

**FACTORS THAT INFLUENCE USERS' PURCHASE
INTENTION TOWARDS E-COMMERCE PLATFORMS
AMONG FACULTY OF ENTREPRENEURSHIP AND
BUSINESS (FEB)'S STUDENTS AT UNIVERSITI
MALAYSIA KELANTAN (UMK).**

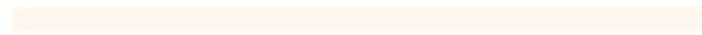
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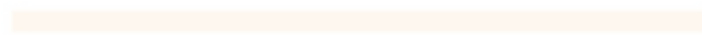
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Factors That Influence Users' Purchase Intention Towards E-Commerce Platforms Among Faculty of Entrepreneurship and Business (FEB)'S Students at Universiti Malaysia Kelantan (UMK).

by

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A thesis submitted in fulfillment of the requirement for the degree of
Entrepreneurship (Commerce) with Honour

**Faculty of Entrepreneurship and Business
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LIST OF ABBREVIATIONS

SPSS	Statistical Package Social Science
RBV	Resources-Based View
FEB	Faculty Entrepreneurship and Business
UMK	Universiti Malaysia Kelantan
H	Hypothesis
DV	Dependent Variables
IV	Independent Variables



ABSTRAK

Dalam tahun-tahun kebelakangan ini, e-dagang telah berkembang pada kadar eksponen. Dengan kemajuan teknologi dari semasa ke semasa, kita dapat melihat peningkatan bilangan orang yang menggunakan platform e-dagang seperti Lazada, Shopee, dan Amazon. Objektif kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat pembelian pengguna ke arah e-dagang di kalangan Fakulti Keusahawanan dan Pelajar Perniagaan (FEB) di Universiti Malaysia Kelantan (UMK). Tiga (3) faktor diperiksa: jangkaan prestasi, kegunaan yang dirasakan, dan keseronokan yang dirasakan. Penyelidikan menggunakan teknik pensampelan kemudahan untuk mengumpul data. Selain itu, 400 jawapan yang sah dikumpulkan dari pelajar UMK Feb melalui borang Google dalam talian. IBM SPSS digunakan untuk menganalisis data yang telah diperolehi. Hasilnya jelas menunjukkan bahawa jangkaan prestasi, kegunaan yang dirasakan, dan kesenangan yang dirasakan mempunyai kesan positif yang signifikan terhadap niat pembelian di kalangan pelajar UMK FEB.

ABSTRACT

In recent years, e-commerce has expanded at an exponential rate. With the advancement of technology from time to time, we can see an increasing number of people using e-commerce platforms such as Lazada, Shopee, and Amazon. The objective of this study is to examine factors that influence users' purchase intention towards e-commerce among the Faculty of Entrepreneurship and Business's (FEB) students at Universiti Malaysia Kelantan (UMK). Three (3) factors are examined: performance expectancy, perceived usefulness, and perceived enjoyment. The research used a convenience sampling technique to collect the data. Besides that, 400 valid responses were collected from UMK FEB's students through an online Google Form. IBM SPSS was used to analyze the data that had been obtained. The result has clearly shown that performance expectancy, perceived usefulness, and perceived enjoyment had a significant positive effect on purchase intention among UMK FEB's students.

CHAPTER 1
INTRODUCTION

1.1 BACKGROUND STUDY

E-commerce, short for electronic commerce, refers to the buying and selling of goods and services over the Internet. It involves online transactions between businesses to consumers (B2C), between businesses to businesses (B2B), or between consumers to consumers (C2C). E-commerce has become increasingly popular with the widespread use of the Internet and digital technologies. Due to the Fourth Industrial Revolution's (4IR) demand and the availability of new and advanced technology, the business market landscape has changed from brick-and-mortar to digital competition Koe & Saki, 2020; this process is known as digitalization. Because of this digitalization, businesses, and economies today rely heavily on technology to survive and grow Mthembuetal., 2018. The process of integrating and utilizing digital technology, sometimes referred to as information and communication technologies or ICTs Pollitzer, 2018, to improve business models and open new avenues to produce products and services and value addition Gurau, 2021.

Given the increasing number of entrepreneurs in Malaysia, it would seem strange for a company to run its operations without registering on an e-commerce platform. The economy has expanded greatly in the modern era, particularly in Malaysia, which is now one of Southeast Asia's top marketing hubs. Many people in the era of digital technology have profited from e-commerce to develop and broaden their market. Over time, Malaysian e-commerce websites have made great progress. In terms of sales quantities as well as the quantity of online shoppers, it is growing. Nowadays, many customers would rather make their purchases online than offline. Instead of having to visit the physical store, it can save them a lot of time. In addition, retailers can save some time while making money from online sales.

Based on ecomeye.com, the most popular e-commerce sites in Malaysia are Shopee, which reported having 46.9 million monthly visits followed by Lazada (16.3 million), PGMall (25.6 million), Mudah.my (8.7 million) and Carousell (6.1 million). These are the top 5 popular Malaysia e-commerce sites reported on the websites. E-commerce is becoming a vital tool for private traders in Malaysia to help firms access clients, boost sales, and generate profitability. Selecting the best

e-commerce platform for their needs might be difficult for sellers due to the wide number of options accessible in the Malaysian market. Businesses can use the information provided in that article to help them make an informed choice when choosing a platform to sell their goods or services.

One key idea in consumer behavior is consumer purchase intentions, which indicate a person's propensity to make a purchase Vicki Moritz, (2012). Several elements, such as the quality of the product, the price, the reputation of the brand, and the success of marketing campaigns, might influence this goal. It is critical for e-commerce companies looking to effectively engage and convert potential consumers to identify and analyze these aspects.

There is a distinct atmosphere inside the setting of the Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK), distinguished by a varied student body, unique curricula, and a regional backdrop. Students are important participants in this research because they are both customers and possible marketing targets. Their different behaviors and tastes make them a significant and unique consumer category. Their involvement in e-commerce and social media can have a big impact on what influences consumers' intentions to make purchases.

The purpose of this study is to fill a relevant need in literature by conducting research in the unique setting of UMK and among its student body. Although related subjects have been studied before, the goal of this research is to offer insights that are distinctive to the traits and preferences of FEB's students in UMK, making a valuable contribution to both the academic and practical domains.

The study is expected to provide insightful information on the elements that influence FEB's students' buying intentions around e-commerce. The results are anticipated to strengthen marketing plans for companies that cater to this market and raise the caliber of services and resources that UMK offers to its student body.

In brief, this preparatory study lays the groundwork for examining the variable factors that influence users' purchase intention towards e-commerce among FEB's students at UMK. It sets

the context, emphasizes the importance of the research, describes the goals of the study, and emphasizes the anticipated results.

1.2 PROBLEM STATEMENT

E-commerce (electronic commerce) is the trade of goods and services, as well as the transfer of money and data over the Internet. It also depends on digital platforms and technology, such as Shopee, Lazada, eBay, and Amazon. Usually, a consumer with purchase intention will not make the purchasing decisions. This is because the purchase decision depends entirely on the consumer. In addition, the consumer can decide whether they want to make a purchase or not. Many consumers have preferred to make purchase intentions using e-commerce. According to Hashemi & Hajiheydari (2012), Silaban (2020) Yang & Zhang (2009) it was found that online purchasing has a higher risk than direct purchases. The higher the perceived risk, the lower the interest in consuming a brand as said by previous researchers Chen (2013) and Wang & Hazen (2015).

However, customers now must face various challenges. One of the challenges faced by customers is risk. When it comes to buying online on e-commerce, they must deal with the risk of the goods. It's all online, the customers are unable to directly touch, feel, or try on the things before making a purchase. Sizes are not consistently accurate. Looking at a photo only is unlikely to tell anything about texture, fabric, fit, cut, quality, weight, or durability. When customers hold products that seem amazing, they may feel cheap and uncomfortable because online purchase certainly has their risks. Therefore, making a genuine connection with customers to keep them coming back for more might be more difficult when dealing online because online transactions frequently feel less personal. The failure of physical stores, the new challenges related to shopping on mobile devices, and all aspects of online marketing affect e-commerce. Managing the change from e-commerce to physical products is another challenge.

In addition, several issues will affect the customers when making purchases on e-commerce. One of the main issues affecting the customers is shipping problems and delays. Unless you pick up the product in-store, there's no guarantee that you'll receive it in time even if the biggest and best delivery companies and online businesses have bad days. Unexpectedly frequently, things are lost, delayed, damaged, or delivered to the incorrect place. Related to shipping including shipping costs also affect the customers. Online shoppers' decision-making

process is significantly impacted by shipping costs. If shipping is too pricey, customers frequently think about buying or maybe even refuse to finish the checkout process. Customers want an easy, enjoyable purchasing experience with either cheap or free delivery at the end. They want to purchase without getting out the amount delivery will cost. Accordingly, this paper specifically tries to answer the problem statement related to the customers' purchase intention towards e-commerce.

