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

GAN SEE TENG

INTAN SYUHADA NORHISHAM BINTI ABDULLAH

ANIS ADILAH BINTI ROSLAN

ARIFF SYUKRAN BIN HAMZAH

BACHELOR OF ENTREPRENEURSHIP (COMMERCE)

WITH HONOURS

UNIVERSITI

MALAYSIA

KELANTAN

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by

GAN SEE TENG

INTAN SYUHADA NORHISHAM BINTI ABDULLAH

ANIS ADILAH BINTI ROSLAN

ARIFF SYUKRAN BIN HAMZAH

A thesis submitted in fulfillment of the requirements for the degree of bachelor entrepreneurship (commerce) with honour

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UNIVERSITI MALAYSIA KELANTAN

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_____
SIGNATURE
NAME: GAN SEE TENG

SIGNATURE OF SUPERVISOR
NAME: DR MOHD NAZRI B. MUHAYIDDIN
Date: 11/2/2023

INTAN
_____
SIGNATURE
NAME: INTAN SYUHADA NORHISHAM BINTI ABDULLAH

ANIS
_____
SIGNATURE
NAME: ANIS ADILAH BINTI ROSLAN

ARIFF
_____
SIGNATURE
NAME: ARIFF SYUKRAN BIN HAMZAH

Date: 24 JANUARY 2023

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Nama Pelajar: GAN SEE TENG   **No Matrik:** A19A0159
Nama Pelajar: INTAN SYUHADA NORHISHAM BINTI ABDULLAH   **No Matrik:** A19A0192
Nama Pelajar: ANIS ADILAH BINTI ROSLAN   **No Matrik:** A19A0050
Nama Pelajar: ARIFF SYUKRAN BIN HAMZAH   **No Matrik:** A19B0059

Tajuk Penyelidikan:

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

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DR. MOHD NAZRI BIN MUHAYIDDIN
Pensyarah Kanan
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan

Tandatangan Penyelia

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LIST OF ABBREVIATIONS

UMK – University of Malaysia Kelantan

IV- Independent Variable

DV- Dependent Variable

WHO- World Health Organization

IS – Information System

SPSS – Statistical Package for social science

LIST OF SYMBOLS

% - Percentage

N- Population

S- Sample Size

≤ – Less than

≥ - More than

(-) Negative

& - And

ABSTRAK

Niat Pembelian Dalam Talian Dalam Kalangan Pelajar UMK Semasa Kuarantin Covid 19

Niat pembelian dalam talian ditakrifkan sebagai kekuatan kepada pelanggan untuk membuat keputusan untuk pembelian mereka untuk menjadikannya dalam talian dengan menggunakan platform e-dagang seperti Lazada, Shopee dan Amazon. Kini, kita juga boleh membuat pembelian dalam talian seperti di platform media sosial seperti TikTok mempunyai Tiktokshop dan juga Instagram Shop. Daripada kemajuan teknologi dari semasa ke semasa, kita dapat melihat peningkatan pengguna platform dalam talian dan juga pengguna media sosial dalam talian juga. Menurut Fresh Produce E-Commerce dan Online Shoppers' Purchase Intention, dengan peningkatan kemajuan teknologi, ia juga meningkatkan lebih banyak aktiviti membeli-belah dalam talian. (Zhao, K., Shi, H., Zhang, Y. Y., & Sheng, J. (2021). Penyelidikan ini akan lebih memfokuskan kepada pelajar UMK semasa kuarantin Covid 19 dan bagaimana pelajar bertindak balas terhadap situasi yang menjejaskan pembelian mereka oleh Faktor tertentu Niat membeli dalam talian dipengaruhi oleh empat faktor iaitu sikap, kebolehpercayaan, persepsi kegunaan media sosial dan masa penghantaran sebagai persepsi risiko. Kajian ini dijalankan untuk menganalisis faktor yang mempengaruhi niat membeli dalam talian dalam kalangan pelajar UMK semasa kuarantin Covid 19. Dapatan kajian mencadangkan bahawa terdapat lima faktor yang akan mempengaruhi niat membeli dalam talian. Hasil daripada tinjauan yang dijalankan ke atas 110 pelajar UMK tentang niat membeli dalam talian semasa tempoh kuarantin Covid 19. Pakej statistik untuk sains sosial (SPSS) dan SmartPLS 4 digunakan untuk menganalisis Hasil kajian mendapati pengaruh empat faktor mempunyai tiga hubungan yang positif dan signifikan terhadap niat pembelian dalam talian antara pelajar UMK. daripada kajian ini, cadangan untuk kajian akan datang telah disediakan.

Kata kunci: niat membeli dalam talian, pelajar UMK, kuarantin Covid 19, platform e-dagang, kemajuan teknologi

ABSTRACT

Online Purchase Intention Among UMK Students During Quarantine Covid 19

Online purchase intention is defining as the strength to the customer to make decision for their purchases to make it online by using the e-commerce platform such as Lazada, Shopee and Amazon. Nowadays, we also can have our online purchase such as at the social media platform such as TikTok have Tiktokshop and also Instagram Shop. From the advancement of technology from time to time, we can see the are increasing users of online platform and also online social media users as well. According to the Fresh Produce E-Commerce and Online Shoppers' Purchase Intention, with the increasing advancement of technology, it also increase the more online shopping activities. (Zhao, K., Shi, H., Zhang, Y. Y., & Sheng, J. (2021). This research will be more focusing for the UMK students during quarantine Covid 19 and how the students react by situation that affected their purchases by certain factor. Online purchase intention is influence by the four factor such as attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk. This study is conducted to analyze the factor that influencing the online purchase intention among UMK students during quarantine Covid 19. Findings suggested that there are five factors will influence the online purchase intention. The result from a survey conducted on 110 UMK students about their online purchase intention during quarantine Covid 19. Statistical package for social science (SPSS) and SmartPLS 4 is used to analyses the data. Result found that the influence of four factor has a three positive and significant relationship on online purchase intention between UMK students. At the end of the study, recommendations for future research have been provided.

Keyword: online purchase intention, UMK student, quarantine Covid 19, e-commerce platform, advancement of technology

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Online shopping had been intensified in the last decade. The pandemic of Covid 19 had opened up more and more opportunity for everyone to fully utilize the online platform very well. As we all knew, the technology is the power of all sources and knowledge. The power at the fingertip and the optimization of search can brings fortune towards the people who wants to change their life. Most of the people really aware that someday the time of the fully online works can be done by the online platform including shopping. The existence of e platform like Lazada, Shopee, eBay also Amazon are easily to access by using smart phones, laptops and others. All of us having their digital access to the internet.

The situation of the students was the online platform had altered their student's life. Including their classes from face to face to online classes, the final assessment or examination turns to the final online assessment and for the club meeting as well. The announcement likely more into group messages in WhatsApp and Telegram or official websites for the university students. Unlikely, for the university students the books from the lecturers are most of them in pdf form. Students likely to purchase the books from the recommended linked to Shopee and others e-commerce platform. Based on the articles of A Study of Online Shopping in Malaysia, the online shopping are synonyms to the Chinese people, university degree holders and credit cards and cheque books owners. (Adeline Chua Phaik Harn, Ali Khatibi & Hishammudin bin Ismail).

The online shopping towards university students had been drastically increase within the pandemic of Covid-19. Students are really aware that they need to consider the online shopping as one of the precaution options at the pandemic situation when they are in quarantine. Rather than physical shopping, the online shopping is always having sells and the price was affordable to the students. Other than that, perceived usefulness, perceived ease of use, perceived entertainment and perceived risk have different influence on the attitude towards using online shopping. (Yong Hu, 2009). That are the reason of the statistics online shopping increases among students. There gives a lot of benefits to the students as we entered the modern era of the technology. Along with the new globalization, the students have different lifestyles and cultures within the pandemic Covid-19. As we aware, Internet usage has increased drastically due to the advancement of technology and communication and the level of knowledge of the new generation customers (Su &Huang., 2011); Chen& Chang, 2003; Morganosky&Cude, 2000)

1.2 Problem statement

In last three years, which is 2019, a virus which change the world deeply outbreak in Wuhan, China. The virus can lead to pneumonia and was named Covid-19. Cases Covid-19 spread rapidly to new places in a big quantity. The Huanan Seafood Wholesale Market was discovered to be connected to the pneumonia cases. The primary cause is residents of Wuhan eating wild animals and contract the virus from it (Ciotti et al., 2020). In just a few months, people around the world were infected and the World Health Organization (WHO) has proclaimed the corona virus to be a public health emergency (Hafeez et al., 2020). Based on an article of PubMed Central, the first waves of Covid-19 cases in Malaysia were happened in January 2020. (Hashim et al., 2021). Movement Control Order was rolled out by Malaysia's government on March of 2020 to control

the number of Covid-19 infections (Z Gesund Wiss, 2022). All companies were required to shut down, with the exception of those that offer necessities like food and clothing.

To follow the rules of MCO, people become more relying on online purchasing because many shop were forced to close during MCO. Online purchasing/ shopping is a type of e-commerce that enables customers to get products or services from vendors directly over the internet by just using a mobile application or web browser. In example, Mudah.my, Lazada, Shopee, Grab food, Food Panda, eBay, Signature market and so on. Online shopping replaced traditional shopping in Malaysia when people discover that, it is inconvenient and dangerous to go out just to buy a thing. Traditional shopping is dangerous behavior in the period of Covid-19 pandemic because people have to gather in a closing space. Research of WHO states that intimate connections are where the virus spreads most frequently (WHO, 2021). In April of 2020, fourth phase of MCO was began in Malaysia to prevent and control of infectious corona virus. The rule is just allowing two family members in each family to purchase necessary goods (Mukhriz Hazim, 2020). More and more people no longer in traditional shopping because people can buy anything without leaving their home by online purchase. (Jen Gordon, 2018). Besides, electronics markets offer special opportunities which helps the businesses to interact with customer more effectively (Limayem et al., 2000).

Even if the government is no longer serious about this virus and has relaxed its vigilance, but quarantine is keep running among Malaysian. Based on website government of Covid-19, COVID-19 positive cases are required to remain in quarantine for 7 days after receiving the positive test result. The quarantine period for travelers arriving in Malaysia is 5 days for travelers who have received a booster dose or unaccompanied youth, 7 days for those without a booster dose but complete vaccination, 10 days for people who have not completed or have no vaccination.

When a people is in quarantine, he/sha is not allow to leave his room until he become negative and finishing his quarantine. So that, online shopping is one of the good ways for them to buy the things they want because they are not able to shopping outside.

Moreover, market, society and the world are changing too fast, people are more relying on technology just to race against time and increase convenience. Business has to make a technology change to prevent eliminated. Online marketplace is a competitive environment and most of the businessman in Malaysia start using digital platform and several online channels to sell their products. E-commerce lives up to expectations and brings good returns. To know what is the reason that influence people in replace traditional shopping by online purchasing in the period of Covid-19 pandemic, me and my group member decided to do a research, which is to investigate the online shopping intention of students in University Malaysia Kelantan.

1.3 Research Question

These research questions are based on research objective which is aim to analyze the reason that influence online purchase intention of UMK students during the outbreaking of Covid-19 (during quarantine).

(RQ1) What is the relationship between attitude (A) and online purchase intention of UMK students Campus Kota in the period of quarantine Covid -19?

(RQ2) What is the connection between trustworthiness (T) and online purchase intention of UMK students Campus Kota in the period of quarantine Covid -19?

(RQ3) What is the impact of perceived usefulness of social media (PUSM) toward online purchase intention of UMK students Campus Kota in the period of quarantine Covid-19?

(RQ4) Does delivery time as perceived risk (DEL) influence the online purchase intention of UMK students Campus Kota in the period of quarantine Covid -19?

1.4 Research Objective

The purpose of this research objective is to understand online purchase intention of UMK students during quarantine in the period of outbreaking of corona virus. The dependent variable is online purchase intention (OPI).

(RO1) To study the linkage between attitude (A) and online purchase intention of UMK students Campus Kota in the period of quarantine Covid -19.

(RO2) To study the relationship between trustworthiness (T) and online purchase intention of UMK Campus Kota students in the period of quarantine Covid -19.

(RO3) To study the relationship between perceived usefulness of social media (PUSM) and online purchase intention of UMK students Campus Kota in the period of quarantine Covid -19.

(RO4) To study the relationship between delivery time as perceived risk (DEL) and online purchase intention of UMK students Campus Kota in the period of quarantine Covid-19.

1.5   Scope of the study

The scope of the study in our study will describe the extent to which the research topic will be investigated in the work and will determine the parameters within which the study will operate. Essentially, this means that we must decide what the study will cover, where is online shopping, and what will be focused on, which is investigating the intention of users during the quarantine Covid-19 on UMK students. So, in our study, we will examine in greater depth what the online purchase intention of the individuals involved, namely the students at UMK Campus Kota, where we will also be able to unravel all kinds of questions and problems faced by all of them. Furthermore, in order to ensure the success of our study, we will use quantitative methods, distributing questionnaires to 110 participants, namely UMK students Campus Kota. This research will be carried out at University Malaysia of Kelantan with the participation of those who will be the subject of our investigation. So, from there, we will gather information such as data as well as their perspectives on what we are studying, and we will conduct a joint analysis to formulate our study more accurately and thoroughly.

1.6   Significance of study

This section provides a brief explanation of UMK students in Campus Kota intent to buy online during the quarantine period. The findings of this study are expected to significantly contribute to academic and practical perspectives on entrepreneurship education in the trade. The findings of this study are expected to assist students in managing their online spending intentions, which have increased since quarantine after the outbreaking of the Covid-19 pandemic.

1.6.1   Academic Perspective

From an academic standpoint, this study will contribute to the existing body of knowledge by hypothesis testing and further linking findings with empirical evidence taken from existing journals. This research could help to provide new material in the academic field. Furthermore, it provides an overview of the current situation of FYP SAK 6 regarding the study of online purchase intentions among UMK students Campus Kota during quarantine, which is closely related to the entrepreneurship course in trade at the University Malaysia of Kelantan Kota Bharu. It is also an excellent opportunity to increase students' commitment to learning about online purchasing intentions among UMK students.

1.6.2   Practical Perspective

From a practical standpoint, this study can serve as a guide not only for learning but also for daily practise in everyone's life. This is because online shopping is popular not only among students but also among people of all ages in the community. This study is beneficial and will benefit all users. The study's findings provide consumers with useful information about their online spending intentions. The study's findings will also contribute to a better understanding and correct the user's handling of online spending.

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1.7 Definition of term

1.7.1   Online purchase intention

Online purchase intention is a situation when a consumer or online buyer is prepared and expects to make online transactions (Pavlou, 2003). It also can be defined as a consumer intention to form an online relationship and have dealings with a web retailer on an e-commerce platform. Purchase intention is the plan to make a certain purchase of a good or service within a predetermined time frame.

1.7.2   Attitude (A)

Consumer attitude can be defined as an appraisal of the consumer's judgment after they have their subjective judgment and response (Sulaiman et al., 2017). According to Bianchi & Andrews (2012), consumer attitude toward online shopping is the degree to which a consumer views doing their shopping online favorably or unfavorably.

