

**FACTORS OF USING THE SHOPEE
APPLICATION AMONG TEENAGERS
IN KOTA BHARU**

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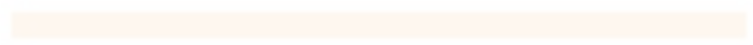
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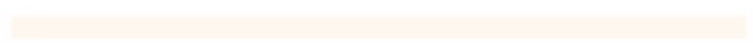
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FACTORS OF USING THE SHOPEE APPLICATION AMONG TEENAGERS IN KOTA BHARU

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A thesis submitted in fulfillment of the requirements for the degree of
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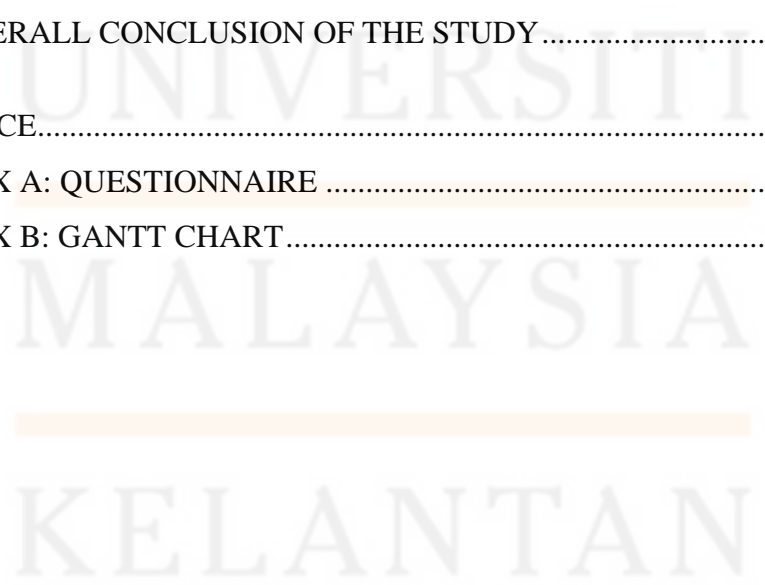
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LIST OF ABBREVIATIONS

DV	Dependent variable
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
IV	Independent variable
IV1	Consumer protection rights
IV2	Secured payment methods
IV3	Product warranty
MCMC	Malaysian Communications and Multimedia Commission
Mean_CPR	Mean for consumer protection rights
Mean_D	Mean for factors of using Shopee application
Mean_PW	Mean for product warranty
Mean_SPM	Mean for secured payment methods
POS	Points of sale
Q1	Question 1
Q1	Question 2
Q3	Question 3
Q4	Question 4
Q5	Question 5
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model

LIST OF SYMBOLS

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

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ABSTRAK

Objektif kajian ini adalah untuk memahami lebih lanjut mengenai faktor penggunaan aplikasi Shopee di kalangan remaja. Remaja suka membeli-belah dalam talian kerana ia menjimatkan masa dan tenaga berbanding pergi ke kedai fizikal. Apa yang mesti mereka lakukan ialah menggunakan telefon pintar mereka untuk memilih item yang mereka mahu beli dan yang mereka suka. Oleh itu, istilah ini dipilih untuk meneroka mengapa remaja dalam masyarakat hari ini memilih untuk menggunakan aplikasi Shopee berbanding aplikasi lain. Di Kota Bharu, seramai 384 pengguna Shopee yang disasarkan menerima satu set tinjauan sendiri. Hasil penyelidikan telah diperolehi, dan penyelidikan ini diteruskan dengan menganalisis data menggunakan perisian pakej statistik sains sosial (SPSS) versi 26.0. Hak perlindungan pengguna, kaedah pembayaran selamat, dan jaminan produk adalah tiga faktor bebas yang diperiksa untuk hubungan mereka dengan pembolehubah bergantung, yang merupakan faktor penggunaan aplikasi Shopee. Untuk mencapai matlamat kajian dalam artikel ini, penyelidik menggunakan ujian perintis, analisis frekuensi, analisis deskriptif, normaliti, kesahan, analisis kebolehpercayaan, dan analisis Pekali Korelasi Pearson. Dapatan kajian menunjukkan bahawa ketersediaan hak perlindungan pengguna, kaedah pembayaran bercagar dan jaminan produk semuanya mempengaruhi faktor penggunaan aplikasi Shopee dalam kalangan remaja di Kota Bharu.