1.3 RESEARCH QUESTIONS

The research questions of this study are as below:

1. What is the relationship between Performance Expectancy and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK)?
2. What is the relationship between Perceived Usefulness and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK)?
3. What is the relationship between Perceived Enjoyment and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK)?

1.4 RESEARCH OBJECTIVES

The research objectives of this study are as below:

1. To determine the relationship between Performance Expectancy and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).
2. To determine the relationship between Perceived Usefulness and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).
3. To determine the relationship between Perceived Enjoyment and Consumer Purchase Intentions in e-commerce among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).

1.5 SCOPE OF STUDY

The research focused on the influence of consumer purchase intention using social media marketing among FEB students at UMK. The research is only focused on UMK since it is considered as a legitimate institution of higher learning to conduct entrepreneurship studies and because it has a strong reputation for entrepreneurship and success since its founding in 2006. The research focused on FEB's students at UMK. This is to understand the relationship between students and consumers' intentions in e-commerce. It includes what influences students' intentions for performance expectancy, trust, perceived usefulness, and perceived enjoyment.

1.6 SIGNIFICANCE OF STUDY

Due to the convenience and time savings, many customers are opting to buy products with purchase intention through e-commerce platforms rather than traditional brick and mortar stores. The purpose of this study is to ascertain the relationship between consumer trust and their intention to make an online purchase from one of Malaysia's most well-known e-commerce platforms.

We might target our marketing efforts more effectively and achieve the desired results, such as more customer engagement and return on investment, if we knew a customer's intentions in advance or could measure them exactly. Based on the behavioral data or the interaction database, the buy intention as a measurement may be predicted or recorded when a customer tries to make a purchase, but the transaction is abandoned, or the purchase does not occur.

1.7 DEFINITION OF TERM

1.7.1 Consumer Purchase Intentions

Lim, Osman, Salahuddin, Romle, and Abdullah (2016), the intention is a gauge of a person's willingness to be involved in certain behaviors and the number of times they attempt to take part in it. They are willing to purchase with intentions and it will be they will buy the product or service after they consider it. According to Younus, (2015), consumers will be affected by many factors of purchase intentions when they choose the product with strong outside factors, the consumer's intention eventually influences what they choose. Walintukan, (2018), purchase intention is a method of choosing products that investigates why a customer chooses to purchase a specific brand.

1.7.2 E-commerce

According to Nanekaran (2013), electronic commerce was a powerful concept and technique that dramatically altered the course of human life. It played a critical role in the Information Technology revolution and economic communication.

E-commerce, or electronic commerce, involved the exchange of products or services using a computer network such as the Internet. Electronic commerce utilized technologies like mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems, and automated data collection systems, as noted by Shahriari and Ggheiji (2015).

According to Gangeshwer (2013), the consequences of e-commerce were already visible in all sectors of business, from customer service to innovative product creation. It enabled new types of information-based business operations for contacting and interacting with customers, such as online advertising and marketing, online order taking, online customer support, and so on.

An e-commerce platform was a digital marketplace where people could buy and sell goods or services over the internet. It was an online space that allowed businesses to set up a virtual store, showcase their products, and conduct transactions with customers. E-commerce platforms often came with features like shopping carts, secure payment gateways, and order tracking systems. They played a crucial role in enabling online businesses to reach a global audience, as transactions could occur without the need for physical presence.

1.8 ORGANIZATION OF THE PROPOSAL

There are five different chapters in the report. The first chapter discussed the background research, problem statement, research questions, research objectives, scope of the study, definition of terms, and proposal organization. This chapter gave the core concept of the substance of a research study.

The second chapter is the literature review. This chapter provided an overview of this research investigation, and reviews, and evaluates the literature from other books, journal articles, and other sources pertinent to the study. The dependent variable, purchase intention in e-

commerce, as well as independent factors like performance expectancy, trust, perceived usefulness, and perceived enjoyment, are all thoroughly reviewed in this chapter. This chapter also includes an introduction, underpinning theory, previous studies, hypothesis statement, conceptual framework, and a summary of the chapter.

The third chapter included a description of the research strategy employed to achieve the study's objectives. This chapter includes an introduction, research design, data collecting methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, producer for data analysis, and chapter summary.

Next, chapter four included the data analysis and finding. This chapter provided an introduction, preliminary analysis which included pilot test and reliability test for pilot study, demographics profile of respondents, descriptive analysis of dependent variable, and three independent variables, validity and reliability test, normality test, hypothesis testing, and a conclusion of this chapter.

Lastly, chapter five was about discussion and conclusion. This chapter provided an introduction, key findings, discussion of three independents, implication of the study, limitation of the study, recommendations and suggestion for future research and the overall conclusion of the study.

CHAPTER 2
LITERATURE REVIEW

2.1 INTRODUCTION

The researcher will perform a study on the factors that influence users' purchases towards e-commerce among different generational cohorts, theoretical theories, theoretical frameworks, and hypothesis statements in this chapter through a literature review. A literature review is a comprehensive account of prior research on a topic that includes an examination of scholarly articles, books, and other materials relevant to a certain area of study.

2.2 UNDERPINNING THEORY

2.2.1 The Unified Theory of Acceptance and Use of Technology (UTAUT)

According to Davit Marikyan, the Unified Theory of Acceptability and Use of Technology (UTAUT) investigates technological acceptability as determined by the influences of performance expectancy, effort expectancy, social influence, and facilitating factors. Venkatesh (2003) established (UTAUT) as an amalgamation of many research efforts represented in several models and theories of Technology Acceptance. The UTAUT is regarded as an experiment in unifying the nomenclature of variables from many models and theories of Technology Acceptance. This theory's evolution has several facets.

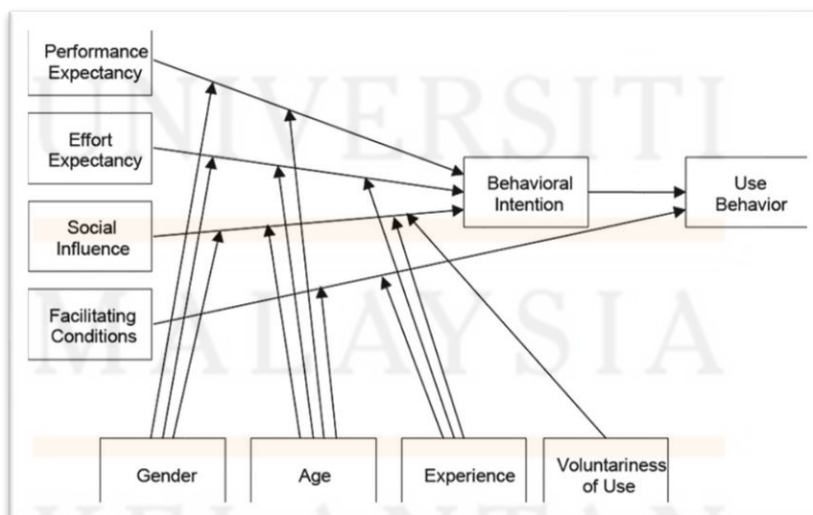


Figure 2.1: The Unified Theory of Acceptance and Use of Technology (UTAUT)

The researcher has used the UTAUT theory method in his study to examine the relationship between purchase intention and performance expectations. This is because there have been many studies conducted related to performance expectations and researchers have used UTAUT as their main theory. This theory argues that there are four main constructs which are performance expectations, effort expectations, social influence, and facilitating conditions. UTAUT aims to explain users' intentions to use information systems and subsequent usage behavior. The UTAUT theory is used by researchers in part A, which is demographics consisting of gender, race, and year. A study was conducted using the UTAUT theory to see if the UTAUT theory affects performance expectations or vice versa.

2.2.2 Theory Technology Acceptance Model (TAM)

Davis (1989) developed the Technology Acceptance Model (TAM) based on the Rational Action Principle to investigate what factors influence society's acceptance or rejection of an information system's technology. Fred Davis proposed the (TAM) in his research paper and demonstrated that system use is a reaction that can be explained or predicted by user motivation, which, in turn, is directly influenced by an external stimulus consisting of the actual system's features and capabilities.