1.7.3   Trustworthiness (T)

Trust is a psychological state that depends on the good intentions of one person toward another (Rousseau et al., 1998). Trust also can be defined as a set of assumptions a person holds based on how they perceive various marketing characteristics. This pertains to the brand, sales representatives for the goods or services, and the site where the goods or services are purchased and sold.

1.7.4   Perceived usefulness in social media (PUSM)

Social media is a group of webs - based applications that form on the ideological and technological grounds of web 2.0. It allows for designs and exchange of user – generated content (Kaplan & Haenlein, 2010). The term perceived usefulness (PU) is referred to "the degree to which a person believes that using a precise system would increase his or her performance (Davis, 1989).

1.7.5   Delivery time as perceived risk (DEL)

Perceived risk is a functional or psychosocial risk that a customer perceives when buying a product (Gupta & Nayyar, 2011). It also can be defined as the expectation of losses related to purchases and serves as a deterrent to making purchases (Peter & Ryan, 1976). Delivery risk is examined as a danger that online shoppers perceive as being linked to delays and the potential for not obtaining the product they ordered (Zhang et al., 2012). Delivery risk refers to the possibility that businesses would delay sending the finished product to the clients or consumers (Sulaiman et al., 2017)

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1.8   Organization of the proposal

This research proposal is divided into five chapters. Chapter one conducts an introduction including the background of the study, a problem statement, research question, research objectives, the scope of the study, the significance of the study, and the definition of terms that be used in this proposal. The second chapter focused on a literature review include on the underpinning theory, the hypotheses statement, and the conceptual framework based on the extensive literature review. Chapter three discusses the research methodology of the study. The chapter also explains the research design, which includes data collection methods, measurement of the variables, data collection methods, study population, sample size, sampling techniques, research instrument development, and the produce for data analysis. Chapter four presents the statistical analysis results for the data collected, as well as the findings from the data analysis. Finally, chapter five will discuss the implications, research limitations, and future research recommendations.

CHAPTER 2:

LITERATURE REVIEW

2.1 Introduction

There are two main variables that will be studied in this research. Which is reason forcing people to shop online during the period of quarantine as independent variable and the dependent variable is online shopping intention. In the part of literature review, me and my team members are going to describe, testing the tenets of underpinning theory, explain and advance existing theoretical knowledge which related to our study. Moreover, we have to testing the hypotheses based on the variables that adopted by previous researchers. And we will refer to the content of previous studies that compiled by researchers as supporting documents to stand-up our own research.

2.2   Underpinning Theory

In recent years, socio-technical theories have been used to guide Information System (IS) studies. Information System (IS) discipline is an aspect of computing that continue to involve more of social context in its development and implementation (Avison & Elliot, 2005). The theories are mostly used to support studies in qualitative interpretive research. This is primarily due to the interaction of technical and non-technical factors in the field of information systems. Based on Gregor (2002), underpinning theory means theories for understanding social context in Information System (IS) studies. The theories are meant to explain "why" and "how" things happen the way they do.

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2.2.1 Online purchasing theories

i. Theory of Reasoned Action

In 1975, Icek Ajzen and Martin Fishbein developed the theory of reasoned action. It attempts to establish a link between human action, behavior, and attitudes. With the help of this theory, one can predict how individuals will behave based on their intentions and current attitudes (Mishra et al., 2014). Furthermore, the theory of reasoned action's main goal is to understand individual behavior by assessing deep behavioral intentions to perform an activity. It was created as an enhancement to the Information Integration Theory. According to this theory, behavioral intentions are influenced by attitudes. The individual's belief in online shopping to save money and time influences this attitude. Attitudes toward online shopping generally summarize actual online shopping habits. Customers are more likely to buy if they have a positive attitude toward online shopping based on previous experiences.

ii. Theory of Planned Behavior

The theory of planned behavior extends the theory of reasoned action. This is another important theory that is always present in all online purchasing communities. This theory explains that the basic elements of the theory of reasoned action such as perceived control of the behavior, subjective norms and intentions impact the intention to follow the behavior (Kautonen et al., 2015). As a result, according to this theory, all or some of the elements mentioned above will influence the intention, which ultimately predicts whether or not the behavior will occur. People will usually plan more carefully and correctly before engaging in any online purchasing activities to avoid unwanted outcomes such as overspending and waste.

iii.   Theory of Motivation—Need

The impact of Abraham Maslow's hierarchy of needs on the wider psychological community was felt in 1943; a theory that asserts that individuals act to satisfy and fulfil their needs based on a system of five increasingly important priorities - physiological survival, safety, love, esteem, and self-actualization. Maslow's hierarchy of needs theory has been used in business and marketing classes to explain why consumer-tailored marketing messages are essential to sales success. By performing or providing appropriate services and catering to the preferences of consumers or buyers, it will pique their interest in making online purchases. That is one of the reasons why the community is always interested in shopping online because everyone follows their taste and few people feel the need to bother going out to the store to find what they are looking for.

2.3 Previous studies on variables

2.3.1 Online Purchase Intention

Most of us recently have manage to get their purchase by their own intention. Some of us get the offline purchase and some of us might get the online purchase to satisfy their own desire to have that item. Rather than offline purchase in the pandemic situation, that does not allow us to do the cash transaction, the online purchase might be a better option to us as a student. The pandemic situation changed the environment and the circle of how we deal with things. As we can see, the virus spread widely, and must be quarantine once we affected. So, the government had given the obligations to all the household that only one person can go out to shopping or buy groceries. This time, students are already have going back to their home for the safety precautions by all their university order. So, the student must have options for lessen their parent's burden as

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they can choose the online purchase. The social media and e commerce platform have been the factor why the students chose to online purchase during pandemic. According to the research, 76 % customer tends to buys the product and services what they seen in social media, and 75 % young customer are interested to the product they seen in Instagram and Tiktok as well. (Jui Lung, 2022).

Believe or not, the online purchase is much more secured at the payment method. The online purchase gives them freedom and flexibility factor that can have more and more options on the payment method. We knew there are many payments method that recently are connected with the secured with TAC or type allocation code. The TAC fully gives the customer feels better and secured to do the online purchase. The online purchase that always had such as linked online bank that preferred, the PayPal and the credit coins on the social media or e-commerce platform. As we all aware, students choose to have online purchase because it can be the easiest option to the student. The budget that can be transferred are as low as can be and no limitations of purchases. Students can easily have their own items very surely as the price are on their budget. Usually, the online purchase offers better price rather than offline purchase. Such as the at the certain item product and services, the delivery cost had become free or zero. (Martin Fassnacht, 2016).

Students might prefer the safety of product. Usually on the online purchase, the description of the product had been told by the seller. As for the apparel, the size of the blouse had been told such the length and the height also most convincing part on the online purchase was the feedback and the comments of the products and the services. The star rating also are available for those who wants to gives ratings on their purchase. The star rating functionally to gives more customer trust to the product as the competition on the online purchase quite high. Customer had rarely choice on the product on online purchase, as the product might be duplicate and different in term of quality and prices. (M. Fisher, 2018).

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2.3.2 Attitude

Attitude in general was the behavior of the person in situation or in their intuition doing some works or activity. The attitude doing works and activity plays main role on how important it can become a good output depending on their attitude and their goals. Some of us quite have a certain attitude in doing things such as online shopping. The young generation like Generation Y are most spending their time on internet. Most of this people have trust and willing to learn what happened through internet even they accepting the development of the technology. Most of the Generation Y in Malaysia have chosen the social media such as Instagram and Facebook as their online retailers (Mazzini Muda, 2016).

As a student, they choose to have cheapest option to buy things. As we all concern, the students have priority and their obligations to study very well and students also have a life to balance not just study but also learns the meaning of life. Some of them did not have budget to but the things that out of their financial budget per month especially on university students. The cheapest options that the student had was online shopping. They also not forget about the e commerce platform such as Shopee and Lazada as their medium platform for online shopping. The main attract for students online shopping they catch eye on the advertising and marketing faster than the others. People cannot shut the reality what most painful moment in their life. (Mir, I. A. 2021).

Other than that, the students have own self- efficacy. The meaning of the self-efficacy the belief of individuals that they can change their behaviors to get what they want. This attitude makes the students believe that the online shopping was the saver of their lives, not only just cost but also the affordable option. The desire to have what their friends had or other person had, had brings the

students towards this attitude called self-efficacy. The trending has been found, which the students having trouble to cope with the lifestyle that their friends. Through the pandemic, how many of us can follow the trend that change our life? The online shopping is the one that can save the students. Not only textbooks that can online, the banking services, apparel, concert online live ticket, entertainment products and appliances all over the Internet. (Deborah H. Lester, 2008).

Attitude can lead towards the online shopping during the pandemic situation, most of us realize that the pandemic really changes our life quality as well. Some of us can cope with the advancement of the technology and some of us just could not follow the advancement of technology. The attitude that we can conclude was self-efficacy and choose the cheapest option among the students towards online shopping during quarantine. The person attitude which are naturally by his/her significant beliefs in performing a certain behavior, it can be important key that affected the intention of online shopping. (Marzieh Zendehel, 2015).

2.3.3 Trustworthiness

Trust has always played a significant role in determining how customers behave toward companies or businesses (Schurr & Ozanne, 1985). Trust is vital in e – commerce transactions because consumers won't shop online if they don't trust the seller (Kim et al., 2008) and this happened because of the consumer cannot be able to verify the product in online purchasing directly compare to direct transactions (Dachyar &Banjarnahor, 2017). Due to its connection to consumers decision making processes while making purchases, trust also become the issues that the seller need to consideration (Murwatiningsih & Apriliani, 2013). Consumers decide to purchase online if they feel that the seller can be trusted. So, as it relates to their purchasing decision, sellers need to develop consumer trust. Online customer trust is defined as a customer's

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subjective opinion that the selling party or entity will fulfill its transactional responsibilities in the manner the consumers believe them to be (Putra et al., 2017).

Before making a purchase, customers require trust from sellers which is demonstrated by their integrity, benevolence, and honesty (Budyastuti & Iskandar, 2018). According of Mahliza F, (2020), the consumer's purchase decision is influenced by how much they trust the seller. Consumers that have trust in a seller will be motivated to make a purchase and it can influence them to make purchase. According to the research by Mittal (2013), trust is the important element for building relation with consumers, capturing customer intention to purchase goods and services during quarantine (Garcia – Salirrosas et al., 2022). Brand image, security, and perceived risk are trust factors that can increase or decrease trust and thus influence consumers' online purchasing decisions (Mahliza, 2020, Garcia – Salirrosas et al., 2022). When an online store brand can be trusted, customers sense its value by getting more benefits from it, such as useful information from the website and effectively completing their duties as intended (Chen & Teng, 2013).

Consumers may perceive less risk as a result of increased trust than they would otherwise. The inclination to purchase from online sellers is directly correlated with trust. Therefore, we anticipate that rising levels of trust will have a direct, positive impact on consumers' intentions to make purchases. Kim et al., (2008), Mahliza F (2020)

2.3.4 Perceived usefulness in social media (PUSM)

Perceived usefulness is one of the elements that influencing social media-based online purchases (Toska et al., 2022, Soares et al., 2022). The perceived usefulness of online shopping in social media can be distinct as the potential consumer's expectation that the internet will provide their purchases more efficiently rather than using an offline platform (Koufaris, 2002). The

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perceived use can be considered as a person's estimation of how much using the internet will enhance their ability to make purchases (Soares et al., 2022), and would bring improved acts (Davis 1989), in the outlook of communication, interaction, and work. Customers perceived benefits from social media or other social networking encourage them to make purchases. Companies can form e – wom through social media, which is more influential than advertising and plays an important part in purchase intention (Balakrishnan et al., 2014).

The perceived usefulness serves as a crucial independent variable in the Technology Acceptance Model (TAM) that determines consumers' intentions to make online purchases in view of quarantine (Ishfaq and Mengxing, 2021). This model has been effectively practiced in the context of online consumer behavior. When customers sense that utilizing the website would increase the productivity of their shopping (perceived usefulness), they'll be more inclined to come back and shop online for the following purchases (Koufaris, 2002). The perceived usefulness of online shopping may alter consumers' attitudes toward making purchases (Moslehpour et al., 2018).

The perceived usefulness of social media influences online purchase intention positively Balakrishnan et al., (2014), and Manzoor et al., (2020). Throughout the lockdown of Covid -19 in European countries, customers over 50 favored social media for internet buying. Mostly, they were willing to use social media to shopping and make an online transaction, its relying on the perceived usefulness aspects while retaining social distance and in – person contact for traditional purchases (Ali Taha et. 2021). According to the research by Moslehpour et al (2018), Taiwanese online shoppers who view technology as a useful tool for online buying are likely to make more purchases online.

2.3.5 Delivery time as perceived risk

Based on research of "Perceived Risk on Consumer Purchase Intention", one of the primary factors that clients take into account when making decisions like online purchasing intention is the concept of risk. (Ashoer & Said, 2016). The perceived risk rises as uncertainty and undesirable outcomes increase. (Hong and Cha, 2013). The consumer's purchasing intention will be affected by a high perceived risk, which would lead the customer immediately cancel their purchase. Because they can't touch or physically feel the items they wish to buy, customers perceive online purchases to be significantly riskier than traditional offline purchasing. (Lee and Tan, 2003).

Past research by M. Ashoer & S. Said (2016), delivery risk is one of the risks that dimension in perceived risk. There are a lot of studies have found a strong relationship between online shopping satisfaction and its delivery system. According to a study of Cihan, Cosar, Krisztina, Panyi, Akos and Varga (2017), delivery performance (including delivery fee, delivery time and delivery service) has a very strong relation with customer satisfaction. Customer satisfaction may drop if delivery performance is not of good quality. When customer's satisfaction drops, the intention of purchasing will also decrease. Besides, delivery times must be brief and adhere to company commitment periods.

When we read the report of Muhammad Ashoer, we can see that, the delivery risk is tested have a negative impact on purchase intention. Based on Asdren Toska and Jusuf Zeqiri (2021), an essential consideration for online purchase intention is delivery time and they have form a hypotheses which is: Consumer perceptions that products will be delivered on time positively affect online purchase intention. So we think that, the concept will be the same even in the period of quarantine that cause by Covid-19 pandemic.

2.4 Hypotheses Statement

In this study, we have chosen attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk as our independent variable while online shopping intention as dependent variable. The research hypotheses are designed based on previous researchers. The hypotheses are:

Attitude

H1: There is a relationship between attitude and online shopping intention among UMK student Campus Kota during quarantine Covid -19.

Trustworthiness

H2: There is a relationship between trustworthiness and online shopping intention among UMK student Campus Kota during quarantine Covid -19.

Perceived usefulness from social media

H3: There is a relationship between perceived usefulness from social media and online shopping intention among UMK student Campus Kota during quarantine Covid -19.

Delivery time as perceived risk

H4: There is a relationship between delivery time as perceived risk and online shopping intention among UMK student Campus Kota during quarantine Covid -19.