ABSTRACT

The objective of this study is to understand more about the factor of using the Shopee application among teenagers. Teenagers love shopping online because it saves them time and energy compared to going to physical stores. All they must do is use their smartphone to select the items they want to buy and the ones they like. Therefore, this term was picked to explore why teenagers in today's society choose to use the Shopee app over other apps. In Kota Bharu, 384 targeted Shopee users received a set of self-administered surveys. The outcomes of the research have been acquired, and this research continues by analyzing the data using the statistical package for social science (SPSS) version 26.0 software. Consumer protection rights, secure payment methods, and product warranty are three independent factors that were examined for their relationships with the dependent variable, which is the factor of using the Shopee application. To accomplish the study goal in this article, researchers used a pilot test, frequency analysis, descriptive analysis, normality, validity, reliability analysis, and Pearson's Correlation Coefficient analysis. The study's findings show that the availability of consumer protection rights, secured payment method, and product warranty all influence the factor of using the Shopee application among teenagers in Kota Bharu.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Compared to its rivals, Shopee is one of Malaysia's developing online marketplaces, offering superior product selections, high customer happiness, and positive user reviews (Sea Group, 2019). Shopee has the most traffic and ranking among all online platforms, according to an article on the iPrice website on online buying in Malaysia (The Map of E-Commerce in Malaysia, 2019). Shopee made its debut in Malaysia in June 2015. Compared to its rivals, Shopee is one of Malaysia's developing online marketplaces, offering superior product selections, high customer satisfaction, and positive user reviews (Sea Group, 2019).

Due to its numerous benefits, the Shopee application draws in a lot of customers. However, any software program must contain certain flaws. However, when the coronavirus hits our nation, this Shopee program offers a lot of profit to sellers, encouraging them to sell their things. Additionally, it makes it simpler for customers to purchase things quickly and safely without having to worry about receiving goods. According to Langviniene and Guobyte (2014), there are many advantages to online shopping, including the fact that it significantly reduces the amount of time needed to find prices and product details. It also improves consumer access to information, increases the availability of goods or services at competitive prices, makes it easy to compare vendors, and allows for flexible running times across geographical boundaries.

A key success factor in overcoming this difficulty is a strategy that focuses on services. Customer happiness in online purchasing is difficult to provide and maintain

(Rita, Oliveira, and Farisa, 2019). Consumers all around the world are using the Internet to buy goods and services, making consumer-oriented electronic shopping a worldwide phenomenon. The Internet allows consumers purchase products and services of any kind from anywhere (Akhlq & Ahmed, 2014). Lazada, Zalora, Shopee, and other popular online retail websites. Malaysia's online retail business had a 2013 estimate of RM1.8 billion and was anticipated to reach RM5 billion by 2015, according to a 2015 article by Zendeedel, Laily, and Syuhaily. This shows that consumers prefer using internet shopping applications rather than physical stores.

1.2 PROBLEM STATEMENT

Since the coronavirus hit our nation, one of the ways people choose to buy goods quickly and easily is through the Shopee application. As a result, we want to look at some of the issues consumers have had with the Shopee application. While researching this Shopee application, we came across a few issues, including user risk when making online payments and damage to goods that happen before, during, and after they reach their destination. According to the 2018 e-Commerce Customers Survey (ECS 2018) by the Malaysian Communications and Multimedia Commission (MCMC), 51.2% of Malaysians utilised their e-commerce platform to purchase and sell products and services online in 2018.

Customers shop online at an online store, which provides them with a variety of information containing product categories, product specifications, guidelines, presentations, safety warnings, consumer product feedback, contact information, and shop regulations. (Kloppers, 2014). Due to their lack of confidence and the potential

desire to inspect and feel the products, some customers still find it uncomfortable to shop online.(Katawetawaraks & Wang, 2011).

The most crucial element for users is the protection of personal information because websites frequently gather and retain huge amounts of data about the activities of their users. (Barrera, García, & Altamira, 2016). According to research by Kloppers (2014), one of the major aspects that influenced consumer satisfaction with online purchasing in Gauteng, South Africa, was the privacy of client information. According to the study, consumers are particularly sensitive to problems such as credit card fraud and theft, hence these issues must be addressed in market offerings, particularly on online shopping platforms.

Barrera, Garca, and Altamira's (2016) research demonstrates that privacy has a minimal effect on consumer satisfaction with online shopping. This may be related to recent advances in technology in the area of payment safety for online purchases as well as an increase the number of customers who are accustomed to this kind of electronic transaction. We found these issues in numerous Shopee application-related journals. This encouraged us to research factors that influenced users' use of Shopee.