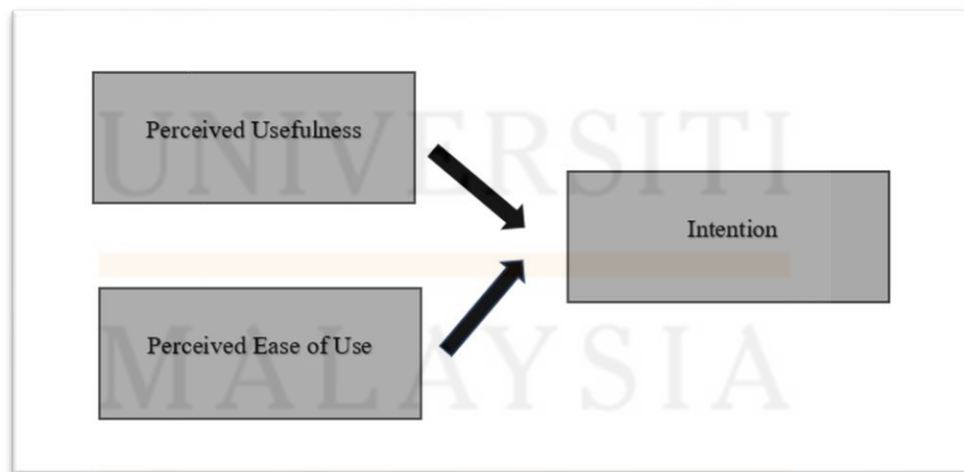


Figure 2.2: Technology Acceptance Model (TAM)

The researcher used a (TAM), which has been extensively researched in literature. The TAM idea was created by the researcher to assist researchers in better understanding the

users' intentions in adopting a new information system in their daily lives (Davis, 1989). The researcher has used the TAM theory method in his study to examine the relationship between purchase intention, perceived usefulness, and perceived enjoyment. This is because there are many studies conducted on perceived usefulness and perceived enjoyment using the TAM theory. TAM theory has been used in part C to study independent variables to analyze the factors that influence whether it is accepted by a system or otherwise. This model was first introduced by Fred Davis in 1986. There have been several revisions to the proposed model.

2.3 PREVIOUS STUDIES

2.3.1 Purchase Intention

Purchase intent changes with time. Behavioral science informs us about intention. Intention is the subjective probability that someone will perform a given action Fishbein, (1975). An intention is a strategy to urge someone to behave in a specific way, and it includes "I should do," "I will do," and "I will do" statements Triandis (1979). Price, quality perception, and value perception are just a few of the elements that can influence purchase intent Zeithaml, (1988).

According to Moorman, (1993), loyal users of specific items and brands have a positive purchase intention and reflect the likelihood of making a purchase. A customer who intends to purchase will not make a firm buying decision. Purchase intent is another factor to consider. Purchase intent can be used to anticipate what products or brands people will buy when they go shopping in the future Fandos & Flavian, (2006). Online purchase intention refers to a person's desire to acquire a specific product or service via a website Fygenon, (2006). Consumer cognitive behavior demonstrates how a person intends to acquire a particular brand Huang & Su, (2011).

2.3.2 Performance Expectancy

Mäntymäki and Salo, (2013) discovered that consumers' performance expectancy (PE) for group purchases in virtual communities influences their group buy intentions positively. According to Sharifi Fard, (2016), the primary contributing factor is PE. Malaysian customers' online shopping intents as revealed by social networking sites. Performance

expectations emphasize the system's practicability and the system's ability to boost customer performance. According to Dewi, (2019), the primary factor determining the intention to purchase online is PE. Doan, (2020) confirmed that PE influences consumers' online purchasing inclinations. According to Nur and Panggabean, (2021), PE has a significant impact on online transaction behavioral intention to utilize mobile payment.

Shareef, (2017) has demonstrated a substantial relationship between advertising value and customer sentiments towards social media ads. Individuals will be more interested and involved in adopting a new system if they believe it to be more productive, beneficial, and capable of saving time and effort Kumar, & Dwivedi, (2018). Juaneda Ayensa, (2016) reported that performance expectancy has a positive relationship with purchase intention.

2.3.3 Perceived Usefulness

The positive influence of perceived usefulness on online purchase intention via social media among respondents suggests that as more respondents consider online social media useful in assisting them to buy online, they are more likely to have the intention to buy via social media websites. This could be attributed to the Internet's unique properties, which make social media available anywhere and at any time for consumers who choose to shop online through social media rather than brick and mortar establishments Marthandan G, (2008).

Davis, (1989) defines perceived usefulness as the degree to which a person believes that employing a certain system will increase his work performance. The perceived usefulness of a system reflects its output or results. Consumers consider products or beneficial services when they attain their goals after using them. Customers are more likely to shop online if it increases efficiency and improves the purchasing process Zhang, (2007).

It has been empirically demonstrated that perceived usefulness has a major effect on online purchase intentions Kim and Song, (2010), and buyers expect to acquire important information and view things that are easy to buy. In Spain, perceived usefulness has a considerable impact on online purchasing intentions Hernández, (2011). Although perceived usefulness has an insignificant effect on online purchase intention in Iran Aghdaie, (2011).

2.3.4 Perceived Enjoyment

Perceived enjoyment is the customer's belief that they will enjoy buying online. The hedonic component that influences internet purchase intention is perceived enjoyment. Excitement is an effective response that affects performance. Customers can have fun looking for things online. Online shopping is all about having fun. When developing their website, online stores should prioritize this hedonic component. Lu and Hsu, (2004) suggested that enjoyment influences online shopping.

The perceived pleasure in using a website has a considerable impact on the intention to buy to use Igbaria, (1995). Perceived Moon and Kim, (2001) discovered that enjoyment was positively associated with attitudes regarding the utilization of specific resources. Consumers are more likely to make purchases when they have fun in online stores Monsuwe, (2004). When they find the desired item on the website, they feel happy and happy Seock, (2008). One of the primary reasons people use social networking sites is to have fun F. Taher, (2008). Logically, when consumers are satisfied, they are more likely to shop online and purchase products and services. Perceived happiness in an online environment stem from interactions with websites or online stores Ingham, (2015).

2.4 HYPOTHESIS STATEMENT

2.4.1 Relationship between Performance Expectancy and Purchase Intention.

Performance expectancy or the degree to which one expects that applying the latest technology will lead to better job performance. Mäntymäki and Salo (2013) showed that consumer willingness to make group purchases in virtual communities will be positively impacted by their performance expectations for those purchases. This is because it affects consumers' decision to buy. When choosing products, customers are pickier about what they expect from the selected product.

The performance of the newest e-commerce platforms is expected to influence the willingness of customers to make a purchase. Performance expectancy can improve customer satisfaction Doan (2020) verified that performance expectancy will have a positive effect on their purchase intention in groups. Customer satisfaction can provide value and positive impact to customers and at the same time sellers can increase profits. According to Nur and Panggabean (2020), performance expectancy has a significant

impact on customer purchase intention to use online transactions. Customers prefer online transactions because they would rather use their smartphones for transactions than enter shopping malls to make purchases.

According to Dewi et al. (2019), PE is the main factor influencing the intention to make an online transaction. Buying online also has an impact on what customers buy. Fard, Sharifi, et al. (2016) PE is the main part that influences Malaysian customers' intentions to make online purchases via social media platforms. Buying local products is one way to improve Malaysia's economy.

***H1:** There is a positive relationship between performance expectancy and purchase intention among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).*

2.4.2 Relationship between perceived usefulness and purchase intention.

Perceived usefulness, according to Lai, Wang et al. (2012), is the degree to which consumers believe that e-commerce could be valuable to them when they make purchases online. Based on a product's quality, most customers will make their purchases without a doubt. The products' quality can satisfy consumers' wants and needs. This is because high-quality products are more long-lasting. Usually, customers focus higher value on quality than price.

Empirical research has shown that perceived usefulness significantly influences the intention of customers to make online purchases Kim and Song (2010), as they believe they will find valuable details as well as look through products easily. Useful product purchase intentions have a positive impact on the customers. This is because each product has its value. The value of an item depends on how it is used by each buyer.

Perceived usefulness positively influences purchase intention, indicating that customers' attitudes toward a system have a positive relationship with how they feel about its usefulness. According to Bianchi & Andrews (2018), Better perceived usefulness will encourage acceptance of using information technology and customer behavior.

According to this research, consumers believe e-commerce will help their purchasing and selling activity, increase their productivity, make purchases more easily,

and improve the way they spend money said by Juniwati (2014). According to Lim, Osman et al. (2016) Perceived usefulness can be determined as an individual's opinion that using the system is better to perform the task with the implementation of buying and selling activities by sellers online can increase revenue.

H2: There is a positive relationship between perceived usefulness and purchase intention among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).

2.4.3 Relationship between Perceived Enjoyment and Purchase Intention.

The customer's perception that they will enjoy themselves when purchasing online is known as perceived enjoyment (PE). The part that influences the intention to shop online is perceived enjoyment. Lu and Hsu (2004) suggested that perceived enjoyment has an impact on purchase. Apart from that, Bashir & Madhavaiah (2015), Chiang (2013), and Lee et al. (2015) Previous research found that enjoyment has a positive effect on customer purchase intention.

According to Thong et al. (2006), consumer spending is significantly influenced by enjoyment. Online buying may be just as fun as shopping in stores, and it might have a positive impact on both. According to Triandis (1980), the way individuals act is influenced by their impressions of enjoyment, pleasure, and joy, which may lead them to make purchases.

