoppers. Our research contradicts the conclusions of Asiedu and Dube (2020), which found no correlation between price promotion and online purchasing.

2.3.3 Time and Customer Purchase Behaviour

Internet purchasing is convenient for those who value their time and energy. Online purchasing is more appealing to those that place a premium on efficiency and comfort. The proliferation of online stores has resulted in an increase in the availability of smartphone apps that help shoppers save time and effort (Duarte et al., 2018). Online shopping has many benefits, but there are also some drawbacks to consider, such as the time it takes to send items, the cost of delivery, and the inability to physically check the items before buying (Lee et al., 2017).

Research from the Republic of Siberia shows that punctuality has a substantial impact on happy customers, Vasi et al. (2019). Time savings, as defined by Schaupp and Bélanger, occur when customers can get what they want or need without spending too much time in line or waiting around. Customers may save time thanks to faster transaction methods and other services. The main advantages of purchasing online are the time and effort they save their customers.

When compared to conventional means of purchasing, online buying imposes less limitations. Online shopping is popular due to a number of perceived benefits, such as reduced travel time, streamlined processes, and increased peace of mind. Kasuma et al. argue that the speed with which an item may be delivered to the buyer's doorstep is not the primary motivation for making an online purchase. Customers find that they may save time by making purchases on the internet. The internet makes information more accessible. Shopping online also helps shoppers save time while comparing products. This will cut down on the amount of time spent deliberating. Because they don't have to leave their home to do so, customers save valuable time.

Those who value their time and want to shop in an environment where they can do it efficiently will be encouraged by the study's findings that Shopee's fast order processing and prompt shipment times would draw them to the e-commerce site (Evan et al., 2022). This makes it the single most significant consideration for Shopee customers when making purchases online. Time has been shown to have a substantial effect on customers' propensity to engage in time-consuming online shopping activities such as waiting for shipments to arrive, paying for delivery, and makingpurchases without first physically inspecting the goods. Shopee customers' propensity to make purchases online is significantly influenced by their level of confidence in the Shopee platform.

2.3.4 Trust and Customer Purchase Behaviour

In a buyer-seller exchange, trust is defined as the shopper anticipating that the shop would not engage in gambling. Customer and shop confidence in one another would have a beneficial emotional and psychological effect on both sides (Majid Mohammad Shafiee, 2017). When customers have faith in a product or brand, they are more likely to purchase it and advocate for it (Majid Mohammad Shafiee, 2017). According to the findings, trust has an impact on onlineshoppers' behavior in both direct and indirect ways, accounting for 26% of the variance when it comes to buying things online (Adi Santoso, 2019).

Customers' confidence in online retailers is especially important because of the distance that separates them from the products they're buying (Martnez and Casielles, 2022). In addition, people need to know as much as possible about a product and its seller before they commit to an online purchase to alleviate their concerns about the transaction's safety (Joewono et al., 2020).

A customer's contentment and propensity to repurchase are heavily influenced by their level of trust in a shop (Juniwati & Sumiyati, 2020). Customers are more likely to complete an online purchase if they feel safe doing so, and trust may help mitigate this risk (Aziz and Wahid, 2018). When making a purchase online, customers often rely on reputable marketplaces (Aineah, 2016). That's why Shopee places such a premium on customers' confidence in the firm, the retail industry, and its own continued success (Pardede, et al., 2018).

Shopee customers' propensity to make purchases online is significantly influenced by their level of confidence in the Shopee platform. Shopee users have faith in Shopee Mall and Shopee Preferred Sellers, according to research conducted by Evan et al., 2022. The research confirmed that customers were deterred from using Shopee due to a dearth of product evaluations. Customers' reliance on reviews seems to be a significant factor in whether or not they will make a purchase on Shopee (Evan et al., 2022). The research found that trust has a substantial effect on customer satisfaction and repurchase propensity. Moreover, the findings demonstrate that trust mitigates shopper apprehension during online transactions, which in turn increases the likelihood that these individuals would make a purchase (Evan et al., 2022).

2.3.5 Convenience and Customer Purchase Behaviour

Online purchases allow customers to readily compare prices with those of similarly stocked physical stores. Customers may save money and receive better deals when they shop online since certain products are sold directly from the manufacturer (Jati Kasuma, 2020). If a clearance sale or other kind of discount is being provided by the online retailer, customers may escape the crowds by shopping online. According to Meher Neger (2020), customers may learn about emerging fashion trends throughout the world without spending a fortune travelling to the places where new products

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are introduced or marketed. There is often more variety in terms of color and size options when shopping online as opposed to at a physical store. Making informed judgments about online purchases is simplified with quick access to relevant product information (Saad Akbar, 2017). Online stores are open around-the-clock to accommodate customer orders (G.A.B.S Perera, 2019).

In past research, the relationship between convenience and the three factors is how much time is required, where the transaction takes place, and how easy it is to make a purchase. It's reasonable to assume that easy to use plays a crucial role for internet shoppers. According to research, shoppers see internet shopping more as a resource for learning about and comparing products than as a place to make purchases. Convenience, as defined by Chen, Hsu, and Lin (2010), is the buying behavior that reduces the amount of time and energy customers spend on the checkout process. According to Kennedy and Kundu (2018), both the cost and timeliness of shipping have a significant influence on customers' propensity to make purchases online. According to Wen, Mohd Satar, Ishak, and Ating (2020), customers are increasingly turning to online retailers for the same reason that their popularity is rising like the ease that it provides. Users of e-commerce sites may take advantage of having exclusive deals available only on their mobile devices and "shop on the move." Customer happiness and the likelihood that they would make a repeat purchase are both boosted by convenient shopping experiences (Juniwati and Sumiyati, 2020). "Proved to be the greatest rating criteria for online shopping of apparel companies" are customer-friendly website layouts and detailed product descriptions (Slahuddin and Ali, 2020).

Research shows that customers are more satisfied with their purchases when they are easy to use, like Shopee online shopping platforms. As respondents report spending less time shopping and more time on other pursuits, there has been an increase in the demand for convenient options among

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customers (Yo et al., 2021). Consequently, individuals are shifting their focus and prefer to purchase online rather than in traditional shops (Duarte et al., 2018). One further factor that adds to online shopping's perceived ease of use is the capacity to process orders quickly and easily. Customers may save time and energy by completing the checkout process in their own time utilizing the online shopping platform, which can be done in as little as a minute. Together, Mehmood and Najmi (2017). Customers who shop online have a longer wait time between placing an order and receiving their goods because of the additional steps involved in processing, shipping, and delivery. Due to the absence of time and location constraints, customers are free to purchase online whenever it is convenient for them. E-commerce relies heavily on delivery since it must physically deliver things to customers (Vasi, N et al., 2019).

Shopee customers' propensity for making purchases online is strongly influenced by how easy it is to do so (Evan et al., 2022). customers use Shopee because it is convenient for them, as shown by research described by Evan et al., 2022. Another encouraging discovery was that they had no trouble accessing the e-commerce platform thanks to the website's design and the app's user-friendly interface. Through this, shoppers can zero in on the precise item they need and make a buy with confidence. This research shows that customers place a premium on ease of use when it comes to shopping platforms and keyword search tools. The research shows that customers are more likely to be satisfied with, and make repeat purchases of, goods and services when they are convenient to use. The findings of this research also demonstrate the correlation between the ease of online purchasing and the level of pleasure experienced by buyers.

There are several previous research that also made research about customer behavior. Some of the independent variables from past research are significant and some are not. Based on this research, the main focus is on the impact of income, time, trust, and convenience of customer purchase behavior on Shopee platform in East Coast Malaysia. All the previous studies make us form a hypothesis based on our research. The hypothesis will be explained briefly in the next section.