1.3 RESEARCH QUESTION

This research aims to study the factors of using the Shopee application among teenagers in the Kota Bharu. Based on the problem statement, the research question is:

- Is there any relationship between consumer protection rights and factors of using the Shopee application among teenagers in the Kota Bharu area?
- Is there any relationship between secured payment methods and factors of using the Shopee application among teenagers in the Kota Bharu area?

- Is there any relationship between product warranty and factors of using the Shopee application among teenagers in the Kota Bharu area?

1.4 RESEARCH OBJECTIVES

The research objective of this study is:

- To identify the relationship between consumer protection rights and factors of using the Shopee application among teenagers in the Kota Bharu area.
- To identify the relationship between secured payment methods and factors of using the Shopee application among teenagers in the Kota Bharu area.
- To identify the relationship between product warranty and factors of using the Shopee application among teenagers in the Kota Bharu area.

1.5 SCOPE OF THE STUDY

This study focused on the factors of using the Shopee application among teenagers in Kota Bharu. As a result, the sample of this study is limited to teenagers in Kota Bharu who regularly or have used the Shopee application to buy online. The period taken to conduct this study for one week distributing the google form. This study uses the Technology Acceptance Model (TAM) theory to anticipate how consumers will behave while making judgments about online purchases of goods or services. Finally, this study focuses on the location of Kota Bharu because this location is the closest and can save time.

1.6 SIGNIFICANCE OF STUDY

This research will provide new insight into the factors of using the Shopee application, especially in terms of consumer protection rights, secured payment methods, and product warranty. Through this research, teenagers are more aware of the factors that drive them to buy online. Users can utilize this new study to determine whether identity security and privacy are ensured when using the Shopee application. From this study, it can be beneficial for teenagers to continue purchasing online with the correct procedure through Shopee or other applications. This study focuses on the teenagers in the Kota Bharu demographic because they use the Shopee app more frequently and have greater technological literacy. The factors discussed in this study will also provide important information for future studies that will examine the many advantages of online buying.

1.7 DEFINITION OF TERM

1.7.1 Consumer protection rights

Online purchasing is convenient, but it also comes with security risks including fraud and identity theft. Kim (2012) asserts that because eshops process an increasing quantity of information and data about customers and security is more crucial than ever, internet buying is marked by uncertainty and danger for customers.

1.7.2 Secured payment methods

Research by Wong and Mo (2019) reveals that mobile payment may be utilised for vending machines such as purchasing beverages, points of sale (POS) such as Alipay, Samsung Pay, and Apple Pay, and that perceived security would influence mobile payment if there is a lack of trust in online company. Imudeen

(2018) echoed the notion that consumers' perceptions of security issues in online buying have a significant impact on their purchasing behaviour.

1.7.3 Product warranty

According to Arif (2012), basic website information is a criterion for evaluating trust for online buying, and imprecise messages or overloaded items and services with contact information or no guarantees on the website will soon lose confidence. According to Mahliza (2020), trust is an essential factor in the e-commerce industry because consumers will not buy if they do not trust the seller because they are unable to straightforwardly verify the merchandise (Dachyar & Banjarnahor, 2017) where buyer ratings and reviews have strongly impacted the website's trust.

1.8 ORGANIZATION OF THE PROPOSAL

The study consists of three chapters, each providing justification for the research conducted. The first chapter provides background information about the Shopee application, a problem statement, research questions, research objectives, the study's scope, and a definition of the term.

In addition, chapter two includes the literature review, the underpinning theory, the previous studies, the hypothesis statement, and the conceptual framework.

Lastly, chapter three discusses how the data will be produced in further detail. The project aims to introduce the concept and ensure that we have a better understanding of the independent and dependent variables that we wish to examine, namely the factors of Shopee application among teenagers in Kota Bharu.

1.9 SUMMARY

This chapter describes a study that focuses on the Shopee application use among youths in Kota Bharu, which was the researcher's topic of selection. The researcher is interested in learning more about this application's attraction among teenagers as a function of this. Every app requires certain flaws. The purpose of this study is to show to everyone how much easier it is for users to use the Shopee application and why many people prefer it over other applications.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

To investigate the factors influencing teenagers' app usage in Kota Bharu, researchers picked the app Shopee. In this chapter, the researcher provides more detail on relevant issues. The reader will be able to quickly understand the factors discovered by the researchers with the help of this. In this chapter, researchers discuss both the independent variables and dependent variables that are related with the topic they choose. The independent variable that researchers find is consumer protection rights, secured payment methods and product warranty. The dependent variable in this study is the factors of using the Shopee application. The researchers provide additional information regarding the independent factors depending on the researcher's context, which is the factor of teenagers in Kota Bharu using the Shopee application.