The results of H4 show that customer attitudes are positively impacted by enjoyment. This means that the customer's attitude toward the purchase will improve the more social media interaction it provides. This study is based on previous research (Chiang (2013), Lee et al (2015), Bashir & Madhavaiah (2015). When it comes to affecting a customer's perspective, enjoyment has the most influence.

H3: There is a positive relationship between perceived enjoyment and purchase intention among Faculty of Entrepreneurship and Business (FEB)'s students at Universiti Malaysia Kelantan (UMK).

2.5 CONCEPTUAL FRAMEWORK

The relationship between the independent variable and the dependent variable is depicted in the diagram below. According to the conceptual framework, this study has four independent variables: attractiveness, trust, perceived usefulness, and interactivity. The elements influencing social media marketing are the topic's dependent variable.

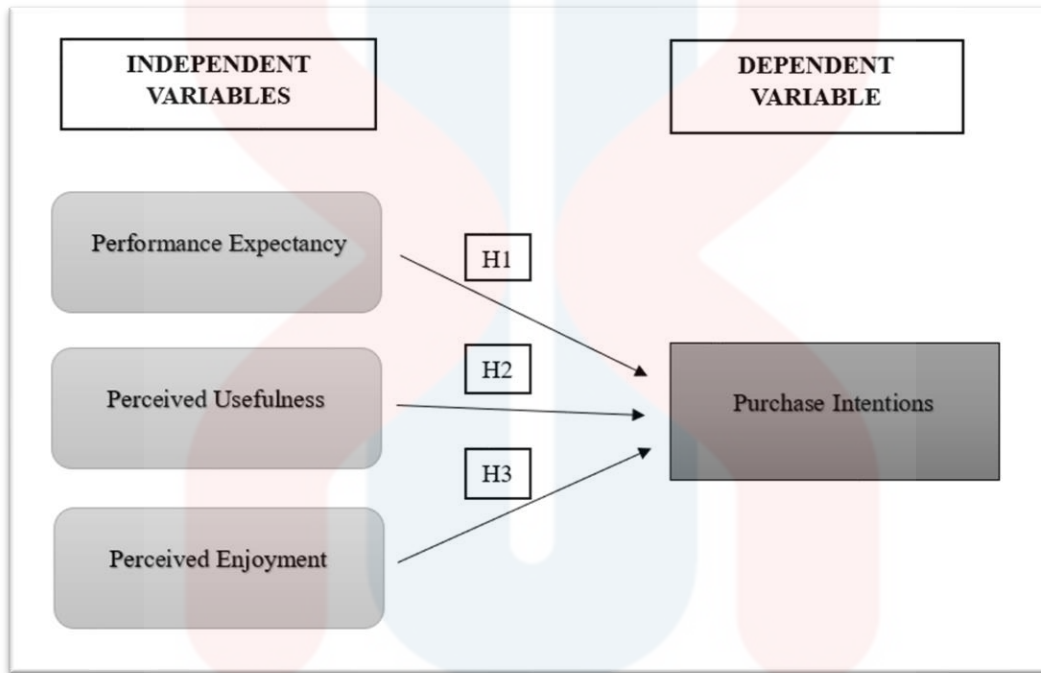


Figure 2.3: The conceptual framework of this study

As shown in Figure 2.3, this study developed a conceptual framework for evaluating the consumer purchase intention in e-commerce among faculty of entrepreneurship and business (FEB) students based on previous research and analysis. There are four independent variables, and one dependent variable is related, as shown in Figure 2. Performance expectancy, trust, perceived usefulness, and perceived enjoyment are all independent of this study. While the purchase intentions are the dependent variable. In conclusion, the goal of this research is to know more about the relationship between independent and dependent variables.

2.6 SUMMARY/ CONCLUSION

Theory Acceptance Model and Unified Theory of Acceptance and Use of Technology as a guiding theory in this research. TAM and UTAUT provide a comprehensive framework that is useful and aligned with other studies on variables that influence consumer purchase intentions. Based on TAM, TAM theory is one of the most recognized extensions in academic research. UTAUT is used to study more deeply about performance expectancy because performance expectancy is more appropriate using UTAUT theory than TAM. The most suitable and suitable for decision making is one of TAM and UTAUT which we study to gain our knowledge about new technology and study the acceptance and intention of using new technology.

Performance expectancy was found to have a favorable relationship with the consumer's purchase intention in earlier research. According to Jeng and Tzeng, (2012), attitude toward use and behavioral intentions are most strongly predicted by performance expectancy. As for Hypothesis 2, perceived usefulness also has a positive influence on the consumer purchase intention in e-commerce among FEB's students at UMK. It is because students found that social media marketing will help their purchasing and selling activity and improve the way they spend their money. Lastly, perceived enjoyment which is Hypothesis 3 plays an important role in understanding consumer purchase intention using social media. Enjoyment also has the most influence on the customer's attitudes.

**CHAPTER 3
RESEARCH METHODS**

3.1 INTRODUCTION

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In this chapter, it will mention every component involved in conducting this paper from research design, population, sample size, sampling method, data collection procedure, research instrument, and data analysis.

3.2 RESEARCH DESIGN

A research design is a plan for employing empirical data to address your research issue (Shona McCombes, 2021). According to Muhammad Hassan (2023), the general approach or plan for carrying out a research study is referred to as the research design. It describes the aims and objectives of the study as well as the protocols and techniques that will be followed to gather and process data. Because it directs the whole research process and guarantees that the study is carried out in a methodical and exacting manner, research design is crucial.

The assessment of quantitative and qualitative analytical approaches is referred to as research design. Our research method in this study is a quantitative technique. The process of gathering and evaluating numerical data is known as quantitative research. It is useful for determining averages and trends, formulating hypotheses, examining causality, and extrapolating findings to larger groups (Pritha Bhandari, 2021). Its goal is to measure and quantify variables, connections, and occurrences in an organized, impartial manner. The emphasis on applying statistical and mathematical methods to get unbiased conclusions from the data is what distinguishes this research strategy. It is common practice to test theories, identify trends, and draw generalizations about a population or a particular event using quantitative research.

The quantitative research findings would be quantitatively assessed to see whether there is a link between the variables (Lowhorn, 2007). This method is much more accessible since it makes it possible to establish facts and make predictions. A set of questionnaires is used in this study to carry out the survey. The FEB's students from Universiti Malaysia Kelantan make up the sample for this study. Both quantitative research approaches employ questionnaires as their research

instrument. The purpose of the questionnaire is to gather all information pertinent to the study's goals.

Quantitative research is a way of studying social things by using numbers and statistics. It believes that we can measure what we are studying. The main aims of this type of research are to gather information by measuring, analyze the data to find patterns and connections, and make sure the measurements are accurate. In this study, we used ready-made questionnaires to ask people questions and understand the information they shared.

3.3 DATA COLLECTION METHODS

Data collection is the methodical and structured process of collecting and measuring data or information on certain variables of interest (Pritha Bhandari, 2020). It is an essential phase in decision-making and research in many domains, including government, industry, social sciences, and science. Depending on the goals of the study and the type of data being gathered, a variety of approaches and strategies may be used in data gathering. A researcher may employ a variety of techniques to gather data, such as questionnaires, in-person interviews, surveys, and direct observation. The data collecting method has been split into two categories which are primary data and secondary data. While secondary data refers to information gained by publications like newspapers and magazines, primary data comes from newly collected first-hand information that researchers have gathered.

The researcher has decided to provide the questionnaire forms using an online survey that will be distributed using Google Forms. This Google form will be posted on social media sites including Facebook, Instagram, WhatsApp, and Telegram to collect data from respondents. This is thought to be the case as social networking apps are preferred by the youth and because using this method helps researchers save more time and money.

3.4 STUDY POPULATION

The word "population," also referred to as "universal," describes a specific and all-encompassing group that consists of people, events, or things that satisfy a set of requirements and contains information needed to generalize research findings (Tee, 2018). Similarly, a population is any collection of individuals, objects, or events that pique the attention of a researcher due to their exhibit of traits or behaviors (Elfil & Negida, 2017). The people who will be the focus of the

intervention's study and the foundation for its findings are known as the target population, according to Barnsbee et al. (2018). The population of the statistic could be uniform or unintelligible. If the intended demographic is not present, the information is meaningless. The study's target demographic is important since it can reveal which groups are more likely to make purchase intentions towards e-commerce social media marketing. Besides, the total number of FEB's students at UMK is 3559 which is asked by the faculty. Therefore, 3559 students were the research target population. The respondent's gender, ethnicity, or country of origin were not restricted.

3.5 SAMPLE SIZE

A sample is a portion of the population chosen to serve as a representative sample of the entire population. In many clinical research studies, recruiting the whole target population is not acceptable. Alternatively, a representative sample of the study's target population will be chosen by the researchers. The number of objects or observations selected from the population being studied is referred to as the sample size. Proper sample size is an essential part of the statistical concept of a research study since it can influence the relevance of the results in terms of calculation, assessment, and judgment (Tee, 2018). A representative statistical sample is becoming more and more necessary for empirical research, hence an efficient method for calculating sample size must be developed (Kenpro, 2012). To bridge the gap, Krejcie & Morgan (1970) created a table that allows sample size to be determined for a given population. Additionally, a sample size of 351 respondents can be created for this study with a target population of 3559 students in FEB using the following Krejcie and Morgan deterministic sample size table, as indicated in Table 3.1.