2.4 Hypotheses Statement

In this study, the hypothesis statement relates to the dependent variable. The hypotheses will view the relationship between the independent variable and the dependent variable from the research. The hypotheses statement of the study is based on the following:

Hypothesis 1: Price and customer purchase behavior on Shopee platform in East Coast Malaysia

H0: There is no significant relationship between price and customer purchase behavior on Shopee platform in East Coast Malaysia

H1: There is a significant relationship between price and customer purchase behavior on Shopee platform in East Coast Malaysia

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Hypothesis 2: Time and customer purchase behavior on Shopee platform in East Coast Malaysia

H0: There is no significant relationship between time and customer purchase behavior on Shopee platform in East Coast Malaysia

H1: There is a significant relationship between time and customer purchase behavior on Shopee platform in East Coast Malaysia

Hypothesis 3: Trust and customer purchase behavior on Shopee platform in East Coast Malaysia

H0: There is no significant relationship between trust and customer purchase behavior on Shopee platform in East Coast Malaysia

H1: There is a significant relationship between trust and customer purchase behavior on Shopee platform in East Coast Malaysia

Hypothesis 4: Convenience and customer purchase behavior on Shopee platform in East Coast Malaysia

H0: There is no significant relationship between convenience and customer purchase behavior on Shopee platform in East Coast Malaysia

H1: There is a significant relationship between convenience and customer purchase behavior on Shopee platform in East Coast Malaysia

2.5 Conceptual Framework
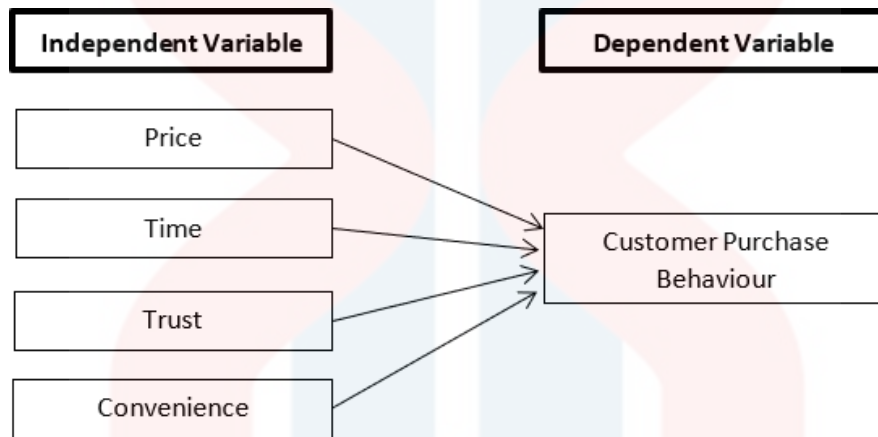
Figure 2.1: Conceptual Framework on the study of the Impact of Price, Time, Trust and

Convenience on Shopee Platform in East Coast Malaysia

Based on the literature review discussed, this research has come out with a theoretical framework to further investigate the research construct. The framework describes the relationship between a dependent variable and an independent variable. In this study, the dependent variable is customer purchase behavior on Shopee platform in East Coast Malaysia, whereas the independent variables are price, time, trust, and convenience.

2.6 Summary

This section has reviewed the literature review in relation to the previously examined components as its conclusion. A proposed theoretical framework was created using the results of the literature review. The research frequently examines the relationship between the four independent variables in this study that is price, time, trust, and convenience and all the dependent variables' intentions for cashless financial transactions. These four independent variables, which influence customers' shopping decisions on Shopee, were agreed upon by the researchers. The kind of technique covered in the chapter after in order to learn the findings of this investigation.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

This chapter presents the methodology that will be used in this research in order to answer research questions and research objectives. Research methodology considers the procedure and action which has been taken in gathering and processing data related to this study. This chapter consists of research design, data collection methods, study population, sample size, sampling techniques, research instruments development, measurement of the variables, data analysis, and the summary of the research methodology.

3.2 Research Design

This study will use independent variables and dependent variables by constructing the questions. This study will use descriptive research analysis to further explore the customer purchase behavior on Shopee platform in East Coast Malaysia. The descriptive research describes the current situation or the characteristics of the population or phenomenon that is being studied. Descriptive research will be used in this study to explain the respondent's preferences and opinion about the impact of price, time, trust and convenience on customer purchase behavior on Shopee platform. The unit analysis in this research is individuals who are staying in Kuala Terengganu, Kota Bharu and Kuantan.

Next, the quantitative approach is used where the online survey method also will be used to gather information from the online Shopee users by using the questionnaire on the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia.

Last but not least, this study will use the cross-sectional study design to test the hypotheses and respond to research questions in a more systematic way. This method is used to identify the association between the impact of price, time, trust and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia.

3.3 Data Collection Methods

Primary data will be used in this project, with data obtained via an online survey questionnaire. Because of the convenience of collecting and managing the survey data, an online survey created in Google Forms was used for this research. Respondents in the major cities on the East coast of Malaysia, namely Kuala Terengganu, Kota Bharu, and Kuantan, will be selected at random to get questionnaires that will be used to spread the poll via social media platforms including WhatsApp, Facebook, twitter, and Instagram.

3.4 Study Population

The group from which the sample is drawn is called the "study population". In this study, East Coast Malaysia consists of three states which are Kota Bharu, Kelantan, Kuala Terengganu, and Kuantan, Pahang. Based on the Department of Statistics Malaysia Official Portal, the number of people that live in Kota Bharu are 3.58 million people, 3.98 million people live in Kuala Terengganu, and 5.26 million people live in Kuantan. The total population of people that live in the capital of each state at

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East Coast Malaysia are around 12.82 million people. Because the population amount is too big, so for the sampling method, Krejcie and Morgan table has been chosen to get the data which will be explained further in the next section.

3.5 Sample Size

The Krejcie and Morgan table (KMT, Krejcie & Morgan, 1970) is well recognised among behavioral and social science researchers for determining sample size. This table, which is likewise applicable to any specified population, does not require any computations. According to the KMT, a sample of 384 is sufficientfor a population of 1,000,000 or more. As a result, 384 has been regarded as the "magic" number in researchand has been utilized in hundreds of thousands of publications and theses to date (Mumtaz Ali Memon et al., 2020). Furthermore, while employing the KMT, a sample must be representative of the population under investigation. Formula for determining sample size is:

$s = X°NP(- P)+d?(N-1)+X?PQ-P)$

s = required sample size

X° =the table value of chi-square for 1 degree of freedom at the desired confidence level 3.841).

N=the population size

P =the population proportion (assumed to be .50 since this would provide the maximum sample size)

d=the degree of accuracy expressed as a proportion (.05).

Table 3.1: Table for Determining Sample Size for a Finite Population

N	S	N	S	N	S
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	1000000	384

Source: Krejcie & Morgan, 1970

The researcher calculated the total of states in East Coast Malaysia and found that 385 respondents would be sufficient to choose as respondents and complete the questionnaire based on the Krejcie and Morgan table. Consequently, 385 respondents in all were included in the sample.

3.6 Sampling Techniques

Sampling is any method used to get a representative sample from a larger population (Adi Santoso, 2019). The method of sampling used in this research followed the principles of non-probability sampling. When specific members of the population have no chance of selection or when the probability of selection cannot be accurately determined, non-probability sampling is utilized. It involves making decisions about which goods to choose based on presumptions about the population of interest. Consequently, the non-probability, non-random element selection sampling does not permit the evaluation of sample errors.

The three largest cities on the East Coast of Malaysia which are Kuala Terengganu, Kota Bharu, and Kuantan were polled for this study. Data were obtained from 385 respondents 129 from Kuala Terengganu (33.5%), 110 from Kota Bharu (38.6%), 146 from Kuantan (37.9%) through an internet survey.

3.7 Research Instrument Development

Due to the convenience of collecting and managing data, an online survey created with Google forms was chosen as the method for this study. The questionnaire comprises three sections which are Section A, Section B, and Section C. Section A will discuss customers' demographic data which are age, gender, ethnicity, occupation, and location. Section B will discuss the price of a product, time delivery of a product, customer trust, and the convenience of Shopee platform. Section C will discuss the customer purchase behavior on Shopee platform affected by price, time, trust, and convenience.

3.8 Measurement of the Variables

To examine each variable on the scale, researchers will collect and analyze data to help determine statistical inference tests. The measurement scales used in this online questionnaire are nominal, and ordinal (Likert scale).

3.8.1 Nominal Scale

Nominal scales are for variables that are qualitative in nature, meaning that numbers are only used to categorize or identify objects in this context (Mcleod, S.,2019). This is the most basic and cheapest type of measurement. When using a nominal scale, responses are simply named or graded. The questionnaire designed for section A questions uses a nominal scale to determine the demographic profile of each respondent. Gender, age, ethnicity, occupation, and location were all measured in a nominal scale based on the questionnaire to analyze the target respondents. For example, gender: 1 for male and 2 for female.

3.8.2 Ordinal Scale

An ordinal variable is a kind of measuring variable used in quantitative variables that gets values in a certain order or rank. It is the second level of measurement and a subset of nominal variables (Flannelly, Laura & Flannelly, Kevin & Jankowski, Katherine, 2014). Items on this scale are listed from least to most satisfied in descending order of level of satisfaction. The Likert scale is one of the most often utilized scales in this research. The Likert scale, or rating system, which will be used in this questionnaire, is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a variety of possible responses to certain questions or statements. The strength of the expression of agreement or

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disagreement is measured using a 6-point Likert scale (strongly disagree (1), disagree (2), slightly disagree (3) slightly agree (4), agree (5) and strongly agree (6). As a result, the Likert scale will be used in this questionnaire to evaluate each item in section B and section C.

3.9 Procedure for Data Analysis

Closed-ended questionnaires containing sections A, B, and C used in this study. To compile and interpret the questionnaires after the information had been obtained from respondents. By inserting the data into the spreadsheet, the respondent's response changes into numerical values. Statistics Package for the Social Science (SPSS) version 27 is used, and the collected data are selected and applied for evaluation and review. This data can be used for market analysis, surveys and data mining. SPSS Statistics is a software package used for analysis of statistical data (Margaret, 2018). Analysis of research based relating to social science is the primary application of this programme.