2.5 Conceptual Framework
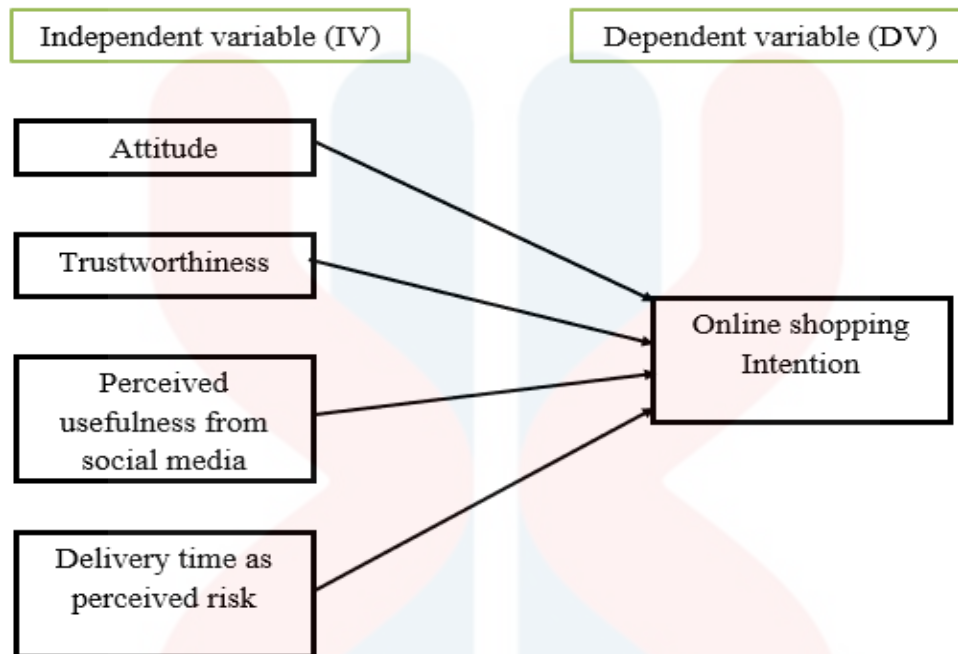
Figure 2.1: Conceptual Framework

2.6 Summary/ Conclusion

In conclusion, this chapter discussed the concepts of each research's variables which include online shopping intention, attitude, trustworthiness, delivery time as perceived risk and perceived usefulness from social media. Moreover, we have developed 5 specific and testable hypotheses based on research's variables that we quota from other research proposals. Each of our hypotheses have propose a relationship between 2 variables, which is a relationship between one independent variable with dependent variable (online shopping intention). What an investigator observes and measures is referred to be a dependent variable. What the investigator modifies or controls is the independent variable. Hence, we referenced a lot of previous research, which helped to strengthen and enrich our research about online shopping intentions, and provided my team with a solid foundation and a wealth of information about ongoing research.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

This chapter explains the various methodologies used by the study to test the proposed research model and its associated hypotheses. There are nine sections in this chapter, which begin with the research design, data collection methods, population, sample size, sampling techniques, research instrument development, measurement of the variables, the procedure for data analysis, and the last is the summary of the study.

3.2 Research Designs

A research design is the arranging of conditions for the collection and interpretation of data in a manner that seeks to combine relevance to the research objective with economy and procedure (Johoda, Deuth, and Cook, 1951). This study uses a descriptive study to investigate the factor that influence online purchasing intention among UMK students Campus Kota during quarantine that caused by worldwide pandemic (COVID -19). This will be a theoretical test and analytical design to research the relationship between attitudes, trustworthiness, perceived usefulness of social media, and the delivery time as perceived risk.

For this study, to confirm or disprove the hypothesis, this statistical analysis will be carried out using a quantitative method. The quantitative method is the positivist paradigm that serves as the foundation for the scientific approach (Rahi, 2017). To determine whether a correlation existed between the variables, the quantitative study results would be quantitatively examined (Lowhorn,

2007) and it's far more accessible because it allowed for the establishment of facts, and making predictions. A set of questionnaires will be used by the researchers to gather the data since they are a rather rapid and effective approach to get a quickly information from respondents which is UMKs students. Besides that, a large – scale survey using questionnaires aids in the generation of statistics and the gathering of data.

3.3 Data Collection Methods

Data collection methods can be divided into two categories which are primary data and secondary data. For this study, the researchers have used both of them. Primary data, often known as "raw data", is information that is gathered by a researcher through experiments, surveys, or observations to solve a specific research topic. The researchers used Google Forms to create an online questionnaire survey to collect data from respondents for this study method. A self – administered questionnaire was used to collect data, which the researcher distributes to the intended UMK students Campus Kota who ever to shopping online.

Secondary data is information gathered from other sources. It implies that the data is already available and has been researched. Magazines, newspapers, books, journals, and other sources are examples of secondary data, and they could be either published or unpublished data. For this study, the researchers have used secondary data to collect the information on literature review, theory from the past research. It will help the researchers to complete the research topic with fast, and accurate information data.

3.4   Study Population

Our research focused on University Malaysia of Kelantan (UMK) students in Campus Kota and their use of online purchasing. Many UMK students in Campus Kota are active in the use of online purchasing, which is why the population of people who use online shopping is growing all the time. According to several articles, 81% of internet users in Malaysia have made an online purchase. Between the start of the pandemic in 2020 and the first quarter of 2021, Malaysia added 3 million new digital consumers. Furthermore, more than eight out of ten Malaysian internet users are now digital consumers. This corresponds to the rest of Southeast Asia. Malaysia ranks second to Singapore at 97% and Thailand at 90%, while Indonesia ranks first at 80%, Vietnam at 71%, and the Philippines at 68%.

3.5   Sampling Size

The sample size is defined as the number of observations used to estimate a given population. The population was used to determine the size of the sample. The process of selecting a subset of individuals from a population to estimate the characteristics of the entire population is known as sampling. For analysis, the number of entities in a subset of a population is chosen. So, in our study, we made a group decision to use 110 respondents as the sample size to represent the entire population. Besides, according to Krejcle & Morgan (1970), the number "N" in the table represents the population size, while the number "S" represents the sample size. As a result, the sample size of 110 is appropriate for both our study sample size and our population size.

Roscoe (1975) who proposed the following rules of thumbs for determining sample size:

1. Sample size that larger than 30 but less than 500 are appropriate for most research

2. Statistical analyses with sample less than 10 is not recommended.

3. In most experimental research, sample of 30 or more are recommended.

4. Within these limits (30-50), the use of sample about 10% size of the parent population is recommended

3.6 Sampling Techniques

The sampling technique consists of several probability sampling methods, each of which includes multiple sub-methods that can help researchers distribute data to the appropriate respondents, such as basic random, systematic, stratified, and cluster sampling. In our study, we are using convenience sampling. Besides, according to (Saunders, Lewis and Thornhill) (2009), convenience sampling is a type of non-probability sampling in which cases are selected haphazardly on the basis that they are easiest to obtain. Basic random sampling is used to determine the population of respondents among UMK students Campus Kota in this study as well. For this study's population, a sample size of 110 respondents is required. As a result, to sample this large number of respondents, a simple random sampling approach was used.

3.7 Research Instrument

Questionnaires for this research are developed by using quantitative research method. Based on Aliaga & Gunderson (2002), an explanation of specify problem or phenomena through the collection of data in numerical form and investigation using mathematical techniques is known as quantitative research methods. There are 4 types of quantitative research which are can comparative, survey, experimental and correlational. (Sukamolson, S, 2007). The method used in this proposal is survey. It includes applying statistical methods to collect information from respondents by using prepared questionnaire and scientific sampling technique.

To get adequate and applicable data, researcher will develop a survey which include 3 sections. First part is demographic part. It asks personal questions of respondents. Which include, age, race, gender, monthly income and so on. While section 2 and 3 is asking the question which about online purchase intention and related to 4 independent variables. The independent variables are the factors influence intention of online shopping, which include attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk. In these two sections, we can see the performance of the 110 UMK students Campus kota in shopping online. From the result of these sections, researchers can get a conclusion on what is the biggest reason influence online shopping intention for UMK students Campus Kota.

3.8 Measurement of the Variables

The variables have four types which are nominal, ordinal, ratio and interval. Our research used the two out of four types of measurement variable which is nominal and ordinal for our questionnaire. Nominal scales are the category is listed by name and not by the ranked or numbered. For example, in the case of the classification of the gender in a survey, the respondent has variable and not numbers which is male and female. For the ordinal scale is very opposite to the nominal scale because in this measurement scale variable are arranged according to the ranks and orders. For examples, on scales 1-5 how much did you like hiking?

1. Extremely satisfied

2. Satisfied

3. Neutral

4. Unsatisfied

5. Extremely unsatisfied

For our research, the nominal scale we used also the gender and the courses that have in our university such as commerce, retailing, entrepreneurship and others. For the ordinal scale in our questionnaire such as did online shopping makes you easier as a student's?

Table 3.1: 5 Points Likert categories scale

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

3.8.1 Attitude

The independent variable, attitude, is being measured by five items developed by Irene LP Chew,

Dr Vincent Wee Eng. Kim (2021) with a point of Likert Scale as shown in table 3.2.

Table 3.2: Items for attitude

Variable	Operational definition	Items in questionnaire
Attitude	The attitude of the person that brings them to intent for the online shopping.	The idea of online shopping is appealing
		Online shopping takes less time to purchase
		Online shopping allows me to purchase products/services from other countries
		It is easy to receive products/services purchase via online shopping and have them delivered to my home
		I feel that it is easy in evaluating and selecting a product while shopping online.

3.8.2 Trustworthiness

The independent variable, trustworthiness, is being measured by five items developed by Irene LP

Chew, Dr Vincent Wee Eng. Kim (2021) with a point of Likert Scale as shown in table 3.3.

Table 3.3: Items in trustworthiness

Variable	Operational Definition	Items in questionnaire
Trustworthiness	Trustworthiness is the believe of the customer towards online shopping with product and the services.	I like to shop online from a reliable and trustworthy website
		I believe the website can be counted on to complete the transaction successfully
		I get my delivery on time when shopping online.
		I think it is easy to make payment for online shopping
		I trust in the technology that online shopping platforms are using.

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3.8.3 Perceived usefulness from the social media

The independent variable, perceived usefulness from social media, is being measured by five items developed by Asdren Toska and Jusuf Zeqiri, Veland Ramadani, Samuel Ribeiro-Navarrete with a point of Likert Scale as shown in table 3.4.

Table 3.4: Item of perceived usefulness from social media

Variable	Operational definition	Items in questionnaire
Perceived usefulness from social media	The perceived usefulness from social media is the intent of internet user to get their goals by using the social media such as Instagram and others.	Social media (Facebook, Instagram, etc.) enabled me to make quick purchases during quarantine
		Using social media during quarantine was useful for me
		Using social media during quarantine helped me make purchases easier
		During quarantine, I found that using social media to do online purchasing allowed me to improve my purchasing efficiency
		Social media improve my performance in searching and buying product online

3.8.4 Delivery time as perceived risk

The independent variable, delivery time as perceived risk, is being measured by five items developed by Asdren Toska and Jusuf Zeqiri, Veland Ramadani, Samuel Ribeiro-Navarrete with a point of Likert Scale as shown in table 3.5.

Table 3.5: Item of delivery time as perceived risk

Variable	Operational definition	Items in questionnaire
Delivery time as perceived risk	The delivery time as perceived risk is the uncertainty of delivery time when customer buying item.	Delivery time of the product in online shopping was important to me during quarantine.
		The problems of delays that appear, from ordering to receiving the product, were essential to me in online shopping during quarantine.
		The risk of failure to deliver on the promised date during online shopping at quarantine posed a problem for students.
		Online retailers with low address error rates during shipments were important to UMK students

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3.8.5 Online Purchase Intention

The dependent variable, online purchase intention, is being measured by five items developed by Asdren Toska and Jusuf Zeqiri, Veland Ramadani, Samuel Ribeiro-Navarrete with a point of Likert Scale as shown in table 3.6.

Table 3.6: Item for online purchase intention

Variable	Operational definition	Items in questionnaire
online purchase intention	The online purchase intention is the realization of the customer to do the online purchase due to the certain situation.	I plan to stay loyal to companies present on social media with the informative and correct content
		I intend to use online shopping application in quarantine period
		I have a tendency to use brands that actively participate in the digital community
		I predict I would use online purchase application in quarantine period.

3.9 Procedure for Data Analysis

Analytics software that we used in helping us to do statistical analysis for those 150 sets of questionnaires is a kind of computer software which named Statistical Package for the Social Sciences Version 26, and usually called IBM SPSS and SmartPLS 4 Software. This software is commonly used by local college students in doing final year projects (education research). One of the simplest and highly accuracy statistical tools for data analysis is SPSS. It provides helpful tables and graphs for our analysis result. Additionally, it has a strong data management system that supports both quantitative and qualitative data. (Kat William, 2022).

3.9.1 Reliability analysis

This Reliability analysis will be test and running by using SPSS software. This test is aim to check the result of the study whether it is 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. When the correlation is 0.80 or higher, it means that the reliability is strong.

Table 3.7: Rules of Thumb Cronbach's Alpha (Source: Shamsuddin etc, 2015)

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

3.9.2 Normality analysis

The normality test is used to assess how well a dataset fits a normal distribution and to estimate the probability that a random variable within a dataset has a normal distribution. The mean and standard deviation will be calculate based on data we collected by using SPSS and both items are used to define normality test. For testing normality, sample size is important. A study's sample size must be sufficient for the researcher to accurately represent the data's distribution. This means, using small sample sizes can result in inaccurate conclusions about the data's normality.

Normality test = hypothesis test, we can reject or not reject to null hypothesis after we doing normality test.

Table 3.8: Normality analysis

			Example
H_0	Null hypothesis	Data not different from normal	There is no significant relationship between online shopping intention and attitude
H_1	Alternative hypothesis	Disagree from null hypothesis (Theresa L. & Donald H., 2015)	There is a significant relationship between online shopping intention and attitude

3.9.3 Kolmogorov-Smirnov Test

In usual, Kolmogorov-Smirnov Test will be used on doing business research. This test is used to determine if a collection of data actually originates from a normal distribution, which is the null hypothesis. If the significant value is less than 0.05, variables in the study are abnormal. If it is 0.05/ more than 0.05, variables in the study are normal.

3.10 Summary/ Conclusion

The research methodology employed in the study was detailed in this chapter. The quantitative method was chosen because it enables the researcher to use a larger sample size to draw a more reliable generalization. The data collection method is online survey by using Google form. For this study, researchers have used both primary data dan secondary data. Primary data is

gathered through an online questionnaire survey by using Google Forms. Magazines, newspapers, books, journals, and other sources are secondary data that we used in this research proposal. While the study population of the study is students of University Malaysia of Kelantan (UMK) Campus Kota. Sample size is 110 of UMK students Campus Kota who have the experience of shopping online. In our study, we are using convenience sampling. It is a type of non-probability sampling in which cases are selected haphazardly on the basis that they are easiest to obtain.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter is going to reject the hypothesis statement, explain and discuss the finding that get from research. The data are examined and calculated by using two statistical analysis software which are IBM SPSS Version 26 and Smart PLS4. Outcome of these two software will be shown in this Chapter. Analysis of the research consist of demographic profile, attitude, trustworthiness, perceived usefulness from social media, delivery time as perceive risk and online purchase intention.