2.2 UNDERPINNING THEORY

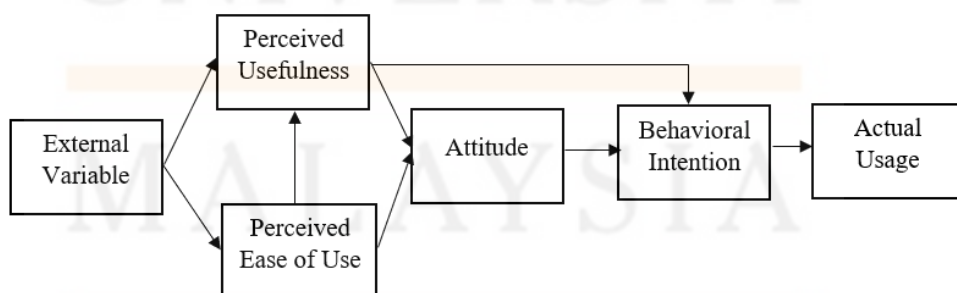


Figure 2.1: Technology Acceptance Model (TAM) by Davis (1989)

The Technology Acceptance Model (TAM) is used to forecast consumer behavior when they decide to buy products or services online (Koththagoda & Herath, 2018). Davis (1989) developed TAM, which is frequently used to describe user's levels of technology acceptance. Its creators believed that the key to growing use was to first enhance acceptance of IT, which could be measured by asking people about their future intention to utilize the IT. Richard (2009). If organisations were aware of the aspects that influenced people's intentions, they could exert control over those elements to promote acceptability and, as a result, increase IT use.

According to Richard, an early TAM study indicated that only three factors were needed to explain, predict, and probably govern acceptance (2009). Two important features of TAM are perceived usefulness (PU) and perceived ease of use (PEOU). However, it is also found that attitude has mitigated the effect of perceived usefulness and ease of use on intention to use, as stated by (Ru et al., 2021). It demonstrates that these two factors have a significant influence on how consumers feel about accepting new technology and explain their intention to adopt it (Koththagoda & Herath, 2018).

2.3 PREVIOUS STUDY

The previous study is based on the Technology Acceptance Model (TAM) is used to predict consumer behavior in making the decision of purchasing goods or services online.

2.3.1 Consumer protection rights

Ahmad Harun (2020) stated that Shopee provides customers with the convenience of online buying with a number of features that can help boost their

sense of security. Shopee ensures that the goods the customer buys from them will arrive at the intended address, and if the goods aren't delivered within the allotted time, Shopee will refund the customer's money in full. According to application by using the services or creating an account, customers are giving their irrevocable acceptance and agreement to the terms of this agreement as well as the additional terms and conditions and policies that are referenced here and/or linked here, according to Shopee's terms, which can be viewed on the Shopee application.

2.3.2 Secured Payment methods

Shopping at Shopee is very easy and convenient. This is because you can only do it at home or anywhere using your smartphone or laptop. Transactions at your fingertips too, can save yourself from being exposed to crime when shopping outside. In the meantime, it gives space in terms of saving your time and energy. Myilmupelita (2020). Cao Yong (2021) stated that consumers' choices in terms of payment methods will have a big influence on how a nation's economy and business model develop in the future. A consumer pays a bill for goods or services via a mobile terminal, which is referred to as a mobile payment. By using their mobile devices or proximity sensing equipment, users of mobile payments can transmit payment instructions directly or indirectly to a bank financial enterprise, enabling currency payments and cash transfers. Rapid technology advancements have enabled the development of a wide range of payment system options. Banks provide a wide range of services, including debit, credit, and e-money payment methods. Ramdhan (2017).

Next, Shopee offers PayLater as well. With the help of this financial facility, installment payments can be made without using a credit card. All

products that are offered can be paid for using this method. Ana Nurwakhidah (2021). Also, Ana Nurwakhidah (2021) stated that Shopee PayLater is an official product from Shopee. With or without a credit card, it enables installment payments. The Shopee Paylater registration process is not available to all Shopee users. Users of Shopee who have been active on the platform for at least three months, have verified accounts, and have a track record of frequent transactions on Shopee are eligible to sign up for Shopee Paylater. Customers have the option to pick up products through Shopee PayLater and pay for them over time using installments.