3.9.1 Reliability Test

This study will use internal consistency to measure the reliability of the instrument. The instrument which is the questionnaire measures the concept and Cronbach's Alpha used to fix the reliability of Likert scale which was used for the questionnaire. The Cronbach's Alpha is a reliability coefficient that measures the degree of internal consistency or homogeneity between the variables measuring one construct or concept. If the result of Cronbach's Alpha is near to 1, the internal consistency is excellent for reliability while if the result 0.5 and below, it is unacceptable for the reliability.

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Table 3.2: Table of Cronbach's Alpha

Cronbach's Alpha	Internal 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

Sources: Adopted from Social Science Statistics Stangroom, 2016

3.1.1 Descriptive Analysis

Descriptive analysis is the topic of quantitatively describing the key elements of information collection (Best & Kahn, 2003). In this analysis, descriptive statistics are used to reveal the ordinary pattern of response, summarize, and identify the respondents' characteristics. This study is able to classify and explain the data of demographic respondents by doing descriptive analysis in the research study such as gender, age, race, and occupation. The frequency of independent variables will be calculated using simple and multiple linear regression to know its percentage for categorical variables.

3.1.2 Pearson Correlation Coefficient Analysis

According to Mukesh et al., (2013), the Pearson Correlation is to measure the degree to which there is a linear association between two variables (measured in either interval and/ or ratio). The purpose of this analysis is to determine the relationship between independent variables and dependent variables and to identify which hypothesis should accept and reject. The most regularly utilized strategy to decide the quality of the connection of the coefficient is between -1 and 1. The coefficient will be 1 if there is a positive relationship between variables while the coefficient is -1 if there is a negative relationship. The magnitude and direction of the relationship will be the most critical aspect in the correlation analysis. In this study, the Pearson correlation will be used to determine the relationship of price, time, trust and convenience on customer purchase behavior on the Shopee platform in East Coast Malaysia.

Table 3.3: Pearson Correlation Indicator Table

Pearson R Indication	Indication
0.80-1.00	High Correlation
0.60-0.79	Moderately High Correlation
0.40-0.59	Moderately Correlation
0.20-0.39	Low Correlation
0.10-0.19	Very Low Correlation

Sources: Adopted from Social Science Statistics Stangroom, 2016

3.1.3 Multiple Regression Analysis

An extension of simple linear regression is multiple regressions. It is used when the value of a variable to be predicted based on the value of two more other variables (Kumar et al., 2013). This analysis can be used to evaluate empirical hypotheses and determine whether those independent variables describe variance in a variable of interest that depends on it as well to identify the most effective variables towards the research studies.

In this research, this analysis uses more than one independent variable to describe one dependent variable. There will be linear and nonlinear multiple regressions. For example, in this research it will conduct a study on the impact of price, time, trust and convenience as the independent variables where it is going to attempt on one dependent variable which is customer purchase behavior on Shopee platform.

From those independent variables, the most effective impact will be selected and analyzed as the results. The sample Multiple Linear Regression formula is:

$$\gamma 1 = \beta 0 + \beta 1 X1 + \dot{\varepsilon} 1$$

Y = The impact of price, time, trust and convenience on customer purchase behavior on the Shopee platform in East Coast Malaysia.

X = The impact of price, time, trust and convenience

$\beta 0$ = It is the Y-intercept. A model parameter that represents the mean value of the dependent variable (Y) when the value of the independent variable (x) is zero.

$\beta 1$ = a model parameter that represents the change in the value of dependent variable (Y) when there is a unit change in independent variable (x).

$\dot{\varepsilon}$ = an error term that describes the effects of all factors other than X on the dependent variable Y.

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3.2 Summary

In this previous part, this study covered the approach used to doing the research for this study. Structured questionnaires were utilized to obtain information from participants in this research. In this section, we also spoke about the study's target population, sample size, and sampling strategy. This chapter concludes with a discussion of the data analysis strategy that was used to attain the study's objectives and to provide satisfactory responses to the study's questions. Analysis, retest, Pearson Correlation Analysis, and multiple linear regression analysis were the four methods used to analyze the data and determine how shoppers in East Coast Malaysia used the Shopee platform.
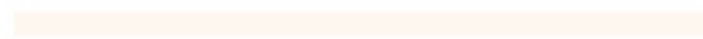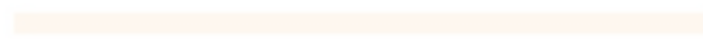
CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The results and findings of the questionnaire survey respondent's data will be presented in this chapter. Following the completion of the surveys, the researchers will analyze the replies provided by the targeted respondents which are the customers on Shopee platform in East Coast Malaysia to define the research's goal, which is to determine the impact of price, time, trust and convenience. The Statistical Package for Social Science (SPSS) version 27 is used to analyze all the data.

4.2 Preliminary Analysis

The purpose of the preliminary analysis was to ascertain whether or not the idea and variable were practical and trustworthy. Using data from the preliminary tests, a reliability analysis has been conducted. The purpose of a pilot study, as outlined by Junyong (2017), is to validate the study's viability by evaluating the inclusion and exclusion criteria used in the main study.

4.2.1 Pilot Test

Before distributing the questionnaire to the intended respondents, a pilot test is required. The dependability of both independent and dependent variables can be tested in the pilot test to guarantee that each variable's query can support the research. Thirty people participated in a pre-test. Participants were given the opportunity to provide vocal feedback on the survey's design, length of time to finish, measurement scales and language, instructions, and any misunderstandings they may have had. Based on the results of the pilot study, it seems that the vast majority of respondents had no trouble following the instructions or correctly interpreting the questions.

Table 4.1 Reliability Analysis

Variables	Dimensions	Cronbach's Alpha	No of Items	Result
Dependent variables	Customer Purchase Behavior on Shopee platform in East Coast Malaysia	.949	5	Excellent
Independent variable	Price	.937	5	Excellent
	Time	.886	5	Good
	Trust	.849	5	Good
	Convenience	.958	5	Excellent

Sources: Developed from research

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Based on table 4.1, the results indicate that Cronbach's Alpha (α) for all variables is more than 0.8 which can conclude that strengths of internal consistency for all questions is good. For example, the result for the dependent variable which is customer purchase behavior is .949 (excellent). Meanwhile, the independent variables for price and convenience are excellent, which is .937 and .958. For time (.886) and trust (.849) in a good level where the Cronbach's Alpha (α) are more than 0.8. Additionally, the value is thought to be good and trustworthy. As a result, the findings demonstrate that the study's item in evaluating concepts had a high level of internal consistency.

4.3 Demographic Profile of Respondents

Customers in Kota Bharu, Kuantan, and Kuala Terengganu on the East Coast of Malaysia were surveyed for this research. A total of 385 consumers were randomly selected to participate, and 353 unique Google Forms were sent out to them via WhatsApp, Facebook, Twitter, and Instagram. Another interesting fact is that out of the total 385 responses, there were 283 women and 102 men. In this part, I'll elaborate on the study's conclusions, which are derived from the responses to the survey instruments.

In this study, we will go deeply into the profiles of the respondents in order to better understand their history. In Part A, we learn about the 385 respondents' backgrounds in terms of their gender, age, race, occupation, monthly income, home country, and frequency of online Shopee purchases. For this reason, the tables and figures below display the demographic characteristics of the respondents for this study.

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4.3.1 Gender

Table 4.2: Frequency Output of Gender

Gender

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Female	283	73.5	73.5	73.5
	Male	102	26.5	26.5	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
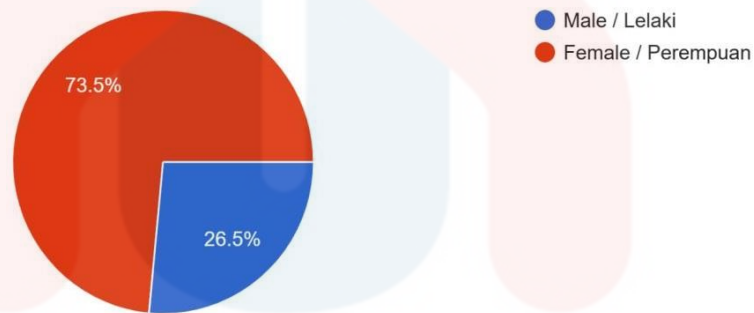
Figure 4.1: Pie Chart for the Gender of Respondents

Table 4.2 and figure 4.1 shows the result of the frequency and percentages of the respondents based on the segmentation of gender. Among 385 respondents, the result indicates that the majority of the respondents who answered this survey are female because it has the highest percentage value of 73.5% and a frequency of 283 respondents. Meanwhile, for males, it has a percentage value of 26.5% and a frequency of 102 respondents. This indicates that among 385 respondents who purchase on Shopee platform in East Coast Malaysia, female respondents are greater than male respondents.