Table 3.1
 Table for Determining Sample Size of a Known Population

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

Note: N is Population Size; S is Sample Size
 Source: Krejcie & Morgan, 1970

Table 3.1: Krejcie and Morgan's Table of Determining Sample Size

3.6 SAMPLING TECHNIQUES

Sampling is the practice of choosing a portion of the population to take part in a study project. It's a way of choosing study participants who voluntarily decide to speak for the sizable group they are chosen from. Probability sampling and non-probability sampling are the two types of sampling procedures. One technique for choosing a sample from a group of available persons is non-probability sampling. Convenience, volunteer, quota, snowball, and judgmental sampling are examples of non-probability sampling techniques. Non-probability sampling is a rapid and simple method of gathering data because it doesn't require a complete adjustment frame. It is necessary to presume that the sample is representative of the population if conclusions about the population are to be made from it.

Because of time and budget constraints, as well as the size of the study's sample, we will use convenience sampling, which is a type of non-probability sampling. Convenience sampling is a non-probability sampling technique that is used to get a convenience sample from a group of people that are readily available, according to Singh and Singh & Masuku (2014). We call this availability sampling or grab sampling. Information from those who opted to take part in this study will be gathered using a Google Form survey.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

A research instrument is a device that collects, measures, and analyses data from subjects related to the research topic. This study will use surveys to collect data. In the survey, respondents need to answer all the questionnaires given.

This study's questionnaires were created using a quantitative method. Quantitative research methods include the use of mathematical approaches to investigate a given topic or phenomenon and collect data in numerical form. There are four different types of quantitative research: survey, experimental, correlational, and comparative. (S. Sukamolson; 2007). In this framework, the survey is the method used. It uses prepared questionnaires and scientific sampling techniques along with statistical methods to gather data from respondents.

3.7.1 Questionnaire Design

There will be three sections for students to answer this research. For section A, the answer should be about the student demographic information, in which the details of the students include gender, race, course, year, and one random question.

Section B mentioned the dependent variable which is the purchase intention towards e-commerce among FEB's students at UMK while the questions from section C include the independent variables which consist of performance expectancy, trust, perceived usefulness, and perceived enjoyment.

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

PART	VARIABLES	ITEMS
A	Demographic	5
B	Purchase intention towards e-commerce	5
C	Performance Expectancy	5
	Perceived Usefulness	5
	Perceived Enjoyment	5

Table 3.2: Questionnaire Design

3.8 MEASUREMENT OF THE VARIABLES

To examine every variable on the scale, researchers will gather and analyze data to help determine the statistical inference test. The measurement scales used in this online questionnaire are nominal and ordinal.

3.8.1 Nominal scale

A nominal scale, in the field of statistics and data measurement, is one of the four widely recognized measurement scales used to categorize data. The nominal scale is the simplest of the four and is used to categorize or classify data into distinct categories or groups without any inherent order or ranking. Questionnaires designed for the section A question use the nominal scale to determine each respondent's demographic profile (Gender, Race and Year) and two random questions.

1. Gender

Male

Female

Figure 3.1: Example of Nominal Scale

3.8.2 Likert Scale

The Likert scale is a 5-point scale used to give respondent choose how much they agree or disagree with a specific statement. Respondents are asked a particular set of questions on a metric scale where they choose their level of agreement from strongly disagree to strongly agree.

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

Table 3.3: Example of Likert Scale

3.9 PROCEDURE FOR REPORT

Data analysis was collected from the respondents and then it converted the data into meaningful information. The basic data analysis provides valuable insights and guides the rest of the data analysis and interpretation of the results. The collection of data from the questionnaires was analyzed using IBM Statistical Package for Social Science (SPSS). This software is used to understand the results of the analysis at the end of this research. This technique is used to analyze, customize, and generate distinctive patterns between various data variables. The result of this analysis is to determine the factors that influence users' purchase intention towards e-commerce platforms marketing among faculty of FEB's students at UMK. There were four forms of analysis which were reliability analysis, descriptive analysis, correlation analysis, and multiple linear regressions.

3.9.1 Reliability Analysis

This reliability analysis will be tested and run by using SPSS software. This test aims to check the result of the study and whether it is the same or not in all the times when researchers measure. Research reliability can be defined as the consistency and stability of a research method's output. The test results can be accepted if the study has high reliability since it delivers consistent measurements throughout time. Zach, (2021). The reliability test running in SPSS calculates the correlations by Cronbach's Alpha to know the amount of variance in the study.

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to 0.69	Moderate
0.7 to 0.79	Good
0.8 to 0.89	Very Good
0.9	Excellent

Table 3.4: Alpha Coefficient Range

3.9.2 Descriptive Analysis

Descriptive analysis is used to analyze data that helps describe the data in a meaningful way. This descriptive analysis is used to measure the level of factors that influence users' purchase intention towards e-commerce platforms marketing among FEB's students at UMK. The frequency of the data was used based on the mean score. The level of this study was divided into three levels: low, medium, and high.

Level	Score Mean
Low	1.00-2.33
Medium	2.34-3.66
High	3.67-5.00

Table 3.5: Mean Score

3.9.3 Correlation Analysis

The correlation analysis is used to measure the strength of the relationship between two variables which are factors that influence users' purchase intention towards e-commerce platforms marketing among FEB's students at UMK. According to the Spearman's Rank Correlation Coefficient, the correlation is measured between the range of -1 and +1. It illustrates the strongest positive if the value gets +1 and -1 is the strongest negative correlation.

Correlation Size	Interpretation
0.0-0.20	Very Weak
0.21-0.40	Weak
0.41-0.70	Moderate
0.71-0.90	Strong
0.91-1.00	Very Strong

Table 3.6: Correlation Size

3.10 SUMMARY / CONCLUSION

In summary, this chapter provides a general description and overview of the research methodology to be used. Topics include research design, data collection strategies, population research, sample design, quantitative decision-making for sample design, research instrument design, variables measurement, and data analysis techniques. We will examine and discuss the results in more detail in Section 4.



**CHAPTER 4:
DATA ANALYSIS AND FINDINGS**

4.1 INTRODUCTION

This chapter briefly explains descriptive statistics from the statistical package for social science (SPSS) and analysis of statistical results. This chapter consists of nine sections, including the introduction and section 4.2 which explains preliminary analysis. Section 4.3 explains the demographic profile of respondents and is followed by section 4.4 descriptive analysis. Next, Section 4.5 discusses the validity and reliability test. Then it is followed by section 4.6 which discusses the normality test. After that, section 4.7 shows the Pearson correlation coefficient. Finally, section 4.8 discusses hypothesis testing, and section 4.9 which tells about the summary of this chapter.

4.2 PRELIMINARY ANALYSIS

In general, it describes the preliminary review or appraisal of facts, information, or a circumstance before carrying out a more comprehensive study. Because of the accuracy of the study, researchers do a pilot test on all variables in this part. This allows researchers to optimize their strategy and reduce uncertainties before beginning full-scale data collection. Before the main inquiry, a "pilot test," often referred to as a "small-scale study," is conducted employing ten or more sets of samples.

4.2.1 Pilot test

Cronbach's coefficient alpha is often published and used as a trustworthy indicator in social and behavioral studies (Cronbach, 2004; Zumbo and Rupp, 2004; Sijtsma, 2009). It gives an approximation of how well a series of scale questions evaluates the same underlying construct or characteristic across time. While a low alpha may signal that the questions are not consistently assessing the same thing, a high Cronbach's Alpha shows that the instrument's questions are closely connected and measure the same underlying concept. For most uses, an alpha of 0.70 or above is regarded as appropriate, according to widely recognized guidelines. The Cronbach's Alpha scale, which runs from 0 to 1, was employed in this investigation and is based on Table 4.2. Higher values indicate more internal

consistency. Researchers aim to analyze the data in this chapter and test the provided hypotheses. To finish the pilot test, information was gathered from 30 respondents with various backgrounds. Additionally, the data from the survey was analyzed by the researcher using the Statistical Package for Social Sciences (SPSS). Reliability testing is a common initial step in data analysis for all researchers. The reason for this is to assess the veracity of the data that was acquired. Finally, the data was evaluated using Cronbach's Alpha value in the SPSS program.