Respondents of data analysis of this research is obtaining from all years of student University Malaysia Kelantan Campus Kota. Data analysis focus in this research is analyzing online purchase intention of UMK's students Campus Kota. The aim to do the research is to know the factors that affect their intention to shop online in the period of quarantine. Questionnaire are done by researchers and were separates to all students in UMK Campus Kota. There is total 31 student's data b using as pilot test and a total of 110 students have answered the questionnaire and it became data analysis for this research. The analysis that will be run on those 110 data are demographic analysis, descriptive analysis, frequencies analysis, reliability analysis, normality analysis, R-square analysis, and correlation test.

4.2 Preliminary Analysis (Pilot Test)

The term "pilot test" refer to a small – scale preliminary research that is carried out in advance of a larger research study in order to assess the probability, duration, cost, and potential for adverse occurrences, as well as to improve the study design. Before distributing the questionnaire to the study population, the pilot test enables respondents to grasp it. All errors or misleading information were corrected immediately following the questionnaire approach. According to Czaja, R. (1998), the validity and reliability of the questionnaire are enhanced as a result of this pilot test. In this study, the reliability test was carried out using 31 target respondents before it distributed to 110 target respondents.

Table 4.1: Table of reliability test for pilot test

Section	Number of Items	Cronbach's Alpha	Internal Consistency
Online purchase intention (OPI)	3	0.679	Moderate
Attitude (A)	5	0.911	Excellent
Trustworthiness (T)	5	0.907	Excellent
Perceived risk from social media (PUSM)	3	0.930	Excellent
Delivery time as perceived risk (DTPR)	4	0.830	Very Good

According to the reliability analysis in Table 4.1, the Cronbach alpha coefficient for online purchase intention (OPI) was 0.679, which is moderate internal consistency. Meanwhile, the Cronbach's alpha for attitude (A), trustworthiness (T), and perceived risk from social media (PUSM) was 0.911, 0.907, and 0.930. This demonstrated that the internal consistency of these three independent variables is excellent. Next, in measuring the independent variable for delivery

time as perceived risk (DTPR), the Cronbach's alpha is 0.830, which results in very good consistency. Thus, the set of questions for the dependent variable and four independent variables was very reliable and supported for further analysis.

4.3 Demographic profile of respondent

Researcher have run frequencies analysis for demographic profile of respondents. There is total 6 items in demographic part, which are gender, age, race, year level in college, opinion for online purchase in quarantine and quantity of using online shopping platform to shop during quarantine.

4.3.1 Gender

Table 4.2 Frequency output for gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	33	30.0	30.0	30.0
	Female	77	70.0	70.0	100.0
	Total	110	100.0	100.0	
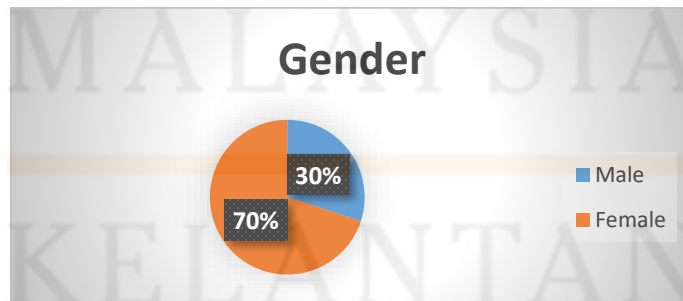
Figure 4.1: Percentage of respondents according to gender

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Figure above shows the analysis of respondent in term of gender. Out of 110 respondents of the study, there is 70% (77 people) of female student and 30% (33 people) male student involved in this study. It means that, female respondent is 40% more compare to male respondent. This situation happens mainly because most of the students in University Malaysia Kelantan are girls.

4.3.2 Age

Table 4.3 Frequency output for age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 and below	9	8.2	8.2	8.2
	21-22	22	20.0	20.0	28.2
	23-24	66	60.0	60.0	88.2
	25 and above	13	11.8	11.8	100.0
	Total	110	100.0	100.0	
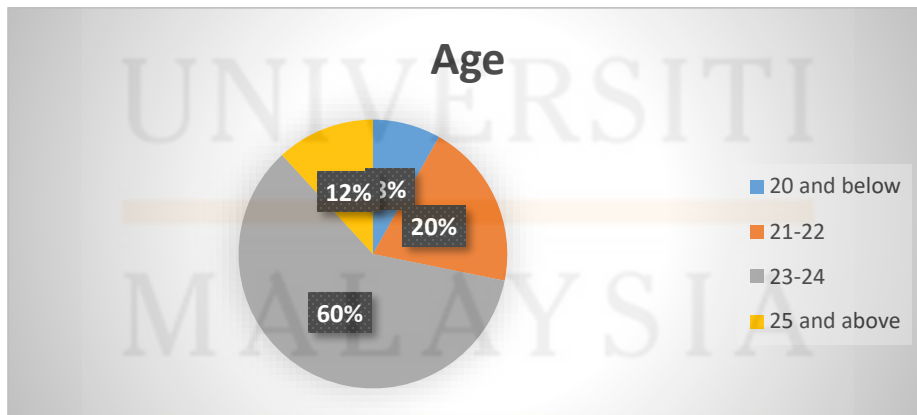
Figure 4.2: Percentage of respondents according to age

The table 4.3 above is showing analysis of respondent in term of age. It had been divided to four age group which is 20 years old and below, 21-22 years old, 23-24 years old, and 25 years old or above. Researcher allocated age group according to the standard of 20 to 24 years old because most of the undergraduates studying at University Malaysia Kelantan are enrolled at the age of 20 and graduate at the age of 24. From the output of the table, 60% of respondents are in the age group of 23-24 years old. Means there is up to 66 people of student who are between age 23-24 have respond questionnaire. This questionnaire is mostly answer by this age group because the main social media group that researcher spread the questionnaire is group of year 4 student. Most of the student in the age of 23 and 24 is year 4 student. The next main age group is following by 21-22 years old. It accounted for 20% of the 110 respondents, which is 22 people. Only 13 people (11.8%) of student who are 25 years old and above have become respondent of this research. Based on conjecture of researcher, the student who are 25 years old or above are the student who delaying entry to college or delaying graduate. The table show only 8.2 % which is 9 student which in the age group of 20 years old or below became our respondents.

4.3.3 Races

Table 4.4: Frequency output for races

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	61	55.5	55.5	55.5
	Chinese	38	34.5	34.5	90.0
	Indian	9	8.2	8.2	98.2
	Kadazan Dusun	1	.9	.9	99.1
	Iban	1	.9	.9	100.0

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	Total	110	100.0	100.0	
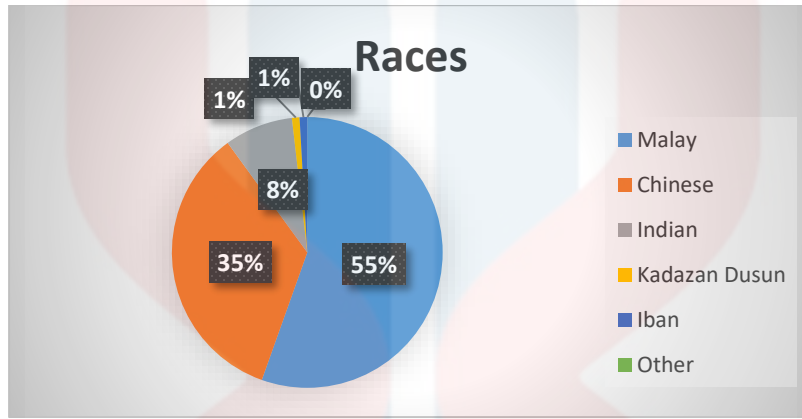
Figure 4.3: Percentage of respondents according to races

People of many ethnicities make up Malaysia's population, and the country's three largest ethnic groups are Malay, Chinese, and Indian. Non-Malay Bumiputera, including Kadazan Dusun, Iban, Senoi, Semang, and others, make up the majority in peninsular Malaysia. Because there are too many races in Malaysia, researcher cannot classify them one by one. So, in this study, researcher classify races into six parts, which are Malay, Chinese, Indian, Kadazan Dusun, Iban and other races. Based on the figure above, most of the respondents are Malay, it accounted for 55.5%, signifying 61 respondents from overall 110 respondents are Malay. Main respondents are Malay because most of the student of University Malaysia Kelantan is Malay. The second main race for this research is Chinese, which up to 38 people (34.5%). It follows by Indian, 8.2% (9 people). Indian student of UMK is not too less but only 9 people of Indian student become respondent because researchers of this research have no Indian, most of the friend of researcher of this study are Malay and Chinese. Apart from those three main races, there are only one student from Kadazan Dusun and one student from Iban become respondent of this research. They only

hold a total 0.18% from whole respondents. (9% for Kadazan Dusun and 9% for Iban). Last but not least, there is none of the respondents came from races other than these five (0 people and 0% of other respondents).

4.3.4 Year

Table 4.5: Frequency output for study year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Year 1	12	10.9	10.9	10.9
	Year 2	25	22.7	22.7	33.6
	Year 3	13	11.8	11.8	45.5
	Year 4	60	54.5	54.5	100.0
	Total	110	100.0	100.0	
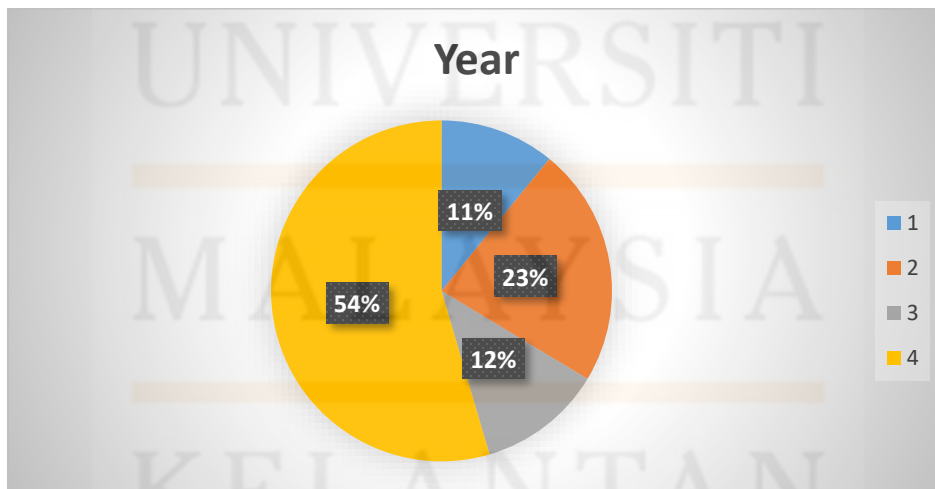
Figure 4.4: Percentage of respondents according to study year

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This study was done in National University of Malaysia which named University Malaysia Kelantan. The research objects are mainly the students of this college and researchers have divided the subjects into four categories, namely year 1 (year 1 student), year 2 (year 2 student), year 3 (year 3 student) and year 4 (year 4 student). Based on the figure above. Year 4 student hold a largest percentage compare to other three-year groups of respondents, which is 54%. This implies that, there are total 60 of 110 students are from last year students. This can show that, year 4 students were more active in answering questionnaires that researchers spread. While year one student was the student who least active in answering questionnaire. There are only 12 people (10.9%) year one students became respondent of this study. Compare to year one student, there was one more student became respondent of this research, which is 13 students (11.8%). Out of 110 respondents in the study, there were about 23% respondents were come from year 2 students, which is 25 people of students.

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

Table 4.6: Frequency output for opinion toward online shopping in quarantine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	110	100.0	100.0	100.0

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

0%

100%

- Yes
- No

Figure 4.5: Percentage of respondents according to opinion toward online purchase in quarantine

To know the opinion of UMK Campus Kota's student toward online purchase when they are in lockdown situation, researchers was create a question which is "Do you think that, using online platform to shop online is a good way for us to buy something we want in the period of quarantine?". Out of 110 respondent, all respondents were anwer "Yes" to this question. This implies that, all of the respondents prefer to shop online compare to tradisional shopping in brick and mortal store in the period of quarantine. There was no one student answer "No" to this question.

4.3.6 The frequency of using online platforms for shopping during the quarantine.

Table 4.7: Frequency output for quantity of using online shopping platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seldom	22	20.0	20.0	20.0
	Once a month	20	18.2	18.2	38.2
	2-5 times a month	59	53.6	53.6	91.8
	6-10 times a month	5	4.5	4.5	96.4
	More than 10 times a month	4	3.6	3.6	100.0

		Total	110	100.0	100.0	
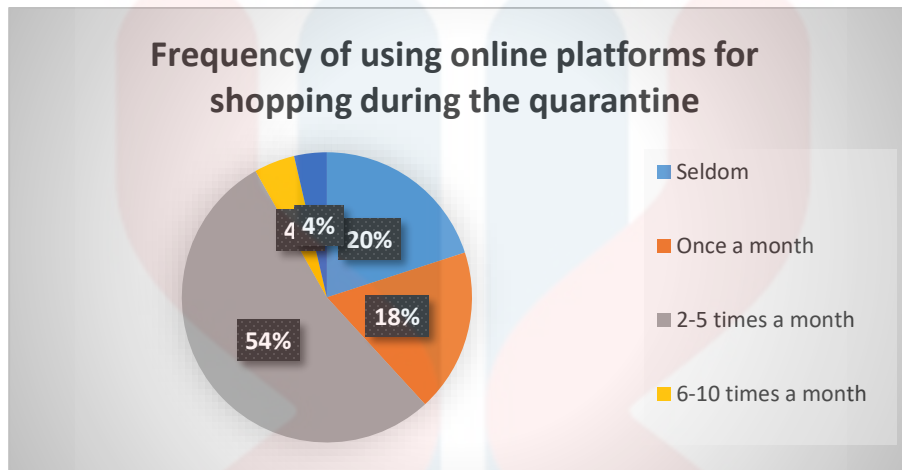
Figure 4.6: Percentage of respondents according to quantity of using online shopping platform

In term of frequency of using online shopping platforms during quarantine, it had been divided to 5 categories which are seldom, once a month, 2-5 times a month, 6-10 times a month and more than 10 times a month. 59 people in the category of 2-5 times a month constituted around 54% of the sample is the highest percentage of frequency using online shopping platform to shop among UMK students Campus Kota. Whereby the second highest category of frequency using online platform in quarantine is seldom, which is 20% of respondents (22 people). The next category is once a month. Among of 110 respondents, there was 20 students shop online only once a month. That is, only about 18% of students in UMK Campus Kota shop online once a month. Next, there are 5 people who will shop online 3-5 times a month in the quarantine period, which accounted for 4.5 percent. Last but not least, there are 4 people will purchase online more than 10 times a month in the period of quarantine. Researchers speculate that, these four students who often shop online probably own their own businesses. So, they still need a high rate of shopping during quarantine Covid -19.

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4.4 Reliability and Validity Test

In this research, the researchers had used Cronbach' Alpha to test the reliability of data. The reliability coefficient' range is used to calculate Cronbach's alpha, a measure that describes how strongly a set of variables are correctly associated with one another. Addition, it also can say that, the reliability test is measured via Cronbach's Alpha to check internal consistency of the constructs. According to Gliem & Gliem (2003), Cronbach' alpha is the reliability coefficients that would be obtained on average for all possible item combinations if the test were divided into two half – tests.