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4.3.2 Age

Table 4.3: Frequency Output of Age

Age

|	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	20 years old	30	7.8	7.8	7.8
	21-30 years old	231	60.0	60.0	67.8
	31-40 years old	118	30.6	30.6	98.4
	41-50 years old	5	1.3	1.3	99.7
	More than 50 years old	1	.3	.3	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
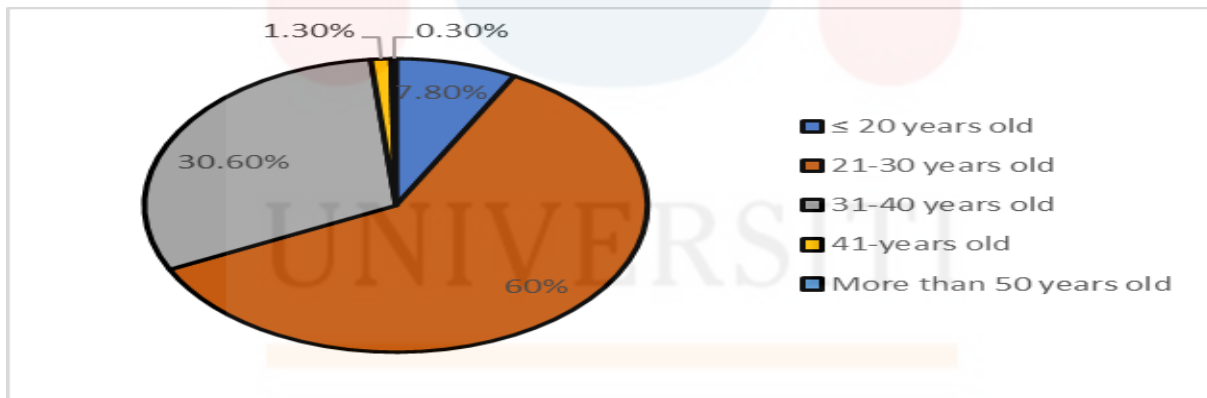
Figure 4.2: Pie Chart for the Age of Respondents

Table 4.3 and figure 4.2 shows the result of frequency and percentages of the respondents based on the ages range of customers in East Coast Malaysia. Among 385 respondents, the table indicates that the majority of the respondents' age range who answered this survey are ages 21-30 years old because

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it has the highest percentage value of 60% and a frequency of 231 respondents. Meanwhile, the age range of respondents who are more than 50 years old has the lower percentage value of 0.3% and a frequency of 1 respondent. The second below percentage are ages 41-50 years old has a percentage value of 1.3% and a frequency of 5 respondents. Besides that, the age range of respondents who are below 20 years old has a percentage value of 7.8% with a frequency of 30 respondents. Lastly, for an age range of respondents who are 31–40 years old has a percentage value of 30.6% with a frequency of 118 respondents. This shows that the respondents who are aged 21 – 30 years old are the most compared to aged more than 50 years old and show the least number of respondents.

4.3.3 Race

Table 4.4: Frequency Output of Race

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	110	28.6	28.6	28.6
	Indian	109	28.3	28.3	56.9
	Malay	163	42.3	42.3	99.2
	Other	3	.8	.8	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
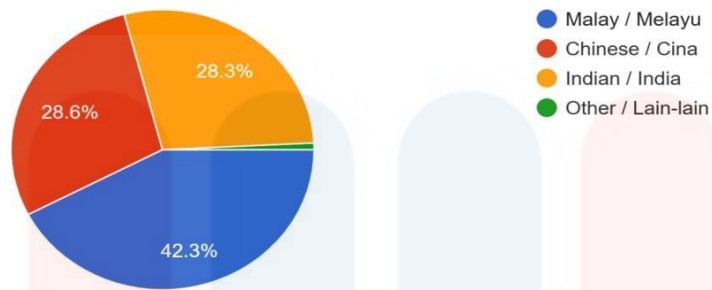
Figure 4.3: Pie Chart for the Race of Respondents

Response frequencies and percentages broken down by race are displayed in Table 4.5. With a peak percentage of 42.3% and a total of 168 respondents, the results show that Malays make up the vast majority of survey takers. In contrast, there are 110 Chinese respondents which is 28.6% of the total to this survey. Furthermore, there were 109 Indian responders which are 28.3% of the total. Next comes "Other race," with a frequency of 3 respondents with a percentage value of 0.8%. The results suggest that the Malay population has responded the most to the survey, while the other racial groups have responded the least.

4.3.4 Occupation

Table 4.5: Frequency Output of Occupation

Occupation

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Government Sector	64	16.6	16.6	16.6
	Private Sector	128	33.2	33.2	49.9
	Self Employed	73	19.0	19.0	68.8
	Student	109	28.3	28.3	97.1
	Unemployed	11	2.9	2.9	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
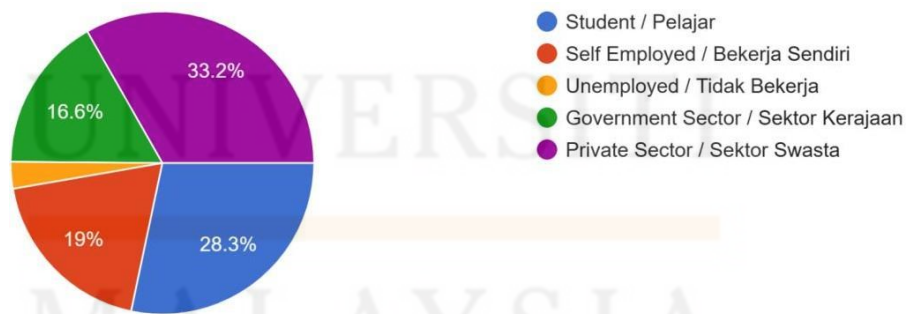
Figure 4.4: Pie Chart for the Occupation of Respondents

Table 4.5 and figure 4.4 shows the result of frequency and percentages of the respondents based on the segmentation occupation. The results show respondents who answered the survey from the

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private sector are 128 frequency and 33.2% which is the highest. The secondary student has 105 respondents with a percentage around 28.3%. Meanwhile, the third is self-unemployed there are 73 respondents (19.0%) and the government sector has 64 respondents with a percentage around 16.6%. Lastly, the lowest respondents unemployed had 11 respondents with 2.9% involved in this research.

4.3.5 Monthly Income Level

Table 4.6: Frequency Output of Monthly Income Level

Monthly Income Level

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	RM0 - RM999	114	29.6	29.6	29.6
	RM1,000 - RM1,999	31	8.1	8.1	37.7
	RM2,000 - RM2,499	74	19.2	19.2	56.9
	RM2,500 - RM2,999	55	14.3	14.3	71.2
	RM3,000 and above	111	28.8	28.8	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
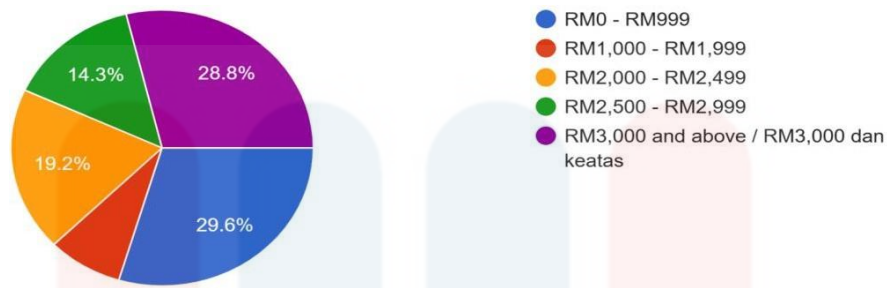
Figure 4.5: Pie Chart for the Monthly Income Level of Respondents

Table 4.6 and figure 4.5 shows the result of the frequency and percentages for monthly income level of respondents. The table indicates that the majority who answered has income RM0-RM999 because it has the highest percentage value of 29.6%, and a frequency of 114 respondents. Next, the second highest is income RM3,000 and above, which consists of 111 respondents with a percentage value 28.8%. Furthermore, the third is RM2,000-RM2,499, with a frequency of 74 respondents, with a percentage value of 19.2%. Moreover, RM2,500-RM2,999 which consists of a frequency of 55 respondents with a percentage value of 14.3%. Lastly, the respondents for income RM1,000-RM1,999 had the lowest percentage value of 18.1% and a frequency of 31 respondents involved in this research.