2.3.3 Product warranty

Shopee offers a security warranty for all purchases. Customer won't not lose any ringgit money since Shopee always prioritises the calibre of its clients. In general, a high security system emphasises the protection of transactions between traders and consumers. Typically, the Shopee will hold your securities while you make a payment. Once the transaction is through, the Shopee will then make the payment to the seller. Myilmupelita (2020). Ahmad Harun (2020) stated that the Shopee application offers a wide variety of product options and interesting promos so that its customers get a lot of profit, it is easy to buy the products they need and they trust the Shopee application and will buy back products through Shopee. Trust and convenience are certainly the main factors for potential consumers in making purchasing decisions. Based on the myilmupelita website (2020) states that through Shopee, customers can also return goods, if damaged, defective or not working properly.

2.4 HYPOTHESES STATEMENT

An important variable in this study is the factor of using the Shopee application among teenagers in Kota Bharu. By scientifically testing the relationship through appropriate statistical analysis, the following hypothesis has been formulated for this study:

H1: There is a significant relationship between consumer protection rights and the factor of using Shopee application.

H2: There is a significant relationship between secured payment methods and factor of using Shopee application.

H3: There is a significant relationship between product warranty and factor of using Shopee application.

2.5 CONCEPTUAL FRAMEWORK

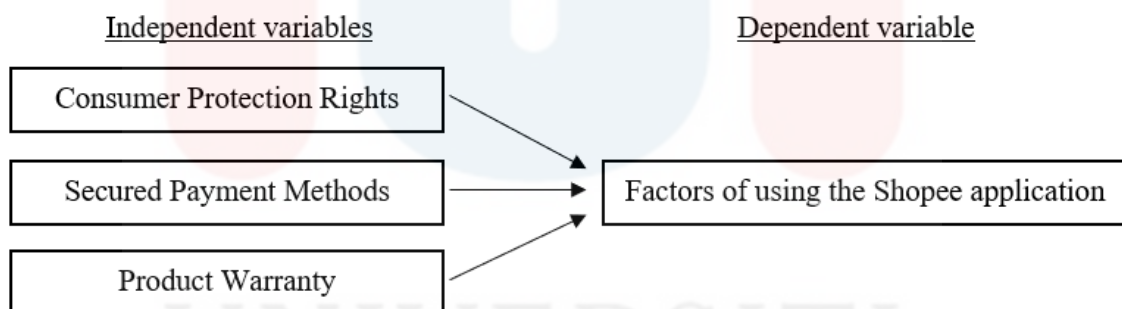


Figure 2.2: The conceptual framework of the study adopted

Figure 2.2 shows the proposed conceptual framework model of the study. There are three dimensions, which are consumer protection rights, secured payment methods and product warranty. These factors are suggested as the study's independent variables (IV). This study also proposed the factor of using the Shopee as the dependent variables (DV) to be tested for this study.

2.6 SUMMARY

This chapter discusses consumer protection rights, secured payment methods and product warranty and product warranties, each of which serves as an independent variable in the study. This chapter also discusses hypotheses, which are important for completing the study.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

Research methodology, according to C.R. Kothari (2004), is a method for systematically resolving the research problem. It can be thought of as a science that studies the methods used in doing scientific research. We look at the various techniques a researcher normally employs to look into his study problem as well as the justification for each one. The researcher provided a clearer explanation of the aspects involved in using the Shopee application, including the use of multiple techniques to get real data in various contexts. The researcher uses multiple techniques to help finish this study in this chapter, including graphics to help explain concepts more clearly.

3.2 RESEARCH DESIGN

According to C.R. Kothari (2004), a research design is the creation of conditions for data collection and analysis in an effort to balance technique economy with relevance to the research's goal. The research design serves as the conceptual framework for the research process and serves as the guide for data collecting, measurement, and analysis. Then, C.R. Kothari (2004) stated that the need for research design is due to the fact that it ensures the success of the various research operations, making research as efficient as possible and generating the most information with the least amount of work, time, and money spent. Quantitative will be applied in this research. For quantitative research focus on numbers, measurements and things that can be tallied. In quantitative research, information is quantified and statistically analysed to determine whether "alternative

knowledge statements" are true (Creswell, 2003, p. 153). To make this research easier to complete, the researcher needs to gather data in the form of numbers and analyze it. So, using quantitative in this study is a really great option. This research used the descriptive research methods. Descriptive research studies, in the opinion of C.R. Kothari (2004), are those that focus on describing the traits of a particular person or group, whereas diagnostic research studies aim to determine how frequently something occurs or how it is related to other factors.