	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

Source: Adapted from Chua et al. (2020)

Table 4.1: Scale of Cronbach's Alpha

4.2.2 Reliability test for pilot study

Variables	Cronbach's Alpha	No of Items	Level of Reliability
User's Purchase Intention	0.862	5	Good
Performance Expectancy	0.755	5	Acceptable
Perceived Usefulness	0.786	5	Acceptable
Perceived Enjoyment	0.848	5	Good

Table 4.2: Summary of reliability analysis for pilot test

Cronbach's Alpha was used in a pilot study to evaluate the trustworthiness of the data. The variable has a Cronbach's Alpha which is between 0.755 and 0.862. Because of this, it is widely acknowledged that the findings of all the pilot test variables exhibit a respectable degree of internal consistency. After using Cronbach's Alpha, the researcher does an actual analysis to carry out this investigation.



4.3 DEMOGRAPHICS PROFILE OF RESPONDENTS

A total of 400 responses were received from the questionnaire distributed by the researcher through social media platforms such as Google Forms to Faculty of Entrepreneurship and Business (FEB)’s students at Universiti Malaysia Kelantan (UMK).

Respondent Profile	Classification	Frequency N = 125	Percentage (%)
Gender	Male	132	33.0
	Female	268	67.0
Race	Malay	284	71.0
	Indian	45	11.3
	Chinese	71	17.8
Year	Year 1	15	3.8
	Year 2	67	16.8
	Year 3	177	44.3
	Year 4	141	35.3
Do you have experience using e-commerce platforms to be e-commerce?	Yes	377	94.3
	No	23	5.8
	Shopee	148	37.0

Which e-commerce platform do you prefer?	Lazada	162	40.5
	Carousell	32	8.0
	Amazon	36	9.0
	Mudah.com	22	5.5

Table 4.3: Demographics profile of respondents

Table 4.3 consists of gender, race, year, do you have experience using the e-commerce platform to be shopping, and which e-commerce platform do you prefer? There are 33.0% male respondents with 132 students whereas 67.0% are female respondents which is 268 FEB's students in UMK. Next are the races, with 284 (71.0%) Malay respondents ranking highest, followed by 71 (17.8%) Chinese respondents, and 45 (11.3%) Indian respondents ranking lowest.

Next is the year among business and entrepreneurship faculty students where year 3 is the highest number of respondents compared to other years which is 177 (44.3%). Next followed by year 4 and year 2 which are 141 (35.3%) and 67 (16.8%). The lowest respondent among years is year 1 which is 15 (3.8%). Besides, there are 377 which is 94.3% of respondents who have experience using the e-commerce platform to be shopping, in contrast, 23 respondents have not, which is 5.8%. The last is asking about the e-commerce platform that they prefer. Lazada is the highest platform compared to other platforms which is 162 (40.5%). Next followed by Shopee, Amazon, and Carousel which are 148 (37.0%), 36 (9.0%), and 32 (8.0%). The lowest respondent among platforms is Mudah.com which is 22 (5.5%).



4.4 DESCRIPTIVE ANALYSIS

4.4 Descriptive Analysis of the Users' Purchase Intention Towards E-Commerce

Indicator	Mean	Std. Deviation
I have intention to buy product from e-commerce platforms.	4.35	.740
I have found online purchasing products from e-commerce platforms to be worthwhile.	4.38	.706
I would recommend others to use e-commerce.	4.41	.709
I like to shop on e-commerce platforms.	4.40	.702
I intend to continue use an e-commerce platform more frequently in the future.	4.25	.740

Table 4.4: Descriptive Analysis of the User's Purchase Intention Towards E-Commerce

Table 4.4 provides data on the mean and standard deviation of the dependent variable “users’ purchase intention towards e-commerce” questions posed through the questionnaire survey. A total of five questions about the dependent variable were asked in the questionnaire. Based on the data obtained, the dependent variable question that obtained the highest mean was “I would recommend others to use e-commerce.” with a mean of 4.41. The lowest question is “I intend to continue to use an e-commerce platform more frequently in the future.” with a mean of 4.25. In other words, the data show respondents are more in agreement with the question “I would recommend others to use e-commerce.”

The next one is about the standard deviation. According to the table above, the question with the highest standard deviation is “I have the intention to buy the product from e-commerce platforms.” and “I intend to continue to use an e-commerce platform more frequently in the future.”, the standard deviation of them is 0.740. The question with the lowest standard deviation is “I like to shop on e-commerce platforms”, the standard deviation is 0.702. If the standard deviation exceeds 1, the data points are one standard deviation above the mean. On the other hand, when the standard deviation is close to zero, the data points are usually close to the mean.

4.5 Descriptive Analysis of the Performance Expectancy in Using E-Commerce

Indicator	Mean	Std. Deviation
E-commerce makes it easier to purchase products compared to traditional methods.	4.51	.653
Ensure that the products advertised on the E-commerce platform meet your expectations in terms of quality and functionality.	4.43	.709
A user-friendly e-commerce platform in terms of product navigation and search.	4.36	.690
I will recommend e-commerce marketing to friends and relatives.	4.43	.686
I often use e-commerce platforms for shopping-related activities.	4.21	.760

Table 4.5: Descriptive Analysis of the Performance Expectancy in Using E-Commerce

The table above shows the data of the mean and standard deviation of the first independent variable “Performance Expectancy”. Based on the data obtained, the independent variable question with the highest mean was “E-commerce makes it easier to purchase products compared to traditional methods” with a mean of 4.51. The lowest mean was “I often use e-commerce platforms for shopping-related activities” with a mean of 4.21. In other words, the data show respondents are more in agreement with the question “E-commerce makes it easier to purchase products compared to traditional methods”.

According to the table above, the question with the highest standard deviation is “I often use e-commerce platforms for shopping-related activities.”, the standard deviation is 0.760. The question with the lowest standard deviation is “E-commerce makes it easier to purchase products compared to traditional methods.”, the standard deviation is 0.653. If the standard deviation exceeds 1, the data points are one standard deviation above the mean. On the other hand, when the standard deviation is close to zero, the data points are usually close to the mean.

4.6 Descriptive Analysis of the Perceived Usefulness in Using E-Commerce

Indicator	Mean	Std. Deviation
I think the e-commerce is useful to me in my daily life.	4.55	.635
I think e-commerce increases my chances of achieving things that are important to me.	4.48	.664
I think e-commerce helps me to make my purchases more quickly.	4.48	.686
I think the e-commerce improves my shopping efficiency.	4.37	.744
I think e-commerce is easy to use.	4.48	.675

Table 4.6: Descriptive Analysis of the Perceived Usefulness in Using E-Commerce

Next, above is the data mean and standard deviation of the second independent variable “Perceived Usefulness”. Based on the data obtained, the independent variable question that obtained the highest mean was “I think e-commerce is useful to me in my daily life” with a mean of 4.55. The lowest question is “I think e-commerce improves my shopping efficiency.” with a mean of 4.37. In other words, the data show respondents are more in agreement with the question “I think e-commerce is useful to me in my daily life”.

Based on the table above, the question with the highest standard deviation is “I think e-commerce improves my shopping efficiency.”, the standard deviation is 0.744. The question with the lowest standard deviation is " I think e-commerce is useful to me in my daily life", the standard deviation is 0.635. If the standard deviation exceeds 1, the data points are one standard deviation above the mean. On the other hand, when the standard deviation is close to zero, the data points are usually close to the mean.

4.7 Descriptive Analysis of the Perceived Enjoyment in Using E-Commerce

Indicator	Mean	Std. Deviation
Online purchase is more interesting than physical stores.	4.52	.675
I enjoy purchasing products over the internet.	4.50	.653
Using the internet to purchase products would provide me a lot of enjoyment.	4.29	.707
I think purchase product can make me happy.	4.30	.716
I am so excited when purchase product.	4.29	.747

Table 4.7: Descriptive Analysis of the Perceived Enjoyment in Using E-Commerce

Then, the data mean and standard deviation of the third independent variable “Perceived Enjoyment”. Based on the data obtained, the independent variable question that obtained the highest mean was “Online purchase is more interesting than physical stores.” with a mean of 4.52. There are two lowest questions which are “Using the internet to purchase products would provide me a lot of enjoyment.” and “I am so excited when purchase product.” with the same mean of 4.29. In other words, the data show respondents are more in agreement with the question “Online purchase is more interesting than physical stores.”.

The next one is about the standard deviation. The question with the highest standard deviation is “I am so excited when purchase product.”, the standard deviation is 0.747. The question with the lowest standard deviation is “I enjoy purchasing products over the internet”, the standard deviation is 0.653. If the standard deviation exceeds 1, the data points are one standard deviation above the mean. On the other hand, when the standard deviation is close to zero, the data points are usually close to the mean.