4.3.6 Place of Residence

Table 4.7: Frequency Output of Place of Residence

Place of Residence

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Kota Bharu, Kelantan	110	28.6	28.6	28.6
	Kuala Terengganu, Terengganu	129	33.5	33.5	62.1
	Kuantan, Pahang	146	37.9	37.9	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
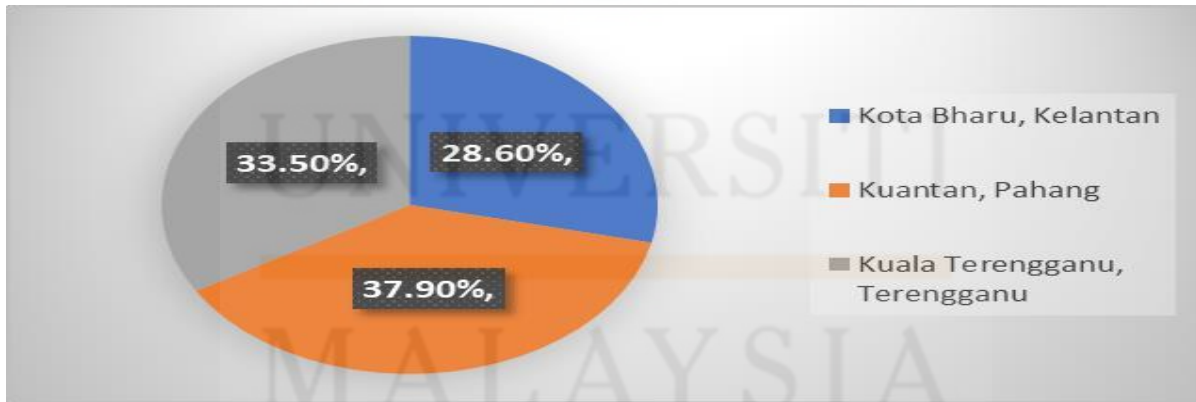
Figure 4.6: Pie Chart for the Place of Residence of Respondents

Location of respondents is displayed in frequency and percentage form in table 4.7 and figure 4.6.

Most of the 385 responses were from the city of Kuantan, Pahang, with the city having the greatest

percentage value which is 37.9% and the highest frequency which are 146 respondents is among all

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the regions surveyed. Kuala Terengganu, Terengganu, comes in at number two, with 129 respondents

and a 33.5% percentage share. With only 28.6% of all responders coming from Kota Bharu, Kelantan,

and 110 total, it was the city with the lowest participation rate.

4.3.7 Do You Ever Use Shopee App

Table 4.8: Frequency Output of Do You Ever Use Shopee App

Do You Ever Use Shopee App

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	No	10	2.6	2.6	2.6
	Yes	375	97.4	97.4	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
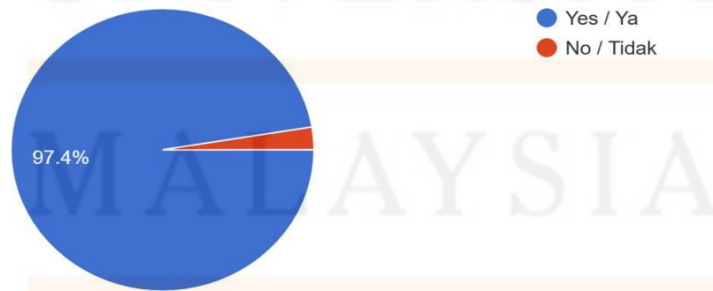
Figure 4.7: Pie Chart for the Do You Ever Use Shopee App of Respondents

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Table 4.8 and figure 4.7 displays the frequency and percentages of respondents based on do you ever use Shopee app. The table indicates that with a percentage value of 97.4% and a frequency of 375 respondents, the majority of those who responded use Shopee app. With a percentage value of just 2.6% and 10 respondents did not use Shopee app.

4.3.8 How Often Do You Buy Online Using Shopee Platform

Table 4.9: Frequency Output of How Often Do You Buy Online Using Shopee Platform

How Often Do You Buy Online Using Shopee Platform

	Frequency		Percent	Valid Percent	Cumulative Percent
Valid	Daily	56	14.5	14.5	14.5
	Monthly	178	46.2	46.2	60.8
	Never	4	1.0	1.0	61.8
	Weekly	135	35.1	35.1	96.9
	Yearly	12	3.2	3.2	100.0
	Total	385	100.0	100.0	

Sources: Developed from research
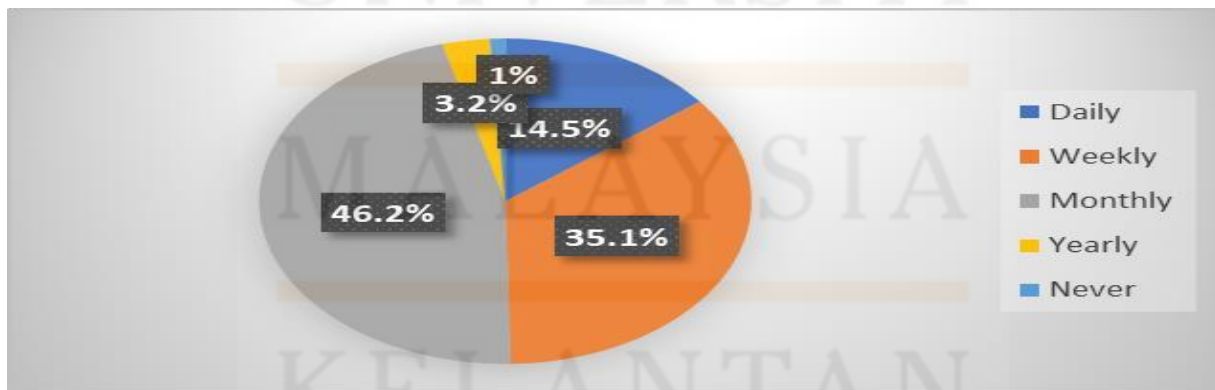
Figure 4.8: Pie Chart for the How Often Do You Buy Online Using Shopee Platform

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Table 4.9 and figure 4.8 shows the outcome of the frequency and percentages of how often you buy online utilising Shopee platform. Based on the table's highest percentage value of 46.2% and a frequency of 178 respondents, it appears that the vast majority of those who responded this survey did so on a monthly basis. Furthermore, the second highest is weekly, which includes a frequency of 135 respondents with a percentage value of 35.1%. The third occurs everyday and has a response rate of 14.5 percent based on 56 responses. Moreover, yearly which comprises of a frequency of 12 responders with a percentage value of 3.2%. Lastly, the respondents with never buying online Shopee had the least percentage value of 1.0% and a frequency of 4 respondents participating in this research.

4.4 Descriptive Analysis

The descriptive analysis comes out from the independent variable and dependent variable to find the mean of each variable. The response was by using 6 points of like the skills to measure respondents how much they agree or disagree with the statement which is 1- Strongly disagree, 2- Disagree, 3- Slightly Disagree, 4- Slightly Agree, 5- Agree and 6-Strongly Agree.

4.4.1 Descriptive Statistics of Customer Purchase Behavior on Shopee Platform

Table 4.10: Descriptive Statistics for Customer Purchase Behavior on Shopee Platform

	N	Mean	Std. Deviation	Minimum	Maximum
Do you think that the price of a product will affect your purchase behaviour on Shopee?	385	5.1896	1.11004	1.00	6.00
Do you think that time delivery for product to arrive will affect your purchase behaviour on Shopee?	385	4.9688	1.09167	1.00	6.00
Do you think that your trust on Shopee will affect your purchase behaviour?	385	4.9117	.98557	1.00	6.00
Do you think that the convenient of using Shopee will affect your purchase behaviour?	385	5.0286	1.02658	1.00	6.00
Do you satisfied with the service provided by Shopee?	385	4.8779	.96456	1.00	6.00

Source: Developed from research

Table 4.10 shows the number of respondents, mean and standard deviation of dependent variables which is customer purchase behavior on Shopee platform. There are five questions for these dependent variables. The highest mean is on the question "Do you think that the price of a product will affect your purchase behavior on Shopee?" which is 5.18. This indicated that most of the respondents agreed with this question. Meanwhile, the lowest mean value was for the question "Do you satisfied with the service provided by Shopee?" which is 4.87.

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The standard deviation for the five questions in this variable was lower than 1, which means the value was more reliable. The highest standard deviation is on the question "Do you think that the price of a product will affect your purchase behavior on Shopee?" which is 1.110. Meanwhile, the lowest standard deviation for this variable is on the question "Do you satisfied with the service provided by Shopee?" which is 0.964. Therefore, it indicates that respondents agree that the variableis important for customer purchase behavior on Shopee platform.

4.4.2 Descriptive Statistics for Price

Table 4.11: Descriptive Statistics for Price

	N	Mean	Std. Deviation	Minimum	Maximum
Do the prices offered at each shop meet your satisfaction?	385	4.6338	.98869	1.00	6.00
Do you find your preference product within your budget range?	385	5.1065	1.14181	1.00	6.00
Can the quality of cheap products meet your satisfaction?	385	4.6208	1.00602	1.00	6.00
Do you satisfy with comparing prices between other stores/sellers?	385	5.1299	1.11979	1.00	6.00
Do you agree that customers prefer cheaper product over expensive product?	385	4.8078	.90683	1.00	6.00

Sources: Developed from research

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Table 4.11 shows the number of respondents, mean and standard deviation of independent variables which is price. There are five questions for these independent variables. The highest mean is on the question "Do you satisfied with comparing prices between other stores/sellers?" which is 5.12. This indicated that most of the respondents agreed with this question. Meanwhile, the lowest mean value was for the question "Can the quality of cheap products meet your satisfaction?" which is 4.62.