3.3 DATA COLLECTION METHOD

The process of collecting data involves gathering information from all pertinent sources in order to identify solutions to study problems, test hypotheses, and assess outcomes. The two types of data gathering techniques are secondary data collection techniques and primary data collection techniques. Data that has been personally gathered by the researcher himself is referred to as primary data. Conversely, secondary data describes information that has been acquired by others (Benedictine University, 2019). Primary data for this study was gathered via dispersing self-administered questionnaires designed for the intended respondents. Teenagers in Kota Bharu who wish to participate will receive the developed questionnaire. The survey's respondents were given a specific area and limit of time to respond.

3.4 STUDY POPULATION

A large group of people or things that are the main subject of a scientific investigation is sometimes referred to as a research population. Based on the data macrotrends, a total of 358,000 persons have been included in the study, which used teenagers in Kota Bharu as a sample population.

3.5 SAMPLE SIZE

In this study, according to the macrotrends, statistics show that the population of Kota Bharu have 358,000 people in the year 2022. Although there are valid data resources provided from macrotrends, the data only provided in Kota Bharu which explain the total transportation usage in Kuala Lumpur. Hence, this study will consider a non-probability method since sufficient of valid total respondents. The researcher will collect 300 responses for this study as explained by Roscoe (1975) appended the proper sample size for a study ranging from 30 to 500.

The sample size must be taken into account in any scientific analysis that attempts to draw conclusions about a population using a sample (Taherdoost 2017). According to Gill (2010), the required sample size for a population of 358,000 is 384. This is due to the fact that as the population grows, so does the sample size. The sample size will continue to shrink until it reaches a limit of 380 samples or slightly more.

Table 3.1: Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

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

Source: Krejcie and Morgan, 1970. (Chuan and Penyelidikan 2006)

Sample size: A total of 358,000 people in Kota Bharu, Malaysia. Therefore, 384 people will be included in the sample for this investigation.

3.6 SAMPLING TECHNIQUES

To fully address a study subject, it is unlikely that a researcher will be able to gather information from all examples. It is necessary to choose a sample (Taberdoost, 2016). There are steps in the sampling process. Clearly defining the target population is the first step. A particular sampling frame makes up the second step. The researchers' chosen sampling frame must be representative of the general population. The selection of sampling procedures is the third step in the sampling process. There are two different kinds of sampling techniques: probability sampling and non-probability sampling.

Choosing the sampling size is the next step. This is so that errors or biases in the chosen random sample can be avoided. Data collection is done at step five. The evaluation of the response rate is the last step in the sampling process. Figure 3.1 below shows two types of major sampling methods available (Churchill,1995; Green, Tull & Albaum,1988; Malhotra, 1996; Parasuraman, 1991).

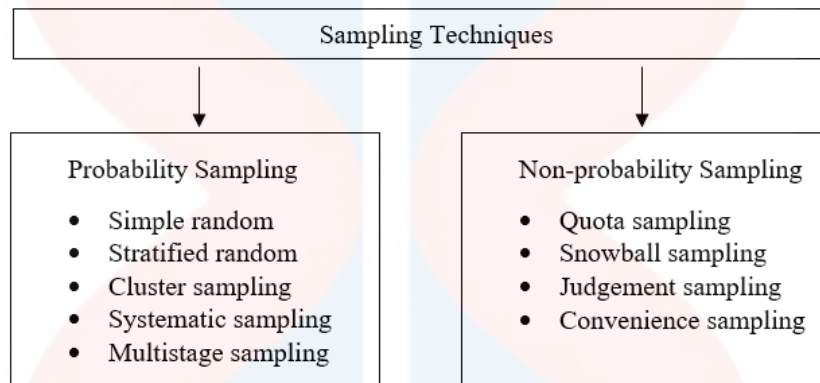


Figure 3.2: Types of Sampling Methods

Source: Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. How to choose a sampling technique for research (April 10, 2016). <https://hal.archives-ouvertes.fr/hal-02546796>

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Questionnaires are the greatest data collecting approach for various questions (Best and Kahn, 1993). A questionnaire is a written tool used to collect data from the respondent. It is a well-liked research instrument, but creating a questionnaire that produces high-quality, helpful data and has a high return rate is not as easy as it might seem. It is obvious that careful planning, design, and an effective distribution strategy are needed for this. The questionnaire is divided into three pieces. The demographic data for the responder was in Section A. Section B has general information while Section C

pertains to the independent variable, which consists of the consumer protection rights, secured payment methods and product warranty. Section D included the respondent's factors for utilising the Shopee application among teenagers.