Rules of Thumb Cronbach's Alpha (Source: Shamsuddin etc, 2015)

Table 4.8: Rules of Thumb Cronbach's Alpha

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

The table above provided general guidelines for the Cronbach's alpha coefficient value range. The alpha coefficient's value range determines the strength of a variable combination that is based on a reliability analysis. According to Leontitsis and Pagge (2007), by generating a coefficient (called Cronbach's alpha) that theoretically ranges from 0 to 1. When is close to 0, the qualified answers are wholly unreliable, and when it is close to 1, the answers are either very

dependable or reliable. Overall, results are considered to be reliable if the coefficient is more than 0.8 (Carlbring et al, 2007).

4.4.1 Reliability test before item deleted (cleaning data)

Table 4.9: Reliability test before data cleans

Section	Number of Items	Cronbach's Alpha
Online purchase intention (OPI)	4	0.815
Attitude (A)	5	0.869
Trustworthiness (T)	5	0.814
Perceived usefulness from social media (PUSM)	5	0.887
Delivery time as perceived risk (DTPR)	4	0.818

The results of a reliability test before item deleted (cleaning data) are shown in the table above. All variables' results for the Cronbach's alpha reliability coefficient were obtained from a questionnaire form. For the dependent variable, which is online purchase intention (OPI) section, there are four (4) questions in the questionnaire that had been tested for the analysis. The Cronbach's alpha for this section question was 0.815. Thus, the coefficient value is reliable because the coefficient is greater than 0.8. It's means that, the strength of association is very good.

For the independent variable which is attitude (A), there are five (5) questions in the questionnaire that had been tested through the analysis. The Cronbach's alpha for this section question is 0.869. Thus, the coefficient value is reliable and valid because it's greater than 0.8.

After that, in measuring the trustworthiness (T) variable of online purchase intention among UMK students during quarantine Covid -19, there have five (5) questions were used and the

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Cronbach's alpha result for this section questions was 0.814, which resulted as a very good. Thus, the items coefficient value is reliable.

Next, there have five (5) questions that had been used to measure the perceived usefulness from social media (PUSM). The result for Cronbach's alpha for this variable is 0.887, which also resulted as very good. Therefore, the coefficient obtained for these questions is reliable.

Lastly, in measuring the delivery time as perceived risk (DTPR) as the independent variable, there are four (4) questions that had been tested. The result of Cronbach's alpha for this section is about 0.818. The result from Cronbach's alpha will resulted as very good. Therefore, the coefficient obtained for this independent variable question is reliable.

In conclusion, all the independent variable (attitude, trustworthiness, perceived usefulness from social media, and delivery time as perceived risk) and dependent variables (online purchase intention) for reliability test before deleted item (cleaning data) had showed all the Cronbach's alpha resulted as a very good because its greater than 0.8 and all the coefficient is reliable.

4.4.2 Reliability test after item deleted (data cleaning)

Table 4.10: Reliability test after data cleaning

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

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The results of reliability test after deleted item using SPSS software are shown in the table above. All variable's results for the Cronbach's alpha reliability coefficient were obtained from a questionnaire thru google form. For the dependent variable, which is online purchase intention (OPI) section, there are three (3) questions in the questionnaire that had been tested for the analysis. The Cronbach's alpha for this section question was 0.814. Thus, the coefficient value are reliable because the coefficient is greater than 0.8. It's means that, the strength of association is very good.

For the independent variable which is attitude (A), there are five (5) questions in the questionnaire that had been tested through the analysis. The Cronbach's alpha for this section question is 0.869. Thus, the coefficient value are reliable and valid.

After that, in measuring the trustworthiness (T) variable of online purchase intention among UMK students during quarantine Covid -19, there have four (4) questions were used and the Cronbach's alpha result for this section questions was 0.769, which resulted as a good. Thus, the items coefficient value are reliable and valid.

Next, there have four (4) questions that had been used to measure the perceived usefulness from social media (PUSM). The result for Cronbach' alpha for this variable is 0.891, which also resulted as very good. Therefore, the coefficient obtained for this questions is reliable and valid.

Lastly, in measuring the delivery time as perceived risk (DTPR) as the independent variable, there are four (4) questions that had been tested. The result of Cronbach's alpha for this section is about 0.818. The result from Cronbach's alpha will resulted as very good. Therefore, the coefficient obtained for this variable is reliable and valid.

In conclusion, all the independent variable (attitude (A), trustworthiness (T), perceived usefulness from social media (PUSM), and delivery time as perceived risk (DTPR)) and dependent

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variables (online purchase intention (OPI)) for reliability test after deleted item (cleaning data) had showed majority the Cronbach's alpha resulted as a very good and only trustworthiness (T) is good but all the coefficient is reliable. The comparison between before (table 4.9) and after deleted item (table 4.10) is the number of deleted items will gives effect to Cronbach' alpha range. For example, the number of trustworthiness (T) before deleted item is 5 and the Cronbach alpha is 0.814, but when after deleted item, the number of items for question trustworthiness will be 4 and it will make the Cronbach alpha be 0.769. The strength will be very good to good after deleted items.

4.5 Descriptive Analysis

The population data was taken and distribute to the students of University Malaysia Kelantan, Pengkalan Chepa by a total of 110 respondents.

4.5.1 Descriptive analysis before deleted items

Descriptive analysis of Online Purchase Intention (before deleted items)

Table 4.11: Descriptive Statistics of Online Purchase Intention (before deleted item)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. I plan to stay loyal to companies present on social media with the informative and correct content	110	1	5	4.43	.807
2. I intend to use online shopping application in quarantine period	110	2	5	4.60	.609

3. I have a tendency to use brands that actively participate in the digital community	110	2	5	4.46	.713
4. I predict I would use online purchase application in quarantine period.	110	2	5	4.56	.657
Valid N (listwise)	110				

Table 4.11 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis before deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.43 for question one,4.60 for question two,4.46 for question three,4.56 for question number four. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Descriptive analysis of Attitude (before deleted items)

Table 4.12: Descriptive analysis of Attitude (before deleted items)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. The idea of online shopping is appealing	110	3	5	4.47	.646
2. Online shopping takes less time to purchase	110	1	5	4.48	.739
3. Online shopping allows me to purchase products/services from other countries	110	2	5	4.58	.655
4. It is easy to receive products/services purchase via online shopping and have them delivered to my home	110	2	5	4.52	.687
5. I feel that it is easy in evaluating and selecting a product while shopping online	110	2	5	4.35	.863
Valid N (listwise)	110				

Table 4.12 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis before deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, five questions demonstrated an average mean which is were 4.47 for question one,4.48 for question two,4.58 for question three,4.52 for question number four and 4.35 for question five. Every variable in the research considered moderate high score. Mean was demonstrated how the

respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Descriptive analysis of Trustworthiness (before deleted items)

Table 4.13: Descriptive analysis of Trustworthiness (before deleted items)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. I like to shop online from a reliable and trustworthy website	110	1	5	4.40	.780
2. I believe the website can be counted on to complete the transaction successfully	110	1	5	4.06	.793
3. I get my delivery on time when shopping online	110	1	5	4.03	.795
4. I think it is easy to make payment for online shopping	110	2	5	4.41	.746
5. I trust in the technology that online shopping platforms are using	110	1	5	4.16	.723
Valid N (listwise)	110				

Table 4.13 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis before deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, five questions demonstrated an average mean which is were 4.40 for question one,4.06 for question

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two,4.03 for question three,4.41 for question number four and 4.16 for question five. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Descriptive analysis of Perceived Usefulness of Social Media (before deleted items)

Table 4.14: Descriptive analysis of perceived usefulness of social media (before deleted items)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1.Social media (Facebook, Instagram, etc.) enabled me to make quick purchases during quarantine	110	1	5	4.34	.921
2. Using social media during quarantine was useful for me	110	1	5	4.45	.820
3. Using social media during quarantine helped me make purchases easier	110	2	5	4.41	.733
4. During quarantine, I found that using social media to do online purchasing allowed me to improve my purchasing efficiency	110	1	5	4.30	.841
5. Social media improve my performance in searching and buying product online	110	2	5	4.44	.684
Valid N (listwise)	110				

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Table 4.14 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis before deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, five questions demonstrated an average mean which is were 4.34 for question one,4.45 for question two,4.41 for question three,4.30 for question number four and 4.44 for question five. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Descriptive analysis of Delivery Time as Perceived Risk (Before deleted items)

Table 4.15: Descriptive analysis of delivery time as perceived risk (before deleted items)

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Delivery time of the product in online shopping was important to me during the quarantine.	110	3	5	4.12	.821
2. The problems of delays that appear, from ordering to receiving the product, were essential to me in online shopping during quarantine.	110	2	5	4.02	.908

3. The risk of failure to deliver on the promised date during online shopping at quarantine posed a problem for students	110	2	5	4.25	.744
4. Online retailers with low address error rates during shipments were important to UMK students	110	2	5	4.46	.700
Valid N (listwise)	110				

Table 4.15 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis before deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.12 for question one,4.02 for question two,4.25 for question three,4.46 for question number four. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

4.5.2 Descriptive analysis after deleted items

Item statistics of Online Purchase Intention (after deleted items)

Table 4.16: Descriptive analysis after deleted items of Online Purchase Intention

Item Statistics			
	Mean	Std. Deviation	N
1. I plan to stay loyal to companies present on social media with the informative and correct content	4.43	.807	110
2. I intend to use online shopping application in quarantine period	4.60	.609	110
4. I predict I would use online purchase application in quarantine period.	4.56	.657	110

Table 4.16 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis after deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, all questions demonstrated an average mean which is were 4.43 for question one, 4.60 for question two, 4.56 for question three. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Item statistics of Attitude (after deleted items)

Table 4.17: Descriptive analysis after deleted items of Attitude

Item Statistics			
	Mean	Std. Deviation	N
1. The idea of online shopping is appealing	4.47	.646	110
2. Online shopping takes less time to purchase	4.48	.739	110
3. Online shopping allows me to purchase products/services from other countries	4.58	.655	110
4. It is easy to receive products/services purchase via online shopping and have them delivered to my home	4.52	.687	110
5. I feel that it is easy in evaluating and selecting a product while shopping online	4.35	.863	110

Table 4.17 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis after deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.47 for question one,4.48 for question two,4.58 for question three,4.52 for question number four and 4.35 for question five. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in

University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Item Statistics of Trustworthiness (after deleted item)

Table 4.18: Descriptive analysis after deleted items of trustworthiness

Item Statistics

	Mean	Std. Deviation	N
1. I like to shop online from a reliable and trustworthy website	4.40	.780	110
2. I believe the website can be counted on to complete the transaction successfully	4.06	.793	110
4. I think it is easy to make payment for online shopping	4.41	.746	110
5. I trust in the technology that online shopping platforms are using	4.16	.723	110

Table 4.18 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis after deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.40 for question one,4.06 for question three,4.41 for question four,4.16 for question number five. Every variable in the research

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considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Items Statistics of Perceived Usefulness of Social Media (after deleted item)

Table 4.19: Descriptive analysis after deleted items of Perceived Usefulness of Social Media

Item Statistics

	Mean	Std. Deviation	N
1.Social media (Facebook, Instagram, etc.) enabled me to make quick purchases during quarantine	4.34	.921	110
2. Using social media during quarantine was useful for me	4.45	.820	110
3. Using social media during quarantine helped me make purchases easier	4.41	.733	110
4. During quarantine, I found that using social media to do online purchasing allowed me to improve my purchasing efficiency	4.30	.841	110

Table 4.19 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis after deleted items). The

responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.34 for question one,4.45 for question two,4.41 for question three,4.30 for question number four and 4.35 for question five. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

Items Statistics of Delivery time as perceived risk (after deleted item)

Table 4.20: Descriptive analysis after deleted items of Delivery time as perceived risk

Item Statistics

	Mean	Std. Deviation	N
1. Delivery time of the product in online shopping was important to me during the quarantine.	4.12	.821	110
2. The problems of delays that appear, from ordering to receiving the product, were essential to me in online shopping during quarantine.	4.02	.908	110
3. The risk of failure to deliver on the promised date during online shopping at quarantine posed a problem for students	4.25	.744	110
4. Online retailers with low address error rates during shipments were important to UMK students	4.46	.700	110

Table 4.20 above showed the mean for dependent variable is the online purchase intention among UMK students Campus City during quarantine Covid 19 (analysis after deleted items). The responses were scaled using 5-point Likert where 1 was indicated 'Strongly Disagree', 2 as 'Disagree', 3 as 'Neutral', 4 as 'Agree' and 4 as 'Strongly Agree'. Based on the table above, four questions demonstrated an average mean which is were 4.12 for question one,4.02 for question two,4.25 for question three,4.46 for question number four. Every variable in the research considered moderate high score. Mean was demonstrated how the respondent rate those variables. Therefore, the result showed that respondent from population in University Malaysia Kelantan, Campus City, Pengkalan Chepa were rate highly. Standard deviation for every variation was low than 1.0 was considered as a low variation.

4.6 Normality Test

Skewness and Kurtosis

These are the skewness and kurtosis statistics. These statistics are more precise than looking at a histogram of the distribution. The rule to remember is that if either of these values for skewness or kurtosis are less than ± 1.0, then the skewness or kurtosis for the distribution is not outside the range of normality, so the distribution can be considered normal. If the values are greater than ± 1.0, then the skewness or kurtosis for the distribution is outside the range of normality, so the distribution cannot be considered normal.

According to the table below, for those variables the skewness is very close to 0, indicating that the distribution of scores in not skewed. But look at the kurtosis for the mean DTPR. The math achievement test has a negative kurtosis, meaning that the distribution is slightly flatter than normal or platykurtic. Just the opposite is true for the SAT math test. While it is not outside the normal range, the distribution is tall, it is leptokurtic, hence the positive kurtosis value. For skewness, if the value is greater than + 1.0, the distribution is right skewed. If the value is less than -1.0, the distribution is left skewed. For kurtosis, if the value is greater than + 1.0, the distribution is leptokurtic. If the value is less than -1.0, the distribution is platykurtic.

 Descriptive

Table 4.21: Normality Test

			Statistic	Std. Error
MEAN_OPI	Mean		4.5136	.05304
	95% Confidence Interval for Mean	Lower Bound	4.4085	
		Upper Bound	4.6188	

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	5% Trimmed Mean		4.5606	
	Median		4.7500	
	Variance		.309	
	Std. Deviation		.55628	
	Minimum		2.75	
	Maximum		5.00	
	Range		2.25	
	Interquartile Range		1.00	
	Skewness		-.879	.230
	Kurtosis		.010	.457
MEAN_A	Mean		4.4818	.05536
	95% Confidence Interval for Mean	Lower Bound	4.3721	
		Upper Bound	4.5915	
	5% Trimmed Mean		4.5394	
	Median		4.7000	
	Variance		.337	
	Std. Deviation		.58060	
	Minimum		2.40	
	Maximum		5.00	
	Range		2.60	
	Interquartile Range		1.00	
	Skewness		-1.115	.230
	Kurtosis		.906	.457
MEAN_T	Mean		4.2127	.05542
	95% Confidence Interval for Mean	Lower Bound	4.1029	
		Upper Bound	4.3226	
	5% Trimmed Mean		4.2626	

	Median		4.2000	
	Variance		.338	
	Std. Deviation		.58122	
	Minimum		1.80	
	Maximum		5.00	
	Range		3.20	
	Interquartile Range		.60	
	Skewness		-1.398	.230
	Kurtosis		3.323	.457
MEAN_PUS M	Mean		4.3873	.06355
	95% Confidence Interval for Mean	Lower Bound	4.2613	
		Upper Bound	4.5132	
	5% Trimmed Mean		4.4505	
	Median		4.6000	
	Variance		.444	
	Std. Deviation		.66651	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		1.00	
	Skewness		-1.154	.230
	Kurtosis		1.024	.457
MEAN_DTP R	Mean		4.2114	.06136
	95% Confidence Interval for Mean	Lower Bound	4.0897	
		Upper Bound	4.3330	
	5% Trimmed Mean		4.2412	
	Median		4.0000	

Variance	.414	
Std. Deviation	.64359	
Minimum	2.50	
Maximum	5.00	
Range	2.50	
Interquartile Range	1.25	
Skewness	-.282	.230
Kurtosis	-.790	.457

Normality Test

A normality is a technique used to ascertain whether the data set is modeled for a normal distribution and access the normality hypothesis validity. This is to determine whether the research's data has a normal distribution or not. In statistics, we use the presence of skewness and excess kurtosis to check normality. The data is said not to be normal if the skewness does not decrease towards zero. The researcher concentrated on the Kolmogorov-Smirnov and Shapiro-Wilk approaches, looking at the significant value = p to ensure this hypothesis was normal. If the p-value is more than 0.05 or less than 0.05, a significant value is indicated.