The standard deviation for the five questions in this variable was lower than 1, which means the value was more reliable. The highest standard deviation is on the question "Do you find your preferred product within your budget range?" which is 1.141. Meanwhile, the lowest standard deviation for this variable is on the question "Do you agree that customers prefer cheaper products over expensive products?" which is 0.906. Therefore, it indicates that respondents agree that the variable is important for customer purchase behavior on Shopee platform.

4.4.3 Descriptive Statistics for Time

Table 4.12: Descriptive Statistics for Time

	N	Mean	Std. Deviation	Minimum	Maximum
Did you receive your order within the expected timeline?	385	4.8805	1.28341	1.00	6.00
Do you satisfied with the time estimation that had been set by Shopee?	385	4.5013	1.02856	1.00	6.00

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Do you agree that customer prefer to get their items faster than the estimation timeline?	385	5.2052	1.14199	1.00	6.00
Did the products you ordered always delayed during delivery?	385	4.2468	1.24954	1.00	6.00
Do you think the slow delivery time is illogical?	385	4.7870	1.44205	1.00	6.00

Sources: Developed from research

Table 4.12 shows the number of respondents, mean and standard deviation of independent variables which is time. There are five items for these independent variables. The highest mean is on the question "Do you agree that customers prefer to get their items faster than the estimation timeline?" which is 5.20. This indicated that most of the respondents agreed with this question. Meanwhile, the lowest mean value was for the question "Did the products you ordered always delayed during delivery?" which is 4.24.

The standard deviation for the five questions in this variable was lower than 1, which means the value was more reliable. The highest standard deviation is on the question "Do you think the slow delivery time is illogical?" which is 1.442. Meanwhile, the lowest standard deviation for this variable is on the question "Do you satisfied with the time estimation that had been set by Shopee?" which is 1.028. Therefore, it indicates that respondents agree that the variable is important for customer purchase behavior on Shopee platform.

4.4.4 Descriptive Statistics for Trust

Table 4.13: Descriptive Statistics for Trust

	N	Mean	Std. Deviation	Minimum	Maximum
Do you feel safe while sharing your personal information (name, no. phone, address, etc.)	385	4.4519	1.07694	1.00	6.00
Do you trust Shopee to save your money in Shopee Pay?	385	4.9273	1.28692	1.00	6.00
Have you ever been scam by Shopee seller?	385	3.9273	1.48777	1.00	6.00
Would you buy from Shopee again in the future?	385	5.1636	1.15096	1.00	6.00
Would you recommend others to use Shopee?	385	4.7948	.93929	1.00	6.00

Sources: Developed from research

Table 4.13 shows the number of respondents, mean and standard deviation of independent variables which is trust. There are five items for these independent variables. The highest mean is on the question "Would you buy from Shopee again in the future?" which is 5.16. This indicated that most of the respondents agreed with this question. Meanwhile, the lowest mean value was for the question "Have you ever been scam by Shopee seller?" which is 3.92.

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The standard deviation for the five questions in this variable was lower than 1, which means the value was more reliable. The highest standard deviation is on the question "Have you ever been scam by Shopee seller?" which is 1.487. Meanwhile, the lowest standard deviation for this variable is on the question "Would you recommend others to use Shopee?" which is 0.939. Therefore, it indicates that respondents agree that the variable is important for customer purchase behavior on Shopee platform.

4.4.5 Descriptive Statistics for Convenience

Table 4.14: Descriptive Statistics for Convenience

N		Mean	Std.Deviation	Minimum	Maximum
Is Shopee apps easy to be use/access?	385	5.1532	1.21188	1.00	6.00
Is Shopee website easy to be use/access?	385	4.7039	1.00032	1.00	6.00
Is it convenient to find your preference products?	385	5.1065	1.19965	1.00	6.00
Is it easy to do the payment process on Shopee?	385	4.7455	.99092	1.00	6.00
Is it convenient to you make a refund?	385	4.9558	1.32705	1.00	6.00

Sources: Developed from research

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Table 4.14 shows the number of respondents, mean and standard deviation of independent variables which is convenience. There are five items for these independent variables. The highest mean is on the question "Is Shopee apps easy to use/access?" which is 5.15. This indicated that most of the respondents agreed with this question. Meanwhile, the lowest mean value was for the question "Is Shopee website easy to use/access?" which is 4.70.

The standard deviation for the five questions in this variable was lower than 1, which means the value was more reliable. The highest standard deviation is on the question "Is it convenient to you make a refund?" which is 1.327. Meanwhile, the lowest standard deviation for this variable is on the question "Is it easy to do the payment process on Shopee?" which is 0.990. Therefore, it indicates that respondents agree that the variable is important for customer purchase behavior on Shopee platform.

4.5 Cronbach Alpha Reliability Test

Table 4.15: Reliability Analysis for each Variable

Variables	Dimensions	Cronbach's Alpha	No of Items	Result
Dependent variables	Customer Purchase Behavior on Shopee platform in East Coast Malaysia	.949	5	Excellent
Independent variable	Price	.937	5	Excellent
	Time	.886	5	Good
	Trust	.849	5	Good
	Convenience	.958	5	Excellent

Table 4.15 showed the results of reliability test through the value of Cronbach's Alpha for dependent and independent variables in this study. The result of Cronbach's Alpha for the Customer Purchase Behavior on Shopee Platform in East Coast Malaysia is 0.949, which is excellent. Followed by the independent variable, the first is price, there are five questions had been asked and Cronbach's Alpha for this section question was 0.937, which was considered excellent. Additionally, five questions measured time is result 0.886 consider good result. Next, the result of Cronbach's Alpha for trust is 0.849 was good. Lastly, the result of Cronbach's Alpha for convenience is 0.958, which is excellent result. According to the tables, both variables were greater than 0.7. Consequently, the result was reliable and can be accepted in this study.

4.6 Pearson Correlation Coefficient

Pearson Correlation has been used by the researchers to identify the significant relationship between dependent variable (customer purchase behavior on Shopee platform in East Coast Malaysia) and independent variables (Price, Time, Trust and Convenience). Table 3.3 showed the magnitude of the observed correlation coefficient and Table 4.17 shows the result of Pearson's Correlation Coefficient that used to identify the hypotheses.

Table 4.16: The Pearson Correlation Result

Customer Purchase Behaviour			Price	Time	Trust	Convenience
Customer Purchase Behaviour	Pearson Correlation	1	.894**	.896**	.754**	.838**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	385	385	385	385	385
Price	Pearson Correlation	.894**	1	.870**	.779**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	385	385	385	385	385
Time	Pearson Correlation	.754**	.779**	.760**	1	.847**

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	Sig. (2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
Trust	Pearson Correlation	.838**	.816**	.828**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	385	385	385	385	385
Convenience	Pearson Correlation	.896**	.870**	1	.760**	.828**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	385	385	385	385	385

Based on the Table 4.16, the correlation of each independent variable (price, time, trust and convenience) is significant with a p-value of $0.000 < 0.01$ level toward customer purchase behavior on Shopee platform in East Coast Malaysia. In addition, the result also shows that there is the positive perfect significant relationship between all independent variables and customer purchase behavior. The value between price and customer purchase behavior is 0.894, while time is 0.754, trust is 0.838, and convenience is 0.896. As a result, the correlation value for price shows a strongest positive relationship with customer purchase behavior on Shopee platform in East Coast Malaysia at 0.894, followed by time (0.754), trust (0.838), and reliability (0.896).

4.7 Multiple Linear Regression

Multiple linear regression was used in this study to predict the outcome of customer purchase behavior on Shopee platform in East Coast Malaysia based on the independent variables which are price, time, trust and convenience. Furthermore, this analysis helps to find out the strongest impact price, time, trust and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia.

Table 4.17: Model Summary

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.931[a]	.867	.865	.34720

a. Predictors: (Constant), Convenience, Time, Price, Trust

The Table 4.17 shows that the strength of the model's correlation with the customer purchase behavior. The multiple correlation coefficient (R) indicates 0.831 where a large value is a strong relationship between variables.

Table 4.18: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	297.504	4	74.376	616.987	.000[b]
	Residual	45.808	380	.121		
	Total	343.312	384			

a. Dependent Variable: Customer Purchase Behaviour

b. Predictors: (Constant), Convenience, Time, Price, Trust

Based on the Table 4.18, the value of F is 616987, with p-value of 0.000 indicate a significance which is less than 0.05 alpha level. It means that there is a statistically significant difference between customer purchase behavior. Therefore, price, time, trust and convenience do predict the percentage of customer purchase behavior on Shopee platform in East Coast Malaysia.