In this study, a 5-point Likert scale was used. The 5-point Likert Scale is a method used to evaluate respondents' responses on a scale from "strongly disagree," to "disagree," to "neutral," to "agree," and "strongly agree." Sections B and C used the 5-point Likert Scale. Because it is one of the most reliable methods for assessing opinions, deeds, and impressions, the 5-point Likert Scale was used. A 5-point Likert Scale was employed in a prior study (Chew & Kim, 2021) which is examining the factors impacting consumer online purchasing behavior during covid19 in Klang Valley.

3.7.1 Pilot Study

The pilot test is a technique that is frequently employed by researchers to assist them in carrying out a small-scale preliminary analysis to evaluate viability, duration, cost, and adverse events while also enhancing the study design to allow the researcher to carry out a full-scale research project. Typically, a pilot test has been done on the questionnaire before it is finished to see if it is suitable for processing. In most cases, the researcher just needs 15–30 participants to conduct a pilot test and obtain participant feedback. We conducted a pilot test on 30 participants for this research.

3.7.2 Validity

In qualitative research, validity refers to the "appropriateness" of the methods, procedures, and data. It is important to consider if the research question is appropriate for the intended result, the technique chosen is appropriate for answering the question, the design is appropriate for the methodology, the

sampling and data analysis are suitable, and ultimately, the findings and conclusions are appropriate for the context and sample. Qualitative study into a person's wellbeing will start out on many trajectories and get to diverse conclusions with differing degrees of validity. For a technique to be legitimate, it must be able to identify discoveries or occurrences in the proper context while taking into account cultural and contextual variables. Procedures and methods for sampling must be appropriate for the research paradigm and distinguish between systematic, purposeful, and theoretical (adaptive) sampling, where the former has no a priori theory, the latter frequently has a specific goal or framework, and the latter is shaped by the ongoing process of data collection and theory in evolution. In order to increase the validity of the data extraction and analysis, a number of procedures were used, such as respondent verification, well-documented audit trails of materials and processes, first- and second-tier triangulation (of researchers) and triangulation of resources and theories.

3.8 MEASUREMENT OF THE VARIABLES

3.8.1 Descriptive Analysis

Salkind (2017) defines descriptive analysis and descriptive statistics as data analysis methods used to organize and describe the features of the data that the researchers have collected. According to Zamalia Mahmud (2008), descriptive research can be used when the researcher has a better understanding of the social phenomena or behavior being analyzed. A situation, place, or social relationship is described in descriptive research. Additionally, it is intended to identify the who, what, when, where, and how of a situation and characterize the aspects of a group or phenomenon.

3.8.2 Reliability Analysis

According to Chua Yan Piaw (2012), the ability of a study to produce the same result after repeated measurements determines its reliability. The research is considered to have a high level of reliability if the results of the second, third, and subsequent measurements are the same. The target population's level of understanding for questionnaire items was determined in this study using Cronbach's Alpha. We can understand more about the level of knowledge for the questionnaire from the table below.

Table 3.2: Rule of Thumb on Cronbach Alpha

Alpha Coefficient Range	Reliability Assessment
<0.6	Poor
0.6 to <0.7	Acceptable
0.7 to <0.8	Good
0.8 to <0.9	Excellent
0.9	High

Sources: Joe.Hair Jr et.al (2020); Essential of Business Research Methods

3.8.3 Pearson Correlation Coefficient

According to Othman Mohd Yunus and Abdul Malek A.Tambi (2013), interval and ratio scales are utilized with Pearson correlation. A researcher assumes that the distribution of the variables is normal when determining whether there is a relationship between two continuous variables, x and y, which is implied by a strong positive value of the Pearson product-moment correlation coefficient. According to Nunally and Bernstein (1994), there is a very high connection between items with a total score of higher than 0.25. Based on Cohen (1988), there

are three categories for the correlation coefficient value: low (0.10 to 0.29), medium (0.30 to 0.49), and high (0.50 to 1.00).