According to the table below, Kolmogorov-Smirnov and Shapiro Wilk demonstrate that the p-value for the hypothesis with 0.05 or less is insignificant based on the normality test. As a result of the hypothesized p-value of $p=0.001$, $p<0.05$, hypotheses cease to be normal.

Test of Normality

Table 4.22: Table of Kolmogorov-Smirnov and Shapiro-Wilk

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_OPI	.273	110	.000	.817	110	.000
MEAN_A	.208	110	.000	.834	110	.000
MEAN_T	.184	110	.000	.887	110	.000
MEAN_PUSM	.179	110	.000	.850	110	.000
MEAN_DTPR	.153	110	.000	.911	110	.000

a. Lilliefors Significance Correction

4.7 Hypothesis Testing

To test the relationship between independent variables and dependent variables in this study, we must use SmartPLS SmartPLS (Partial least squares) path modelling) is a variance-based structural equation modelling (SEM) technique that is widely used in business and social sciences. Because of its ability to model composites and factors, it is a powerful statistical tool for new technology research. Statistical inference seeks to draw conclusions about a population based on data from a subset of that population. Hypothesis testing is the process of evaluating the strength of evidence from a sample and providing a framework for making population-related determinations, such as how reliably observed findings in a sample under study can be extrapolated to the larger population from which the sample was drawn. The researchers will create a specific

hypothesis, collects data from the sample, and analyses the data to determine whether the specific hypothesis is supported.

4.7.1 Table of multiple linear regression before cleanning item (SmartPLS)

Table 4.23: Table output from SmartPLS (before cleaning item)

Independent Variables	Value Beta (β)	P-Value	Significant
Attitude (A)	0.326	0.006	Supported
Trustwothiness (T)	0.103	0.260	Not supported
Perceived usefulness from social media (PUSM)	0.500	0.000	Supported
Delivery time as perceived risk (DTPR)	-0.108	0.293	Not supported

It will be significant among variables when the P-Value is lower than 0.05. Based on the table above, P-Value for attitude and perceived usefulness from social media is good because the value is lesser than 0.05, which are 0.006 and 0.000. It means that these two variables have significant relationship toward online purchase intention of student UMK Campus Kota in the period of quarantine. But the P-Value for trustworthiness and Delivery time as perceived risk are more than 0.05 which are 0.260 and 0.293. It means that, these two independents' variables have no statically significant relationship toward online purchase intention of student UMK Campus Kota in the period of quarantine. To make the P-value for trustworthiness and delivery time as perceived risk become significant, researcher need to deleted some problem questions of questionnaire.

4.7.2 Table of multiple linear regression after cleanning item (SmartPLS)

Table 4.24: Table output from SmartPLS (after cleaning item)

Independent Variables	Value Beta (β)	P-Value	Significant
Attitude (A)	0.368	0.001	Supported
Trustworthiness (T)	0.185	0.042	Supported
Perceived usefulness from social media (PUSM)	0.394	0.003	Supported
Delivery time as perceived risk (DTPR)	-0.108	0.299	Not supported

After deletion question 3 of online purchase intention, question 3 of trustworthiness and question 5 of perceived usefulness of social media, P-value of these 4 independent variables (attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk) have change. P-value for attitude and trustworthiness have decrease. The P-value of attitude have decrease from 0.006 to 0.001 while the P-value for trustworthiness have decrease from 0.260 to 0.042. In this case, P-value of trustworthiness become significant. The P-value of perceived usefulness from social media and delivery time as perceived risk rise from 0.000 to 0.003 after deletion of items (question). But it is still significant. After cleaning problem question, P- value of delivery time as perceived risk still more than 0.05 which is 0.299. It is still not significant.

4.7.3 Test for Hypothesis 1 (Attitude)

Table 4.25: Hypothesis 1

H_0	There is no relationship between attitude and online shopping intention among UMK student Campus Kota during quarantine.
H_1	There is a relationship between attitude and online shopping intention among UMK student Campus Kota during quarantine.

As a result, from the table of output from SmartPLS above, there is a positive relationship between Mean_A which is Attitude and Mean_OPI which is refer to Online Purchasing Intention because the p-value as 0.001 is less than 0.05. The significant value between the relationship of attitude and online purchasing intention is acceptable because the value is less than 0.05. The strength of relationship between attitude and online purchasing intention is 0.368**β**. From the result above, the researchers are decided to support H_1, which means that there is a relationship between attitude and online purchasing intention among UMK student Campus Kota during quarantine.

4.7.4 Test for Hypothesis 2 (Trustworthiness)

Table 4.26: Hypothesis 2

H_0	There is no relationship between trustworthiness and online shopping intention among UMK student Campus Kota during quarantine.
H_1	There is a relationship between trustworthiness and online shopping intention among UMK student Campus Kota during quarantine.

As a result, from the table of output from SmartPLS above, there is a positive relationship between Mean_T which is Trustworthiness and Mean_OPI which is refer to Online Purchasing Intention because the p-value as 0.042 is less than 0.05. The significant value between the relationship of attitude and online purchasing intention is acceptable because the value is less than 0.05. The strength of relationship between attitude and online purchasing intention is 0.185β. From the result above, the researchers are decided to support H_2, which means that there is a relationship between trustworthiness and online purchasing intention among UMK student Campus Kota during quarantine.

4.7.5 Test for Hypothesis 3 (Perceived usefulness from social media)

Table 4.27: Hypothesis 3

H_0	There is no relationship between perceived usefulness from social media and online shopping intention among UMK student Campus Kota during quarantine.
H_1	There is a relationship between perceived usefulness from social media and online shopping intention among UMK student Campus Kota during quarantine.

As a result, from the table of output from SmartPLS above, there is a positive relationship between Mean_PUSM which is Perceived Usefulness from social media and Mean_OPI which is refer to Online Purchasing Intention because the p-value as 0.003 is less than 0.05. The significant value between the relationship of attitude and online purchasing intention is acceptable because the value is less than 0.05. The strength of relationship between attitude and online purchasing intention is 0.394β. From the result above, the researchers are decided to support H_3, which means

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that there is a relationship between perceived usefulness from social media and online purchasing intention among UMK student Campus Kota during quarantine.

4.7.6 Test for Hypothesis 4 (Delivery time as perceived risk)

Table 4.28: Hypothesis 4

H_0	There is no relationship between delivery time as perceived risk and online shopping intention among UMK student Campus Kota during quarantine.
H_1	There is a relationship between delivery time as perceived risk and online shopping intention among UMK student Campus Kota during quarantine.

As a result, from the table of output from SmartPLS above, there is a positive relationship between Mean_DTPR which is Delivery Time as Perceived Risk and Mean_OPI which is refer to Online Purchasing Intention because the p-value as 0.299 is more than 0.05. The significant value between the relationship of attitude and online purchasing intention is not acceptable because the value is more than 0.05. The strength of relationship between attitude and online purchasing intention is -0.108β. From the result above, the researchers are decided to reject H_4, which means that there is no relationship between delivery time as perceived risk and online purchasing intention among UMK student Campus Kota during quarantine as the p-value is more than 0.05.

4.8 R-square Analysis

Table 4.29: Table of R-Square and R-square Adjusted for online purchase intention for student

UMK Campus Kota in the period of quarantine

R-square - Overview

	R-square	R-square adjusted
INTENTION	0.628	0.614

Based on the table above, the coefficient of determination, R^2 was 0.628 for the online purchase intention of UMK Campus Kota's students in the period of quarantine. The value is higher than 0.5. So, it can be considered as relatively strong. Therefore, this means that those independent variables that investigate by researchers (attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk) were explain 62.8% of the variance in online purchase intention of student UMK Campus Kota in the period of quarantine. While the value of R-square adjusted that required by researchers is 0.614. This result demonstrates that those independent variables which are attitude, trustworthiness, perceived usefulness from social media and delivery time as perceived risk were really influence the dependent variables, online purchase intention among student University Malaysia Kelantan Campus Kota in the period of quarantine Covid -19.

4.8.1 Beta coefficient

Table 4.30: Beta Coefficient among Independent Variables towards Dependent Variable

Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.356	.291		4.655	.000
	MEAN_A	.290	.106	.303	2.743	.007
	MEAN_T	.097	.085	.101	1.144	.255
	MEAN_PUSM	.426	.098	.511	4.362	.000
	MEAN_DTPR	-.100	.074	-.116	-1.343	.182

a. Dependent Variable: MEAN_OPI
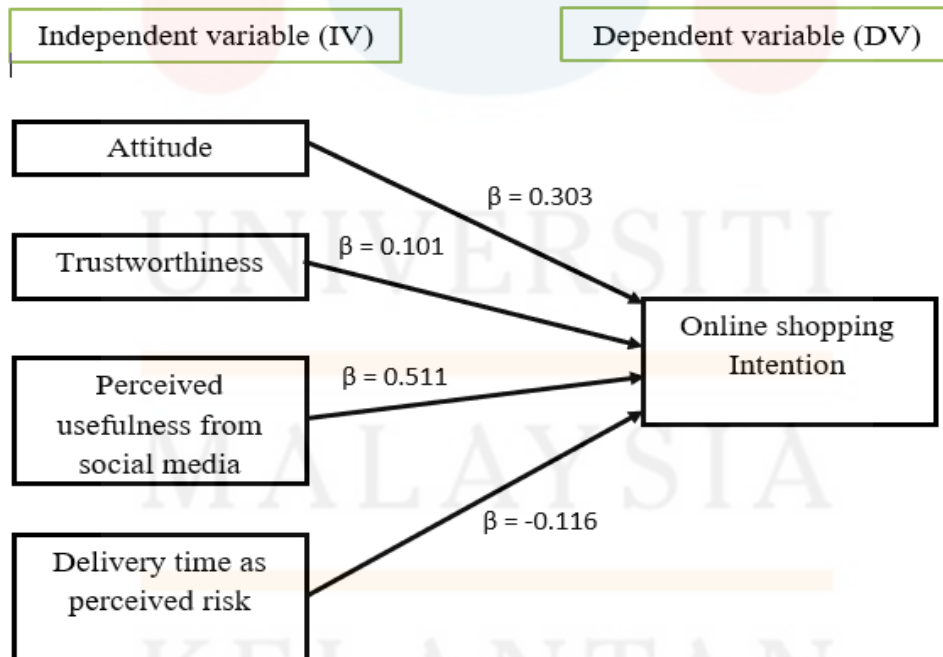
Figure 4.7: The Beta Coefficient and R Square among Independent Variables towards Dependent

Variables

Based on the table and figure above, Beta Coefficient for perceived usefulness from social media is the highest which is $\beta = 0.511$. Which means this independent variable had the higher effect on online purchase intention of student UMK Campus Kota in the period of quarantine. Therefore, it is a significant relationship between perceived usefulness from social media and online purchase intention. Then the value of Beta Coefficient was followed by attitude ($\beta = 0.303$). Which means that, there are also a significant relationship between attitude and online purchase intention. Next, Beta Coefficient for trustworthiness is $\beta = 0.101$. It is also a significant relationship among trustworthiness and online purchase intention of student UMK Campus Kota in the period of quarantine. But the Beta Coefficient for delivery time as perceived risk is $\beta = -.116$. Which means that delivery time as perceived risk has a negative effect on online purchase intention of student UMK Campus Kota in the period of quarantine Covid -19.

4.9 Factor Loading

4.9.1 Path coefficient diagram before deleted the questions
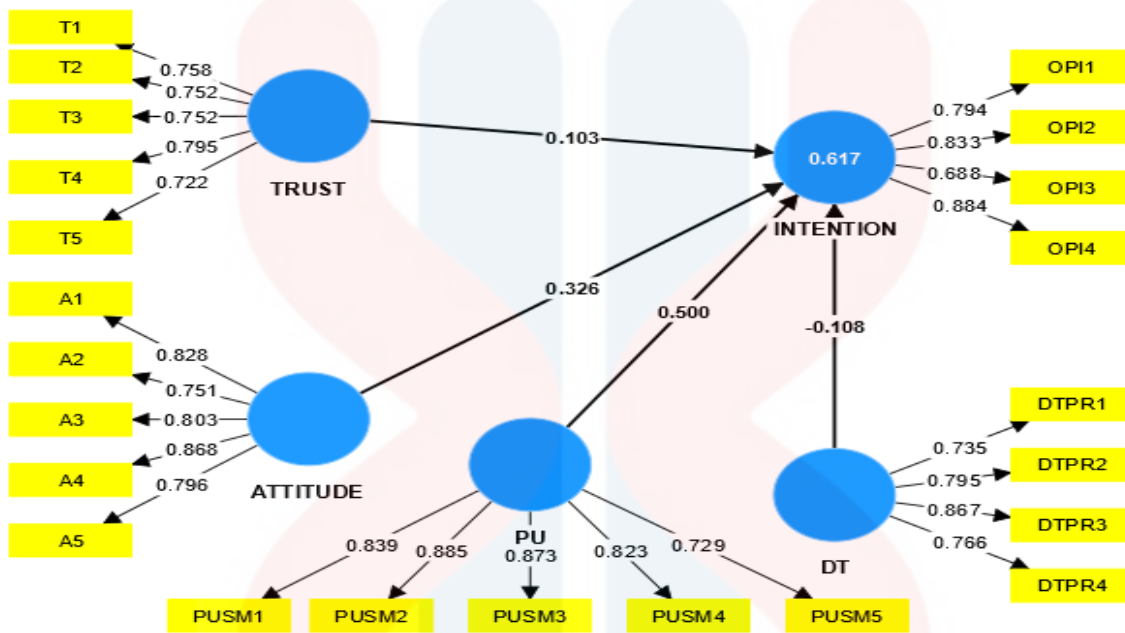
Figure 4.8: The Path Coefficient diagram before deleted the questions
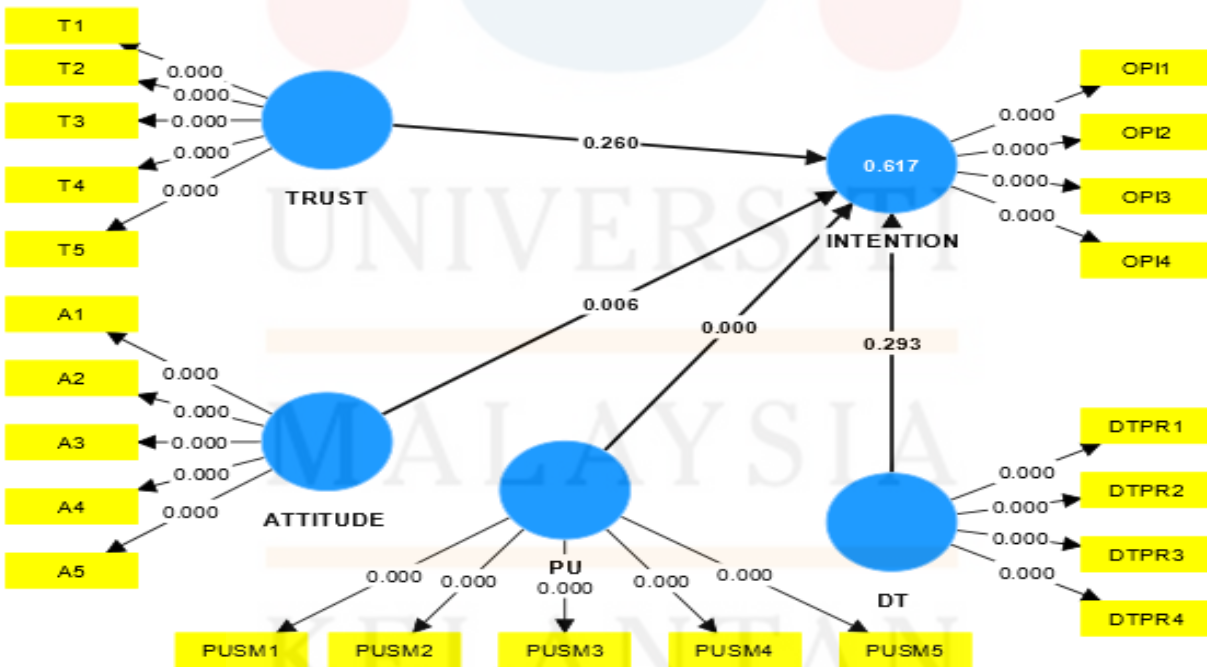
Figure 4.9: The Path Coefficient diagram before deleted the questions