4.5 VALIDITY AND RELIABILITY TEST

Variables	Cronbach's Alpha	No of Items	Level of Reliability
User's Purchase Intention	0.862	5	Good
Performance Expectancy	0.755	5	Acceptable
Perceived Usefulness	0.786	5	Acceptable
Perceived Enjoyment	0.848	5	Good

Table 4.8: Reliability Test

Based on table 4.5, the value of Cronbach's Alpha obtained for the variables is 0.4 which ranges from 0.755 to 0.862. Therefore, this indicates that the measurements for all variables are reliable in this study. To finish the reliability test, information was gathered from 400 respondents with various backgrounds. The result of reliability for the user's purchase intention is highest from performance expectancy, perceived usefulness, and perceived enjoyment. Furthermore, the coefficient alpha for performance expectancy, perceived usefulness, and perceived enjoyment are 0.755, 0.786, and 0.848.

4.6 NORMALITY TEST

Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Users' Purchase Intention	.147	399	<.001	.908	399	<.001
Performance Expectancy	.168	399	<.001	.899	399	<.001
Perceived Usefulness	.182	399	<.001	.862	399	<.001
Perceived Enjoyment	.158	399	<.001	.912	399	<.001

Table 4.9: Normality Test

The table above shows the results of the normality test conducted in the study. The Kolmogorov-Smirnov test and the Shapiro-Wilk test were employed to assess normality. These tests, commonly used for determining normality, provide valuable insights into the distribution characteristics of the data.

The significance values for the Kolmogorov-Smirnov and Shapiro-Wilk tests in this study are indicated as ($p < .001$), as shown in the table above. This significance level is less than 0.05 ($p = 0.05$). Consequently, the study suggests that the relationship between the dependent variables and independent variables is statistically significant. The p-value less than 0.05 in both tests for each variable confirms the not normal distribution of the data. This indicates that there is evidence to reject the null hypothesis, supporting the presence of a significant relationship.



4.7 HYPOTHESIS TESTING

Hypothesis	Sig. Value	Conclusion	Correlation Value	Conclusion
H1	<0.01	ACCEPTED	0.437	Moderate Relationship
H2	<0.01	ACCEPTED	0.460	Moderate Relationship
H3	<0.01	ACCEPTED	0.444	Moderate Relationship

Table 4.10: Spearman’s Rank Correlation Coefficient

Table 4.10 shows the result of Spearman’s Rank Correlation Coefficient analysis. Spearman correlation is one of the correlation measures used to measure the strength of a linear relationship of two variables. Spearman’s Rank Correlation Coefficients have been used to identify the significant relationship between the dependent variable (Users’ purchase intention towards e-commerce platforms among FEB students at UMK) and independent variables (Performance Expectancy, Perceived Usefulness and Perceived Enjoyment).

4.7.1 Relationship between performance expectancy and users’ purchase intention among FEB students at UMK.

H0: There is no relationship between performance expectancy and users’ purchase intention among FEB students at UMK.

H1: There is a positive relationship between performance expectancy and users’ purchase intention among FEB students at UMK.

Table 4.10, it shows that there is a significant relationship between performance expectancy and users’ purchase intention among FEB students at UMK because the p-value is <0.01 while the Spearman’s Rank Correlation Coefficient value is 0.607 which explains the substantial relationship between performance expectancy and users’ purchase intention among FEB students at UMK. Therefore, the H1 is accepted.

4.7.2 Relationship between perceived usefulness and users' purchase intention among FEB students at UMK.

H0: There is no relationship between perceived usefulness and users' purchase intention among FEB students at UMK.

H1: There is a positive relationship between perceived usefulness and users' purchase intention among FEB students at UMK.

Table 4.10 shows that there is a significant relationship between perceived usefulness and users' purchase intention among FEB students at UMK because the p-value is <0.01 while the Spearman's Rank Correlation Coefficient value is 0.567 which explains the substantial relationship between perceived usefulness and users' purchase intention among FEB students at UMK. Therefore, the H1 is accepted.

4.7.3 Relationship between perceived enjoyment and users' purchase intention among FEB students at UMK.

H0: There is no relationship between perceived enjoyment and users' purchase intention among FEB students at UMK.

H1: There is a positive relationship between perceived enjoyment and users' purchase intention among FEB students at UMK.

Table 4.10 shows that there is a significant relationship between perceived enjoyment and users' purchase intention among FEB students at UMK because the p-value is <0.01 while the Spearman's Rank Correlation Coefficient value is 0.591 which explains the substantial relationship between perceived enjoyment and users' purchase intention among FEB students at UMK. Therefore, the H1 is accepted.

4.8 CONCLUSION

In Chapter 4, all tests in this study have been conducted by using the IBM SPSS software to get the results of data analysis. The collected data from Google Forms are used for the descriptive analysis, reliability test, and Spearman's Rank Correlation analysis to determine the relationship between the independent variable with the dependent variable and to identify the factors that influence users' purchase intention towards e-commerce platforms among FEB students at UMK. The findings of the results for the relationship dependent variable (Users' purchase intention towards e-commerce platforms among FEB students at UMK) with the independent variable (Performance Expectancy, Perceived Usefulness, and Perceived Enjoyment) will be further discussed and explained in Chapter 5.

**CHAPTER 5:
DISCUSSION AND CONCLUSION**

5.1 INTRODUCTION

This chapter will focus on summarizing the results of the hypothesis of each variable in detail. This chapter will discuss all the descriptive and Spearman's Rank Correlation analyses from the previous chapter that are thoroughly explained in this chapter. Next, the implications and the implications of the study for the next research will be covered. This chapter also concludes with a discussion of how performance expectancy, perceived usefulness, and perceived enjoyment relate to making an online purchasing intention.

5.2 KEY FINDINGS

In this chapter, the overall survey is discussed in detail. It allows the researcher to get more data and interpret the results based on the findings from all the knowledge. In addition, researchers can also determine whether they can achieve the goals of the study or not. The purpose of this study is to examine the relationship between performance expectations, perception of usefulness, and perception of enjoyment and purchase intention of students of the Faculty of Entrepreneurship and Business (FEB) at Universiti Malaysia Kelantan (UMK). To obtain all the information required for this research, a questionnaire was distributed online.

This research attempts to achieve three goals. The first objective is to determine the relationship between performance expectations and users' purchase intentions in e-commerce platforms among FEB students at UMK. Next, to determine the relationship between perceived usefulness and users' purchase intention in e-commerce platforms among FEB students at UMK. The final objective is to determine the relationship between perceived enjoyment and users' purchase intentions in e-commerce platforms among FEB students at UMK.

The Spearman's Rank Correlation Coefficient is used by the researcher to determine all the objectives of the study. The objective of the study is as follows, which is to examine the relationship between performance expectancy, perceived usefulness, and perceived enjoyment (independent variable), and purchase intention of students of the Faculty of Entrepreneurship and Business (FEB) (dependent variable).

5.3 DISCUSSION

5.3.1 Performance Expectancy

Performance expectancy is a weak and positive connection with the user's purchase intention towards e-commerce. The significant Spearman's Rank Correlation value of 0.567 confirms what was apparent from the graph, there appears to be a moderate positive correlation between performance expectancy and users' purchase intention toward e-commerce platforms among students of the Faculty of Entrepreneurship and Business (FEB) in Universiti Malaysia Kelantan (UMK). Besides that, large performance expectancy is associated with purchase intention toward e-commerce platforms. This finding appears to be supported by previous researchers who have conducted related studies on the perceived usefulness, Marthandan G (2008) said that consumers choose to shop one through e-commerce rather than brick-and-mortar establishments. Because of this, the purchase intention towards e-commerce platforms has spread among university students to be an effective facility used by them in daily life.

5.3.2 Perceived Usefulness

Perceived usefulness has a moderate positive correlation with the user's purchase intention towards e-commerce. The significant Spearman's Rank Correlation value of 0.607 confirms what was apparent from the graph, there appears to be a moderate positive correlation between performance expectancy and users' purchase intention toward e-commerce platforms among students of the Faculty of Entrepreneurship and Business (FEB) in Universiti Malaysia Kelantan (UMK). So, with that, it can be useful for customers among university students, not as bad as expected. While students feel happy to save costs during their life as a student. Concerning that, perceived usefulness has been researched by researchers and there should be no worries while using it. Perceived usefulness is people's belief about the extent of extrinsic motivation in determining technology by customer behavior said to David (1989), Lee, and Lehto (2013). In the context of the facility, students are more interested in using e-commerce platforms to buy important things especially related to reference books for their studies. Therefore, it is not surprising that many researchers have shown their research interest in this matter and made their understanding

better about the relationship between perceived usefulness and purchase intention towards e-commerce.

5.3.3 Perceived Enjoyment

Perceived enjoyment has a moderate positive correlation with the user's purchase intention towards e-commerce platforms. The significant Spearman's Rank Correlation value of 0.591 confirms what was apparent from the graph, there appears to be a moderate positive correlation between performance expectancy and users' purchase intention toward e-commerce platforms among students of the Faculty of Entrepreneurship and Business (FEB) in Universiti Malaysia Kelantan (UMK). In other words, using e-commerce platforms students feel that online shopping gives them so much fun. Most students want to release their stress, that's why they are more likely to shop online. Because of that, they can enjoy whenever they want to find anything through e-commerce platforms. Besides that, even though online platforms have some limitations, such as the customer can't feel and touch the things that they want to buy online, which can result in distrust while buying. In some customer feedback, sometimes, the e-commerce platform does not fulfill all the expectations of customers. Because of that, researchers say (Satterfield et al., 2017; Stuck et al., 2021) Perceived risk in a certain context affects the enjoyment of technology because when the possibility of negative outcomes is higher, individuals are more cautious about its use. Therefore, this study proposes the following hypotheses. Because of this, researchers provide a better understanding of the relationship between perceived enjoyment and purchase intention toward e-commerce platforms.