Table 4.19: Coefficient

	Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.436	.097		4.502	.000
	Price	.420	.042	.412	9.920	.000
	Time	-.049	.034	-.053	-1.440	.151
	Trust	.215	.042	.216	5.114	.000
	Convenience	.354	.037	.399	9.538	.000

a. Dependent Variable: Customer Purchase Behaviour

From the Table 4.18 above, the result shows that the p value for price (0.000), time (0.151), and trust (0.000 and convenience (0.000). It explained that price, time, trust, and convenience are influence the customer purchase behavior. It indicates that these variables are no significant towards customer purchase behavior on Shopee platform in East Cost Malaysia.

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4.8 Hypothesis Testing

The hypothesis testing section is to evaluate relationship between independent and dependent variables that accepted. To get this hypothesis testing test, this research use IBM SPSS technology. Each of the relationships between both independent and dependent variables used to correlation test.

Table 4.20: Hypothesis Testing

Hypothesis	Pearson's correlation result	
H1: There is a significant relationship between price and customer purchase behaviour in East Coast Malaysia.	r = 0.894, p <0.01 *(positive correlation)	Accepted
H2: There is a significant relationship between time and customer purchase behaviour in East Coast Malaysia.	r = 0.754, p <0.01 *(positive correlation)	Accepted
H3: There is a significant relationship between trust and customer purchase behaviour in East Coast Malaysia.	r = 0.838, p <0.01 *(positive correlation)	Accepted
H4: There is a significant relationship between convenience and customer purchase behaviour in East Coast Malaysia.	r = 0.896, p <0.01 *(positive correlation)	Accepted

4.9 Summary

An introduction to descriptive statistics, a reliability test, and a test of an underlying assumption for use in regression analysis are all covered in this chapter. The purpose of the analysis was to determine if the dependent variable and independent variable have a correlation, as hypothesised by prior academics and studies.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter presents and discusses the findings, and this chapter expands on those discussions. The goal of the research is to find out how important price, time, trust, and ease of use are to East Coast Malaysian customers when they decide what to buy on Shopee. Researchers used both Descriptive Analysis and Multiple Linear Regression to verify their goals were met and their questions were addressed. Before any conclusions are made, this section talks about the study's flaws, explains what it found, and makes suggestions for more research.

5.2 Key Findings

The main objective of this study is to see the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia. This study discovered significant relational variables based on data collected from respondents. Table below shows the summary of the results regarding objectives that are to find the relationship with price, time, trust and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia

Table 5.1: Findings of the Result

Objective	Hypotheses	Significant (Positive/ Negative)	Result
O1: To determine the relationship between the impact of price and customer purchase behavior on the Shopee platform in East Coast Malaysia.	H1: There is a significant relationship between price and customer purchase behavior on Shopee platform in East Coast Malaysia.	.000 (Positive)	$p<.05$ (Significant)
O2: To examine the relationship between the impact of time and customer purchase behavior on the Shopee platform in East Coast Malaysia.	H2: There is a significant relationship between time and customer purchase behavior on Shopee platform in East Coast Malaysia.	.000 (Positive)	$p<.05$ (Significant)
O3: To determine the relationship between the impact of trust and customer purchase behavior on the Shopee platform in East Coast Malaysia	H3: There is a significant relationship between trust and customer purchase behavior on Shopee platform in East Coast Malaysia.	.000 (Positive)	$p<.05$ (Significant)
O4: To examine the relationship between the impact of convenience and customer	H4: There is a significant relationship between convenience and customer	.000 (Positive)	$p<.05$ (Significant)

purchase behavior on the Shopee platform in East Coast Malaysia.	purchase behavior on Shopee platform in East Coast Malaysia.		

5.3 Discussion

Based on the identified research questions, hypotheses, and significant research objectives, the researcher will highlight the discussion of the study findings.

5.3.1 Hypotheses 1: Price and customer purchase behavior on Shopee platform in East Coast Malaysia.

Based on table 5.1, the result shows a positive relationship between the impact of price and customer purchase behavior on Shopee platform in East Coast Malaysia. The hypotheses can be accepted when the significant values less than .05.

This outcome is supported by Slahuddin and Ali (2021), customers discovered that the goods they view on Shopee are affordable, valuable, and can affect customer attitudes. Customers are greatly influenced to shop online by affordability. Customers are more likely to purchase products from businesses that make alluring offers, such as decreased prices or exclusive discounts. Shopee customers are more likely to make a purchase when the item is within their budget, according to Evan et al's (2022) research. So many people concur that Shopee's lower costs are what drive them to make purchases.

5.3.2 Hypothesis 2: Time and customer purchase behavior on Shopee platform in East Coast Malaysia.

Based on table 5.1, the result shows a positive relationship between the impact of time and customer purchase behavior on Shopee platform in East Coast Malaysia. The hypotheses can be accepted when the significant values are less than .05.

This outcome is supported by Evan et al (2022) that people who value their time and want to shop in an environment where they can do it efficiently will be encouraged by the research findings that Shopee's fast order processing and fast delivery time will attract them to e-commerce sites. Customers find that they can save time by making purchases and comparisons on the internet. This will reduce the amount of time spent looking for the goods that the customer wants. This is because they do not have to leave their home to do so, saving customers valuable time. Therefore, residents on the East Coast of Malaysia agree that online shopping saves a lot of time.

5.3.3 Hypothesis 3: Trust and customer purchase behavior on Shopee platform in East Coast Malaysia.

Based on table 5.1, the result shows a positive relationship between the impact of trust and customer purchase behavior on Shopee platform in East Coast Malaysia. The hypotheses can be accepted when the significant values are less than .05.

This outcome is supported by Aziz and Wahid (2018), that is customers are more likely to complete an online purchase if they feel safe doing so, and trust may help this risk. Customers have faith in Shopee when making online transactions. In addition, the purchase influence will also be affected when the seller sells the goods as advertised so the buyer will

trust the seller to buy again on Shopee. The results show that Shopee Users trust the Shopee platform and Shopee Preferred Sellers. Proven in research that trust has a significant impact on customer satisfaction and repurchase intentions. The results also show that trust reduces perceived risk in digital shopping, converting potential customers into actual customers in e-commerce.

5.3.4 Hypothesis 4: Convenience and customer purchase behavior on Shopee platform in East Coast Malaysia.

Based on table 5.1, the result shows a positive relationship between the impact of convenience and customer purchase behavior on Shopee platform in East Coast Malaysia. The hypotheses can be accepted when the significant values are less than .05.

The outcome is supported by Wen, Mohd Satar, Ishak, and Ating (2020), which is that customers are increasingly turning to online retailers due to ease of use and ease of finding desired items. Users of e-commerce sites may take advantage of having exclusive offers available only on their mobile devices and "shop on the go". Customer happiness and the likelihood that they will make repeat purchases are both boosted by a comfortable shopping experience (Juniwati and Sumiyati, 2020). "Proven to be the best rating criteria for online shopping of apparel companies" are customer-friendly website layouts and detailed product descriptions (Slahuddin and Ali, 2020).

5.4 Implications of the Study

Overall, to increase one's part of the e-commerce industry, it is crucial to learn what elements impact customer purchase behaviors when they are presented with an online shop. To this end, it is necessary to monitor and comprehend the factors that influence Shopee's platform quality and its effect on online purchases. A variety of theoretical contributions to future studies have been made possible by this investigation. It has also had real-world consequences for Malaysia's e-commerce sector and other areas of entrepreneurship. There is sufficient evidence here to suggest that this research has contributed to the theoretical and empirical understanding of e-commerce in Malaysian businesses. Theory of Customer Behavior provided theoretical backing for the study's anticipated framework (TCB). The study's practical value lies in the fact that it may be used as an indicator or trend not only for online shopping in East Coast Malaysia, but for a much broader variety of topics and situations in the Malaysian environment.

This research also showed that Shopee is the platform that customers are most likely to choose because of their confidence in it. A comparable Shopee platform, for instance, would utilize such data to fine-tune the advertising campaign for its own website and applications. Internet users are more likely to purchase from a company's online store if the company's name is one, they are already acquainted with via more conventional marketing methods. Since this is the case, the retailer should make sure that the customers who usually shop at their brick-and-mortar location know about the online channel choice. That's because people's impressions of a online site will likely be shaped by their prior associations with the brick-and-mortar shop. For academics specifically, the study is helpful since it may be used as a resource and road map for future scholars interested in exploring the same area.

5.5 Limitations of the Study

There are a few caveats to the present study due to the time period in which the research was conducted. One thing to keep in mind about this research is that the researcher's questionnaire has not been officially checked. When questions aren't asked in a clear way, the answers may not be either. This can lead to statistics that aren't clear. Because the study relied on questionnaire survey data for relevant analysis, it was hard to find enough data to choose a wide range of indicators. The data collected is also more likely to be accurate if people are honest and thorough when they answer questions. There are a few people who aren't paying attention to the question at hand. They just respond to the inquiry, which in turn affects the reliability of the data gathered.