4.9.1 Path coefficient diagram before deleted the questions
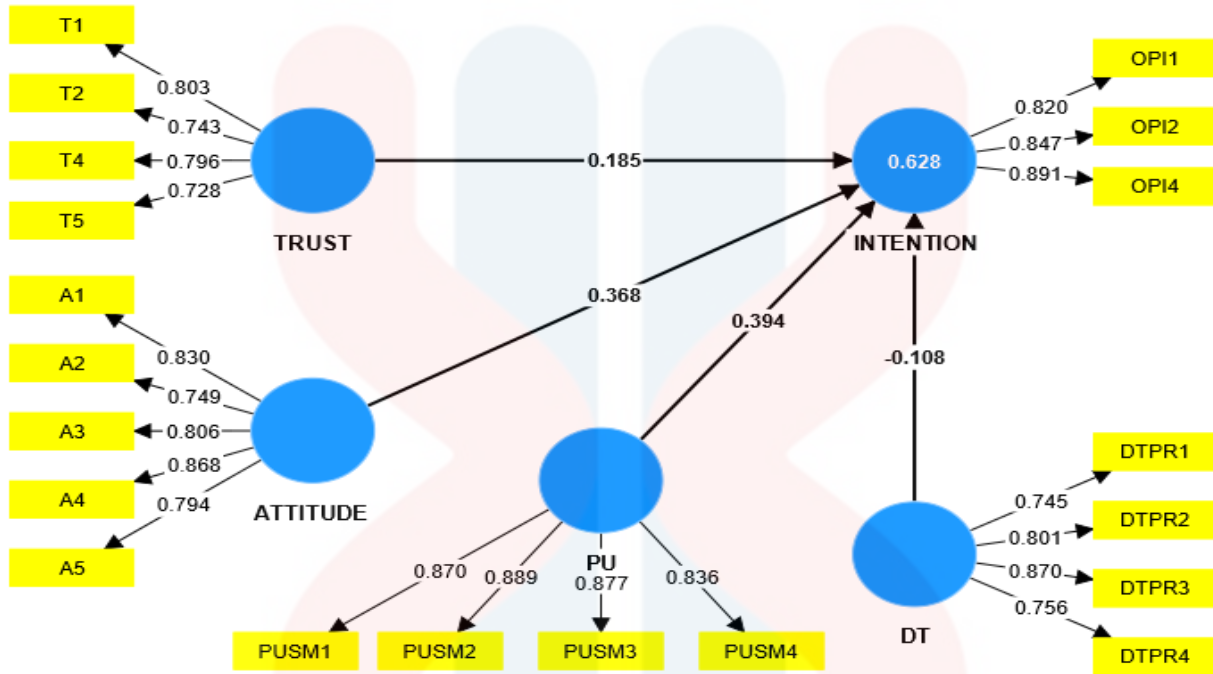
Figure 4.10: The Path Coefficient diagram after deleted the questions
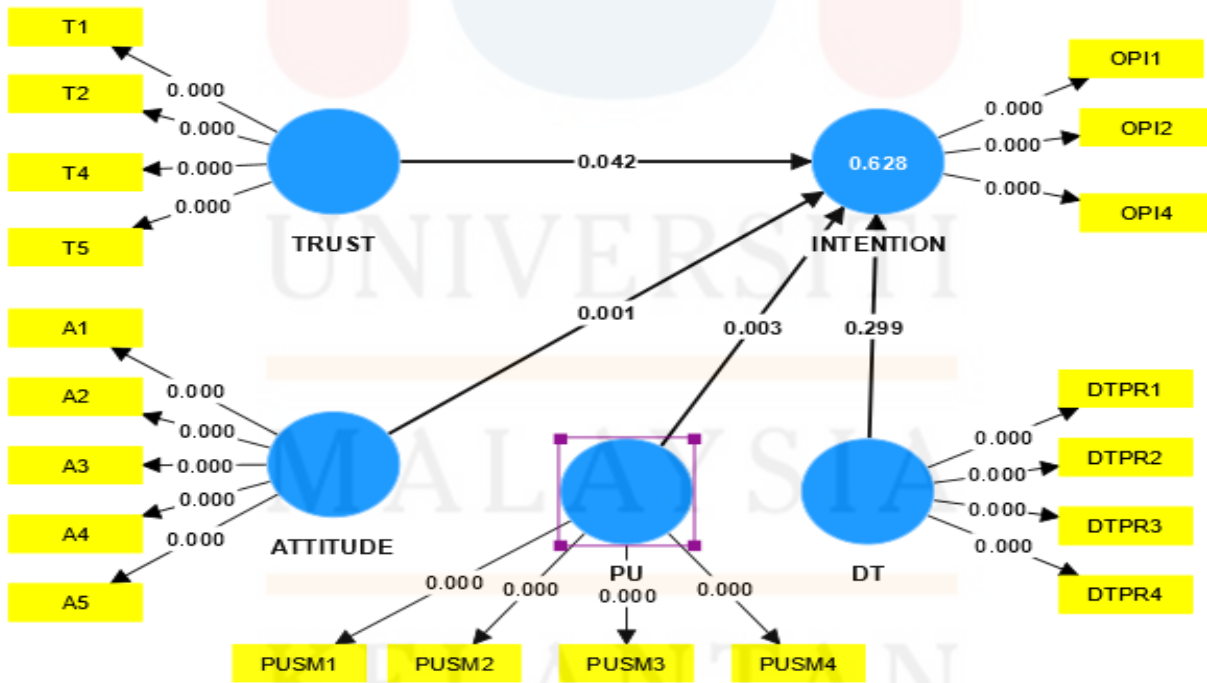
Figure 4.11: The Path Coefficient diagram after deleted the questions

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CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter will discuss further about discussions, conclusion, limitations and recommendations. Based on the chapter 4, the explanation for the result will be discussed in this chapter. Furthermore, it will explain on all hypothesis stated in chapter 1 and also the summary of the result. Lastly, there were have several limitations existed during completing this research and the recommendation are provided for future research.

5.2 Key Findings

The purpose of this study is to investigate and compare the perspectives of students at the University Malaysia of Kelantan in Campus Kota, on the use of online purchases during quarantine of Covid-19. This research will help us learn more about and understand the importance of online purchases in terms of consumer attitudes, behavior, use of social media, and views on the delivery time of purchased goods as entrepreneurship students. In this more challenging and demanding environment, social commerce platforms have been found to provide more effective, reasonable, time-saving, accessible, and easy-to-use social services than traditional methods. Customers will gain a better understanding of the benefits of making future purchases online rather than visiting a physical store and using cash.

Results of this study, we hope to identify the factors that influence University Malaysia of Kelantan students in Campus Kota, use of online shopping during quarantine of Covid-19. We will

have a better understanding of the factors that influence students' opinions about online purchases during quarantine of Covid-19. Thank you for taking the time to write this review. After the measurement model's validity and reliability were established, the structural model was evaluated to test the relationships hypothesized in this study.

5.3 Discussion for Hypothesis

Table 5.1: Table of multiple linear regression after cleaning item (SmartPLS)

Independent Variables	Value Beta (β)	P-Value	Significant
Attitude (A)	0.368	0.001	Supported
Trustworthiness (T)	0.185	0.042	Supported
Perceived usefulness from social media (PUSM)	0.394	0.003	Supported
Delivery time as perceived risk (DTPR)	-0.108	0.299	Not supported

The first objective of this study is to identify the relationship between attitude and online purchasing intention. There is positive relationship between the attitude values and online purchasing intention of the consequences and acceptable significant which beta value at 0.368, where p-value = 0.001 less than 0.05. This is because the students choose to be more wisely in spending their money. In addition, using an online purchase service that is convenient and can be done anywhere and anytime. This is very worrying for them if they are too negligent in making any expenses online.

Next, the second objective is to find out the relationship between trustworthiness and online purchasing intention. From the table above, there is a positive relationship also between trustworthiness and online purchasing intention that showed beta value at 0.185 where p-value = 0.042 which is less than 0.05. This shows the formation of trustworthiness among students at UMK to make online purchases. This is because there are various types of policies that have been found by accounts from sellers to ensure the safety and privacy of buyers. This will leave no doubt among them to shop online.

Then, the third objective in this study is to identify the relationship between the perceived usefulness from social media and the online purchasing intention. The table shown there is a positive relationship between the perceived usefulness from social media and the online purchasing intention which the beta value shows 0.394 where the p-value = 0.003 that is less than 0.05. This is because the students think that buying online is considered more beneficial than social media. Various applications have been established to make it easier for buyers to purchase. For example, applications such as WhatsApp, Facebook, Instagram, Shopee, and TikTok Shop can be used by simply viewing, selecting and buying.

Last but not least, the fourth objective is to find out the relationship between the delivery time as perceived risk and the online purchasing intention. From the table above, there is no relationship between the delivery time as perceived risk and the online purchasing intention because the beta value is at -0.108 where the p-value = 0.299 which is more than 0.05. This is because most of the students and users are very skeptical about the set time. Sometimes the delivery time given is incorrect because, during the delivery process, there will be various risks such as many items in the warehouse, disaster problems, accident problems and others. So they don't really agree with delivery time as perceived risk.

5.4 Implications of the Study

In this study, there are four independent variable that include attitude, trustworthiness, perceived usefulness from social media, delivery time as perceived risk. To conduct this research, researcher collected data by using questionnaires through google forms available on the web. The questionnaire is distributed to 110 respondents consisting of UMK students Campus City. There is various demographic background such as gender, age, faculty and courses focused on the student of UMK Campus City. This goal research is to identify factor that influence online purchase intention among UMK student Campus City during quarantine Covid-19.

The implications of this study are to understand the pattern of the UMK students during the quarantine Covid-19 to manage their online purchase very well. The online purchase intention can detect whenever the students had managed their intention by the four-variable given. Throughout the variable, the online marketers and online business owner can manage the most maximum and significant variable to the online purchase. It helps them to focus on what they do to attract and get students interest in their business.

Besides that, the online marketers and online business owner use this research to improve their online business especially in price, stock of product and marketing strategy. E-platform business owner must know well about the price strategies to attract customer and determine the best value for the sale. Then, there are also have an interesting idea of marketing to get the customer attraction to their products or services. So, the researcher suggests to the online marketers and online business owner to improve the marketing ideas. Online marketers and online business owner need to provided creative and rebranding their products or services by using the creative websites to decorate their product and also having the good and creative name of their products and services.

5.5 Limitation

There must be limitations or difficulties faced by the researcher while carrying out the task in this study. However, difficulties are normal for researchers as long as they know how to overcome them. The researcher must identify and understand the weaknesses of the study, as indicated by the acknowledgment in the conclusion section. However, with all the efforts and hard work of the researchers in our group, we managed to complete this study successfully within the set time.

Undoubtedly, the main limitation faced by every researcher is that there is not enough time for the researcher to review and research various journals and articles to produce a new report before submitting it before the deadline. Finding relevant and accurate data about a topic is difficult, but it can be done with internet access. However, there are many websites that offer thousands of journals for researchers to use as a reference, but some of them charge a fee to access them. This is a problem for researchers as well. So, we decided to try harder to find sources of articles and journals related to the study to be used as reference material as much as we can get.

Furthermore, the COVID-19 pandemic hindered the researchers' ability to complete the study correctly. As in research, this research has limitations that make it difficult for the researcher to complete this research. One of its weaknesses is the lack of respondents. In this study, not all UMK students at the City Campus will be respondents who want to answer the researcher's questionnaire. In addition, some respondents believed that answering the researcher's questionnaire would waste their time and would not benefit them. Furthermore, throughout this Covid-19, researchers and supervisors only communicate via WhatsApp or Google Meet, which does not allow face-to-face interaction. Online platforms explain why there are so many miscommunications or misunderstandings between researchers and supervisors or lecturers.

5.6 Recommendations/ Suggestion for future research

This section contains recommendations that can serve as guidelines for future research. Firstly, a larger and more diversified range of target respondents must be added. For instance, future researches could conduct this research on all the UMK Campus, such as Campus Jeli, Campus Kota, and Campus Bachok. This seeks to gather more systematic data and relevant outcomes, as well as have an encouraging impact on the topic of this research. A large sample size can aid in the accurate generalisation of results to a larger range. With that, the researchers can get a relevant and accurate data on what factors that influence online purchasing intention among UMK students during quarantine Covid -19.

Secondly, as the quantitative approach was applied in the researchers to reach the study's conclusions. Future researchers can use a different approach known as the qualitative method to improve the study's accuracy. This method to investigate between the attitude, trustworthiness, perceived usefulness of social media, and delivery time as perceived risk with the online purchase (online shopping) intention among UMK students during quarantine Covid -19 more thoroughly and closely. The researcher can do an observation of or interview (face to face interview or online interview) to the target respondents so that they can answer all the questions directly. This can help the researchers collect data quickly and easily and not only that, it's can help reduce misunderstandings and produce better results for the study.