5.4 IMPLICATIONS OF THE STUDY

The focus of our research is to identify the factors that influence UMK students' purchase intention towards e-commerce platforms for their own needs and wants. For business and markets, the implications of this study are performance expectancy, perceived usefulness, and perceived enjoyment. Understanding these implications can provide valuable insights into the UMK students' purchase intention to buy products for their useful purposes.

Finding the performance expectancy helps the system's practicability and the system's ability to boost customer performance. The customer likes to use online transactions because they feel at ease when using it. It's become popular nowadays when purchasing products through e-commerce. In this era, most people have their mobile gadgets to use every single day in their lives. Besides that, mobile phones are used for daily life and for buying important things online. They choose to buy online rather than physical stores.

5.5 LIMITATIONS OF THE STUDY

5.5.1 Respondent's Contribution

There are some limitations of the study that need to be considered when conducting the study. The first limitation is respondent cooperation. This is because respondents are less exposed to the factors that influence the intention to buy goods through e-commerce and the respondents answered the questionnaire not earnestly, that is, it can be said that they filled out the questionnaire as if they were just answering the questionnaire. In their opinion, answering the questionnaire is a burden because they must fill out the questionnaire carefully and understand the questions that they want to convey. This will harm the researcher's study if the respondents answer the questionnaire carelessly and the data obtained by the researcher is not normal and stable.

5.5.2 Time Constraints

The next limitation is time constraints. This is because there is minimal research time when conducting the analysis. This is because most students do not have enough time to answer any online questionnaire. After all, they are busy with various activities such as extracurriculars, clubs, assignments, and others. In addition, a few students participate in various external programs to get their merit demerit scores. Therefore, they use fewer gadgets and focus more on the activities they participate in. Very little time with a large work increase often makes it difficult for respondents to respond.

5.6 RECOMMENDATIONS / SUGGESTION FOR FUTURE RESEARCH

Considering the identified limitations in the current research study and the exploration of factors influencing users' purchase intention towards e-commerce platforms, several recommendations are proposed for future research endeavors. Besides that, the number of respondents is also affected because our questionnaire only needs to be filled in by UMK students. Future researchers should specify the sample size by conducting future studies in all age groups. In this case, the respondents are not answering because they think it's a burden and will take their time to answer it. The questionnaire may take only 10 minutes to fill out the question, but some people are not into it. The negative impact from it may affect researchers' study if they keep doing it and distribute it carelessly and the data obtained by the researcher is not normal and stable.

Secondly, sellers feel bored. This is because sellers feel bored whenever there is no interaction between buyer and seller. Buyer and seller should have interaction through e-commerce, or a range of channels made possible by technology. Besides that, the seller can interact with buyers like example through Shopee, Lazada, Mudah.my and Carousell on the message chat. Other than that, face to face interaction is a preferred mode of interaction, multiple media can be used during differences stages of interaction as said by precious researchers which is Moffett (2020). The sellers must play a role in making a good communication foundation of between buyer and seller interactions emphasize the importance of roles, goals, and aspirations in determining the relational and instrumental outcomes of the interaction.

5.7 OVERALL CONCLUSION OF THE STUDY

In conclusion, this study suggests that UMK students are influenced to purchase intention towards e-commerce when they realize that the most influential factor or purchase intention is the behavior of the users or customers searching for the product's usefulness and the actual production behavior highly influences their intention towards e-commerce while buying products.

Next, based on the results of the Spearman's Rank Correlation test, we can ensure that all variables are based on performance expectancy, perceived usefulness, and perceived enjoyment that can influence purchase intention among UMK students towards e-commerce for their purposes while buying online. The result is many people would like to spend their money using e-commerce platforms. This aspect must spread awareness so that the number of users using e-commerce platforms gets higher and must introduce new technology to maintain the benefits of buying online in the future.

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APPENDIX A – DRAFT OF QUESTIONNAIRE

FACTORS THAT INFLUENCE USERS' PURCHASE INTENTION TOWARDS E-COMMERCE PLATFORMS AMONG FACULTY OF ENTREPRENEURSHIP AND BUSINESS (FEB)'S STUDENTS AT UNIVERSITI MALAYSIA KELANTAN (UMK).

Dear Respondents,

We are students at the University Malaysia Kelantan (UMK) of Campus Kota pursuing a Bachelor of Entrepreneurship (Commerce) with Honors from the Faculty of Entrepreneurship and Business (FEB). We are currently conducting a final-year research project to fulfill our degree requirement. We would greatly appreciate it if you could spend a few minutes completing this questionnaire. This questionnaire investigates "Factors That Influence Users' Purchase Intention Towards E-Commerce Platforms Among Faculty of Entrepreneurship and Business (FEB)'s Student at Universiti Malaysia Kelantan. All the data collected from this survey will be used only for academic and research purposes. There are no correct or incorrect answers to this questionnaire. Thank you very much for your time and cooperation.

SECTION A: DEMOGRAPHIC INFO

Please circle the correct answer.

1. Gender:

- Male Female

2. Race:

- Malay Indian

- Chinese Other:

3. Year:

- Year 1 Year 3

- Year 2 Year 4

4. Do you have experience using the online platform to be shopping?

- Yes No

SECTION B: DEPENDENT VARIABLES

This section will measure users' purchase intention towards e-commerce platforms. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

Users' Purchase Intention Towards E-Commerce Platforms.	<u>SD</u>	<u>D</u>	<u>N</u>	<u>A</u>	<u>SA</u>
1. I have intention to buy product from e-commerce platforms	1	2	3	4	5
2. I have found online purchasing products from e-commerce platforms to be worthwhile	1	2	3	4	5
3. I would recommend others to use e-commerce	1	2	3	4	5
4. I like to shop on e-commerce platforms	1	2	3	4	5
5. I intend to continue use an e-commerce platform more frequently in the future.	1	2	3	4	5

SECTION C: INDEPENDENT VARIABLES

This section will measure Performance Expectancy, Trust, Perceived Usefulness and Perceived Enjoyment to use E-Commerce Platforms. Please mark your answer based on the scale from 1 to 5.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

PERFORMANCE EXPECTANCY		SD	D	N	A	SA
1.	E-commerce makes it easier to purchase products through social media platforms compared to traditional methods.	1	2	3	4	5
2.	Be confident that the product advertised on the social media platform will meet your expectations in terms of quality and functionality.	1	2	3	4	5
3.	User-friendly e-commerce platform on social media in terms of navigation and product search.	1	2	3	4	5
4.	I often use social media platforms for shopping-related activities	1	2	3	4	5
5.	I would recommend social media marketing to friends and relatives.	1	2	3	4	5
PERCEIVED USEFULNESS		SD	D	N	A	SA
1.	I think the e-commerce is useful to me in my daily life.	1	2	3	4	5
2.	I think the e-commerce increases my chances of achieving things that are important to me.	1	2	3	4	5
3.	I think the e-commerce helps me to make my purchases more quickly.	1	2	3	4	5
4.	I think e-commerce improves my shopping efficiency.	1	2	3	4	5
5.	I think e-commerce is easy to use.	1	2	3	4	5
PERCEIVED ENJOYMENT		SD	D	N	A	SA
1.	Online purchase is more interesting than physical stores.	1	2	3	4	5

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2.	I enjoy when purchasing products over the internet.	1	2	3	4	5
3.	Using the internet to purchase product would provide me a lot of enjoyment.	1	2	3	4	5
4.	I think purchase product can make me happy.	1	2	3	4	5
5.	I am so excited when purchase product.	1	2	3	4	5

Thank you for your participation.

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APPENDIX B: GANTT CHART

WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Project Title Selection		■												
Projection Research & Finding Journal		■	■											
Introduction			■	■	■									
Literature Review			■	■	■									
Research Methodology			■	■	■									
Final review of draft research project proposals					■									
Submission of draft Research Project Proposal to the supervisor and review by supervisor					■									
Correction of draft research project proposal					■									
Final Submission						■								
Preparation for research proposal presentation						■	■							
Presentation and evaluation							■							
Formulating research question								■						
Insert questions into Google form									■					
Collect data through Google form									■	■				
Conduct pilot test analysis										■				
Start data analysis with using SPSS										■				
Start writing discussion and conclusion											■	■		
Doing article paper and poster												■		
Submission article paper and poster													■	
Presentation in colloquium														■