In addition, the respondent's participation in the research is a weakness. This is due to the fact that the study used a non-random selection strategy. Obtaining a reply from East Coast Malaysians is a major challenge. Although the Google form was promoted through social media, researchers still did not get sufficient responses. It will take 10 days to collect data from 385 participants.

The last weakness of this study is that the respondents don't know much about the logistics business. They don't know how important the logistics industry is, especially when it comes to how technology is used to make this industry more convenience. Since many of them rate their agreement level at 4.5 on the Likert scale, this is the case. Since they are unsure of their response, they cannot employ the powerful Likert scale.

5.6 Recommendations/Suggestion for Future Research

The findings of this study consistently point to the beneficial impact that time, trust, convenience, and price have on shoppers' decisions to make purchases on the Shopee platform. In general, the respondents have a good grasp of the logistics field.

In future studies, the researcher might increase the number of respondents and/or look at more factors that are not related to the study. With the surveys being sent out to just residents of East Coast Malaysia, if researchers wanted to do their study the same way all over Malaysia, they might include people from other states or even countries in their pool of possible participants. This will ensure that the study is representative of a larger population.

5.7 Summary

In conclusion, the scope of the research has been established, and its results described. According to the results of a Multiple Linear Regression analysis, four factors which is price, time, trust, and convenience were significantly related to customer' purchase behaviors on the Shopee platform in East Coast Malaysia. The study also found that price was more important than time, trust, and convenience in influencing customer purchase behavior on the Shopee platform.

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APPENDICES

UNIVERSITI
MALAYSIA
KELANTAN

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

The Impact of Price, Time, Trust and Convenience on Customer Purchase Behavior on

Shopee Platform in East Coast Malaysia

Dear Respondents,

We are undergraduate students at the University of Malaysia Kelantan, majoring in Bachelor of Entrepreneurship (Logistics and Distribution Trade) with Hons. We are currently conducting research on the impact of price, time, trust, and convenience on customer purchase behavior on Shopee platform in East Coast Malaysia. The questionnaire will take about 5 minutes of your valuable time. We appreciate your willingness to complete this questionnaire. All responses will be used for academic purposes only and will be kept private and confidential. Thank you for your kind cooperation and contribution to this research.

Prepared by / *Disediakan oleh*:

1) Salwa binti Subri (A19A0821)

2) Nurul Amirah Binti Norrizan (A19A0712)

3) Nursyazwani Binti Mohamad Riah (A19A0694)

4) Muhammad Ali Asghar Bin Amirullah (A19A1007)

Section A / *Bahagian A* **: Demographic Profile**

1) **Gender /** *Jantina* **:**

   Male / Lelaki

   Female / Perempuan

2) **Age /** *Umur :*

   ≤ 20 years old / ≤ 20 tahun

   21-30 years old / 21-30 tahun

   31-40 years old / 31-40 tahun

   41-50 years old / 41-50 tahun

   More than 50 years old / lebih daripada 50 tahun

3) **Race /** *Bangsa* **:**

   Malay / Melayu

   Chinese / Cina

   Indian / India

   Other / Lain-lain

4) **Occupation /** *Pekerjaan* **:**

   Student / Pelajar

   Self Employed / Bekerja Sendiri

   Unemployed / Tidak Bekerja

   Government Sector / Sektor Kerajaan

   Private Sector / Sektor Swasta

5) *Monthly Income Level /Tahap Pencapaian Bulanan :*

RM0 - RM999

RM1,000 - RM1,999

RM2,000 - RM2,499

RM2,500 - RM2,999

RM3,000 and above / RM3,000 dan keatas

6) Place of Residence /Tempat Tinggal :

Kota Bharu, Kelantan

Kuantan, Pahang

Kuala Terengganu, Terengganu

6) *Do you ever use Shopee app? /Adakah anda pernah menggunakan aplikasi Shopee?*

Yes / Ya

No / Tidak

7) *How often do you buy online using Shopee platform? /Berapa kerap anda membelidalam talian menggunakan platform Shopee?*

Daily / Setiap Hari

Weekly / Mingguan

Monthly / Bulanan

Yearly / Tahunan

Never / Tidak Pernah

Section B / *Bahagian B*: Impact of Using Shopee Platform / *Kesan Penggunaan Platform Shopee*

1: Strongly Disagree / Sangat Tidak Setuju
2: Disagree / Tidak Setuju
3: Slightly Disagree / Sedikit Tidak Setuju
4: Slightly Agree / Sedikit Setuju
5: Agree / Setuju
6: Strongly Agree / Sangat Setuju

Section 1: Price / Harga

1. Do the prices offered at each shop meet your satisfaction? / Adakah harga yang ditawarkan pada setiap kedai memenuhi kepuasan anda?

2. Do you find your preference product within your budget range? / Adakah anda mendapati produk pilihan anda dalam lingkungan bajet anda?

3. Can the quality of cheap products meet your satisfaction? / Adakah kualiti barangan yang murah dapat memenuhi kepuasan anda?

4. Do you satisfied with comparing prices between other stores/sellers? / Adakah anda berpuas hati dengan membuat perbandingan harga di antara kedai/penjual yang lain?

5. Do you agree that customers prefer cheaper product over expensive product? / Adakah anda bersetuju bahawa pelanggan lebih suka barangan yang lebih murah berbanding barangan yang mahal?

Section 2: time/Masa

1. Did you receive your order within the expected timeline? / Adakah anda menerima pesanan anda dalam masa yang ditetapkan?

2. Do you satisfied with the time estimation that had been set by Shopee? / Adakah anda berpuas hati dengan anggaran masa yang telah ditetapkan oleh Shopee?

3. Do you agree that customer prefer to get their items faster than the estimation timeline? / Adakah anda bersetuju bahawa pelanggan lebih suka mendapatkan barangan mereka lebih cepat daripada masa yang dianggarkan?

4. Did the products you ordered always delayed during delivery? / Adakah barangan yang anda pesan selalu tertunda semasa penghantaran?

5. Do you think the slow delivery time is illogical? / Adakah anda menganggap masa penghantaran yang terlalu lambat adalah tidak logik?

Section 3: Trust/Kepercayaan

1. Do you feel safe while sharing your personal information (name, no. phone, address, etc.) / Adakah anda berasa selamat semasa berkongsi maklumat peribadi anda (nama, tidak. telefon, adress, dll.)

2. Do you trust Shopee to save your money in Shopee Pay? / Adakah anda mempercayai Shopee untuk menyimpan duit anda di Shopee Pay?

3. Have you ever been scam by Shopee seller? / Pernahkah anda ditipu oleh penjual di Shopee?

4. Would you buy from Shopee again in the future? / Adakah anda akan membeli dari Shopee lagi pada masa akan datang?

5. Would you recommend others to use Shopee? / Adakah anda mengesyorkan orang lain menggunakan Shopee?

Section 4: Convenience/Kemudahan

1. Is Shopee apps easy to be use/access? / Adakah aplikasi Shopee mudah digunakan/diakses?

2. Is Shopee website easy to be use/access? / Adakah laman web Shopee mudah digunakan/diakses?

3. Is it convenient to find your preference products? / Adakah mudah untuk mencari produk pilihan anda?

4. Is it easy to do the payment process on Shopee? / Adakah mudah untuk melakukan proses pembayaran di Shopee?

5. Is it convenient to you make a refund? / Adakah mudah untuk anda membuat pulangan bayaran balik?

Section C / *Bahagian C*: **Customer Purchase Behaviour On Shopee Platform /** *Gelagat Pengguna Di Shopee Platform*

1: Strongly Disagree / Sangat Tidak Setuju
2: Disagree / Tidak Setuju
3: Slightly Disagree / Sedikit Tidak Setuju
4: Slightly Agree / Sedikit Setuju
5: Agree / Setuju
6: Strongly Agree / Sangat Setuju

Experience using Shopee

1. Do you think that the price of a product will affect your purchase behaviour on Shopee? / Adakah anda rasa bahawa harga barangan akan mempengaruhi gelagat pembelian anda di Shopee?

2. Do you think that time delivery for product to arrive will affect your purchase behaviour on Shopee? / Adakah anda rasa bahawa masa penghantaran untuk barangan yang dipesan tiba akan mempengaruhi gelagat pembelian anda di Shopee?

3. Do you think that your trust on Shopee will affect your purchase behaviour? / Adakah anda rasa bahawa kepercayaan anda terhadap Shopee akan mempengaruhi gelagat pembelian anda?

4. Do you think that the convenient of using Shopee will affect your purchase behaviour? / Adakah anda rasa bahawa mudah menggunakan Shopee akan mempengaruhi gelagat pembelian anda?

5. Do you satisfied with the service provided by Shopee? / Adakah anda berpuas hati dengan perkhidmatan yang disediakan oleh Shopee?

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No.Matrik/*Matrix No*: *A19A1007, A19A0712, A19A0694, A19A0821*
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