In addition, future research is also encouraged to use this study as a reference, support any objectives presented on this same topic and include more personal factors that may influences online purchases (online shopping) intention. Other independent variables can be added to this study with using a same topic to make this research more accurate and find out the level of purchase

intention among UMK students. This can further expand the study of a student's personal factors that can affect purchase intention in online shopping, especially during quarantine (COVID-19).

5.7 Overall Conclusion of the study

In conclusion, the discussion in the findings highlighted that all the research objectives and questions had been achieved and successfully answered. By using Statistical Package for the Social Sciences (SPSS) and SmartPLS 4, the data shows in chapter 4 had been analysis and all the conclusion will be decided after that based on the outcomes. The result shows and concludes that the relationship of independent variables of attitude, trustworthiness, perceived usefulness of social media, and delivery time as perceived risk influence the online purchasing (online shopping) among UMK students during quarantine Covid 19. This research was distributed to students UMK Campus Kota and this questionnaire were consisting of 110 respondents. This kind of respondents and area had been chosen by the researchers because it near and facilitates the researchers to make the study.

Due to Malaysia's rapid digitalization, online shopping will be the new way to purchase products and services versus the traditional method. This evidence is supported by the data that researchers collected: 100% of the 110 respondents which is UMK students agreed that using an online platform to shop online is a good approach to buy something that they desire while under quarantine Covid -19.

The major factor that most influences UMK student online purchase intention has been identified, which is perceived usefulness of social media (PUSM), with high results shown as the correlation coefficient is 0.887 before deleted items and 0.891 after deleted items. This kind of

independent variable is still the highest compared to other independent variables analyzed to be UMK student satisfaction toward online purchase (online shopping) intention during quarantine. There are two variables that have a significant relationship with the online purchase intention (OPI) of student UMK Campus Kota during quarantine (COVID-119), both before and after deleted items, which are attitude (A) and perceived usefulness of social media (PUSM). There are three variables that are significant, including the variable of trustworthiness (T). This shows that, from the four variables that the researchers use in this research, only the variable of delivery time as perceived risk (DTPR) is not significant before and after deleted items.

However, there are still some parts of this research need improvement. Due to the new dimensions of students' satisfaction with online purchase intention, especially during quarantine Covid -19, the new researchers must continue to carry out future research in this study.

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Questionnaire Form

"A STUDY OF ONLINE PURCHASE (ONLINE SHOPPING) INTENTION AMONG UMK STUDENTS CAMPUS KOTA IN THE PERIOD OF QUARANTINE"

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 (FKP). 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 "A study of online purchase (online shopping) intention among UMK students Campus Kota in the period of quarantine. 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.

Responden yang dihormati,

Kami merupakan pelajar Universiti Malaysia Kelantan (UMK) Kampus Kota yang mengikuti pengajian Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian dari Fakulti Keusahawanan dan Perniagaan (FKP). Kami sedang menjalankan projek penyelidikan tahun akhir untuk memenuhi keperluan ijazah kami. Kami amat menghargai sekiranya anda dapat meluangkan masa beberapa minit untuk melengkapkan soal selidik ini. Soal selidik ini menyiasat "Kajian niat pembelian dalam talian (belanja dalam talian) dalam kalangan pelajar UMK di Kampus Kota semasa kuarantin. Semua data yang dikumpul daripada tinjauan ini akan digunakan hanya untuk tujuan akademik dan penyelidikan. Tiada jawapan yang betul atau salah untuk soal selidik ini. Terima kasih banyak atas masa dan kerjasama anda.

SECTION A: DEMOGRAPHIC PROFILE/ *BAHAGIAN A: PROFIL DEMOGRAFI*

The following questions refer to the demographic profile of the respondents and it consists of six (6) questions. Please fill with the appropriate information by placing a (/) in the bracket provided to represent your answer.

Soalan berikut merujuk kepada profil demografi responden dan ianya mengandungi enam (6) soalan. Sila isikan maklumat yang sesuai dengan meletakkan (/) dalam kurungan yang disediakan untuk mewakili jawapan anda.

1. Gender / *Jantina* :

   Male / *Lelaki* ☐   Female / *Perempuan* ☐

2. Age / *Umur* :

   20 years and below/ *20 tahun dan kebawah* ☐

   21 – 22 years / *tahun* ☐

   23 – 24 years / *tahun* ☐

   25 years and above / *25 tahun dan ke atas* ☐

3. Race / *Bangsa*:

   Malay / *Melayu* ☐

   Chinese / *Cina* ☐

   Indian / *India* ☐

   Others / *Lain –lain* ☐

4. Year/ *Tahun* :

   Year 1/ *Tahun 1* ☐

   Year 2/ *Tahun 2* ☐

   Year 3/ *Tahun 3* ☐

   Year 4/ *Tahun 4* ☐

5. Do you have experience using the online platform to shop during quarantine?

Adakah anda mempunyai pengalaman menggunakan platform dalam talian untuk membeli – belah semasa kuarantin.

Yes/ *Ya*   [   ]   No/ Tidak   [   ]

6. The frequency of using online platforms for shopping during quarantine.

Kekerapan menggunakan platform dalam talian untuk membeli – belah semasa kuarantin.

Seldom / *Kurang*	
Once a month / *Sekali sebulan*	
2 - 5 times a month / *2 - 5 kali sebulan*	
6 - 10 times a month / *6 - 10 kali sebulan*	
More than 10 times a month / *Lebih 10 kali sebulan*	

SECTION B: DEPENDENT VARIABLE/ *BAHAGIAN B: PEMBOLEHUBAH BERSANDAR*

For each statement, show the extent to which you agree or disagree with the statement. Tick the number/ scale that best describes your level of agreement with each statement and please choose only one answer for each of the following statement.

Bagi setiap pernyataan, tunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan pernyataan tersebut. Tandakan nombor/skala yang paling menggambarkan tahap persetujuan anda dalam setiap pernyataan dan sila pilih satu jawapan sahaja bagi setiap pernyataan berikut.

1	2	3	4	5
Strongly Disagree/ *Sangat tidak bersetuju*	**Disagree/** *Tidak setuju*	**Neutral/** *Neutral*	**Agree/** *Setuju*	**Strongly Agree/** *Sangat setuju*

Variables/ *Pembolehubah*	Items in questionnaire/ *Item dalam soal selidik*	1	2	3	4	5
Online purchase intention/ *Niat membeli dalam talian*	I plan to stay loyal to companies present on social media with the informative and correct content/ *Saya merancang untuk kekal setia kepada syarikat yang hadir di media sosial dengan kandungan yang bermaklumat dan betul*					
	I intend to use online shopping application in quarantine period / *Saya bercadang untuk menggunakan aplikasi membeli-belah dalam talian dalam tempoh kuarantin*					
	I have a tendency to use brands that actively participate in the digital community/ *Saya mempunyai kecenderungan untuk menggunakan jenama yang secara aktif mengambil bahagian dalam komuniti digital*					

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	I predict I would use online purchase application in quarantine period. / *Saya meramalkan saya akan menggunakan aplikasi pembelian dalam talian semasa kuarantin.*					

SECTION C: INDEPENDENT VARIABLE/ *BAHAGIAN C: PEMBOLEHUBAH BEBAS*

This part consists of four (4) parts of a question. Please answer all the questions and use the following key to indicate the degree to which you agree or disagree with each question. Tick the number/ scale that best describes your level of agreement with each statement. Please choose only one answers for each of the following statements.

Bahagian ini mengandungi empat (4) bahagian soalan. Sila jawab semua soalan dan gunakan kekunci berikut untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap soalan. Tandakan nombor/ skala yang paling menggambarkan tahap persetujuan anda dengan setiap pernyataan. Sila pilih satu jawapan sahaja bagi setiap pernyataan berikut.

1	2	3	4	5
Strongly Disagree/ *Sangat tidak bersetuju*	**Disagree/** *Tidak bersetuju*	**Neutral/** *Neutral*	**Agree/** *Setuju*	**Strongly Agree/** *Sangat setuju*

Variables/ *Pembolehubah*	**Items in questionnaire/** *Item dalam soal selidik*	1	2	3	4	5
Attitude/ *Sikap*	The idea of online shopping is appealing/ *Idea membeli-belah dalam talian adalah menarik*					
	Online shopping takes less time to purchase/ *Membeli-belah dalam talian menjimatkan masa*					

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	Online shopping allows me to purchase products/services from other countries/ *Membeli-belah dalam talian membolehkan saya membeli produk/perkhidmatan dari negara lain*				
	It is easy to receive products/services purchase via online shopping and have them delivered to my home/ *Mudah untuk menerima produk/perkhidmatan yang dibeli melalui beli-belah dalam talian dan menghantarnya ke rumah saya*				
	I feel that it is easy in evaluating and selecting a product while shopping online/ *Saya rasa mudah dalam menilai dan memilih sesuatu produk semasa membeli-belah dalam talian*				
Trustworthiness/ *Kebolehpercayaan*	I like to shop online from a reliable and trustworthy website/ *Saya suka membeli-belah dalam talian dari laman web yang boleh dipercayai*				
	I believe the website can be counted on to complete the transaction successfully/ *Saya percaya laman web ini boleh diharap untuk menyelesaikan transaksi dengan jayanya*				
	I get my delivery on time when shopping online/ *Saya dapat penghantaran tepat pada masanya apabila membeli-belah dalam talian*				

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	I think it is easy to make payment for online shopping/ *Saya rasa mudah untuk membuat pembayaran semasa membeli-belah dalam talian*				
	I trust in the technology that online shopping platforms are using/ *Saya mempercayai teknologi yang digunakan oleh platform membeli-belah dalam talian.*				
Perceived usefulness from social media/ *Kebergunaan yang dirasakan daripada media sosial*	Social media (Facebook, Instagram, etc.) enabled me to make quick purchases during quarantine/ *Media sosial (Facebook, Instagram, dan lain) membolehkan saya membuat pembelian dengan pantas semasa kuarantin*				
	Using social media during quarantine was useful for me. / *Menggunakan media sosial semasa kuarantin adalah berguna bagi saya*				
	Using social media during quarantine helped me make purchases easier/ *Menggunakan media sosial semasa kuarantin membantu saya membuat pembelian lebih mudah*				
	During quarantine, I found that using social media to do online purchasing allowed me to improve my purchasing efficiency/ *Semasa kuarantin, saya mendapati bahawa menggunakan media sosial untuk melakukan pembelian dalam talian membolehkan saya meningkatkan kecekapan pembelian saya*				

	Social media improve my performance in searching and buying product online/ *Media sosial meningkatkan prestasi saya dalam mencari dan membeli produk dalam talian*					
Delivery time as perceived risk/ *Masa penghantaran mengikut risiko yang dirasakan*	Delivery time of the product in online shopping was important to me during the quarantine. / *Masa penghantaran produk membeli-belah dalam talian adalah penting bagi saya semasa kuarantin*					
	The problems of delays that appear, from ordering to receiving the product, were essential to me in online shopping during quarantine. / *Masalah kelewatan yang muncul, daripada memesan hingga menerima produk, adalah penting bagi saya dalam membeli-belah dalam talian semasa kuarantin*					
	The risk of failure to deliver on the promised date during online shopping at quarantine posed a problem for students/ *Risiko kegagalan untuk menyampaikan tarikh yang dijanjikan semasa membeli-belah dalam talian semasa kuarantin menimbulkan masalah kepada pelajar.*					
	Online retailers with low address error rates during shipments were important to UMK students/ *Peruncit dalam talian dengan kadar ralat alamat rendah semasa penghantaran adalah penting kepada pelajar UMK*					

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Gantt Chat

ACTIVITIES	LECTURE WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PPTA 1															
Form a WhatsApp group with group members	■														
Contact with own supervisor and added him to group chat	■														
Discuss and choose research title	■														
Searching journals that support our research title	■														
Reset research title after discussion with supervisor		■													
Discuss IV (Independent variable) and DV (Dependent Variable) for new research title		■													
Start doing Chapter 1, allocating task Chapter 1 for each group members.		■													
All group members doing own part		■	■												
Group leader combine all parts of Chapter 1 and sent to supervisor for checking			■												
Do correction for Chapter 1			■												
Allocating task Chapter 2 for each group members			■												
All group members doing own part			■	■											

Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Group leader combine all parts of Chapter 2 and sent to supervisor for checking				▓											
Do correction for Chapter 2				▓											
Allocating task chapter 3 for each group members				▓											
All group members doing own part				▓	▓										
Group leader combine all parts of Chapter 3 and sent to supervisor for checking					▓	▓									
Do correction for Chapter 3					▓	▓									
Group leader combine all chapters into a file and sent to WhatsApp group						▓	▓								
Discussion for presentation among group members						▓	▓								
Using Google Meet to rehearsal presentation among group members.							▓								
Submission research proposal (Chapter 1-3)							▓	▓							
Real and formal presentation in front of FYP's examiners							▓	▓							
PPTA 2	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**
Formulating research questions								▓							
Insert questions into Google form								▓							
Pilot Test								▓	▓						

Task																		
Correction in questionnaire and insert new question into Google Form									■									
Distribute questionnaire									■	■	■							
Insert data from Google Form to excel											■							
Copy data into SPSS and do data analysis											■							
Describe data based on report SPSS and SmartPls											■							
Doing Chapter 4												■						
Doing Chapter 5													■					
Do research paper, video presentation and poster													■	■				
Submission research paper, video presentation and poster to supervisor, coordinator and examiner														■				
Submission of the final draft of the report research project to supervisor to check														■				
Submission final report to examiner and coordinator														■				
Final presentation in colloquium															■			

(pink)	Actual time
(yellow)	Estimated time

WEEK	DATE	
1	16/10 – 22/10	
2	23/10 – 29/10	
3	30/10 – 5/11	
4	6/11 – 12/11	
5	13/11 – 19/11	
6	20/11 – 26/11	Week For PPTA 1
7	27/11 – 3/12	
8	4/12 – 10/12	
9	11/12 – 17/12	
10	18/12 – 24/12	
11	25/12 – 31/12	
12	1/1 – 7/1	
13	8/1 – 14/1	Week For PPTA 2
14	15/1 – 21/1	
15	22/1 – 28/1	

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Universiti Malaysia **KELANTAN**	**REKOD PENGESAHAN PENYARINGAN *TURNITIN* *VERIFICATION RECORD OF TURNITIN SCREENING***

Kod/Nama Kursus*:*
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Semester*:*
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A STUDY OF ONLINE PURCHASE (ONLINE SHOPPING) INTENTION AMONG UMK STUDENTS CAMPUS KOTA DURING QUARANTINE COVID -19.

Tandatangan/*Signature*

.....................*GAN*............................
Nama Pelajar/*Student Name*: GAN SEE TENG
No.Matrik/*Matrix No*: A19A0159

Tarikh/*Date*: 24 JANUARY 2023

Pengesahan Penyelia/*Supervisor:*	
Tandatangan/*Signature:*	DR. MOHD NAZRI BIN MUHAYIDDIN Pensy: ah Kanan Fakulti Keusahawanan dan Perniagaan Universiti Malaysia Kelantan
Tarikh/*Date:*	1/2/2023