3.9 PROCEDURE FOR DATA ANALYSIS

After the researcher completes the data collection process using the Google Form questionnaire, the study can proceed to the final phase in the research methodology, which includes the researcher using the Statistical Package for Social Sciences (SPSS) to process and analyze the study data. The SPSS key is obtained from the questionnaire answers that the researcher has.

The first stage in data analysis is exploratory data analysis, which is used to validate the data before it is analyzed using certain calculation methods. For each respondent, raw points, average and relative scores for each scale were calculated. This data is used as a basis for further analysis. As with most statistical manipulations, the mean, standard deviation, and skewness for all observations that constitute participant scores for each variable were determined. Such information will then be changed. Cronbach's alpha internal consistency to confirm was tested. Research findings are accompanied with graphics in the form of tables and graphs to help the reader better understand the facts. In the second stage, various statistical procedures are used to answer the research questions.

3.10 SUMMARY

The study's methodology outlines the entire procedure of the investigation. Then, the chapter's data source and data gathering techniques were applied. The design process for the research approach is described in this chapter. This helps with the collection and processing of research data for this study, from the early statements through the research outcomes.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this chapter, the study's results will be outlined and discussed. The objective of this chapter is to explain the data that was obtained from the survey by distributing questionnaires to respondents. Answers to this questionnaire were successfully gathered from a total of 384 respondents. The data in this chapter were analysed reliability tests, descriptive statistics, frequency distribution, and correlation coefficient are the four sections that make up this chapter.

4.2 PRELIMINARY ANALYSIS

A "pilot test" is a tiny exploratory research performed before a full-scale performance. Usually, this more compact study follows the same guidelines as its bigger counterpart. A pilot study's main objective is to ascertain the viability of a bigger investigation. The sample size and study expenditures may also be estimated using results from the pilot test.

Among the most common methods of calculating internal consistency of reliability is Cronbach's coefficient alpha (Dimitrov, 2002). In accordance with Baker (1994), a pilot study entails the preliminary testing, or "trying out," of a particular research instrument. A pilot project or research is described as an test, exploratory, experimental, preliminary, trial, or try out examination in the Concise Oxford Thesaurus. In this study, the researchers conducted a pilot test with 30 respondents, and the validity of the variables was determined using the reliability test of this pilot test.

Table 4.1: Strength of Association Determination

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very good
0.9 >	Excellent

Source: Adapted from Hair et al (2016)

The questions were randomly distributed to 30 respondents as a pilot test for this study. Participants in the survey were given this questionnaire to complete in order to evaluate the instrument's reliability. Sections A, B, C, and D are the names of the four sections that make up the questionnaire. Four (4) questions in Section A are centred on the respondents' demographic profiles. In addition, Section B has six (6) questions that concentrate on general facts. While independent and dependent variables are discussed in Sections C and D. There are three different sorts of variables, and there are five questions for each one. These variables are used in inquiries about consumer protection rights, secured payment methods, and product warranties. Table 4.1 presents the reliability test analysis results from the pilot test for each variable.

Table 4.2: The result of the Pilot Test for all variables by reliability test

Cronbach's Alpha	Domain
0.756	Customer protection rights
0.868	Secured payment methods
0.689	Product warranty
0.732	Factors of using Shopee application

Source: SPSS

Cronbach's alpha was used in the pilot test to assess the data's reliability. The variables' Cronbach's alpha value, which ranges from 0.689 to 0.868, is higher than 0.6. This proved that the measurements for every variable used in the pilot test in this investigation were accurate. As a result, the researcher did the actual study to administer the questionnaire in the field after receiving Cronbach's alpha value.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

According to the Cambridge Dictionary of 2021, a demographic profile is a description of a specific kind of consumer, comprising details like sex, age, wealth, and other factors. Teenagers from Kota Bahru were the respondents for this study. 384 students in total responded, and 384 sets of Google forms were sent equally to each one of them via the WhatsApp chat app. Additionally, 265 female and 119 male respondents made up the 384 total respondents. This section will go into more detail regarding the research's conclusions based on the respondents' responses to the questionnaires.

4.3.1 Gender

Table 4.3: Frequency output of gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	119	31.0	31.0	31.0
	Female	265	69.0	69.0	100.0
	Total	384	100.0	100.0	

Sources: SPSS

Figure 4.1 displays the percentage of respondents by gender, with female respondents making up the majority (265 or 69.01% of the total respondents). The remaining 30.98 percent or 119 respondents are male.

4.3.2 Age

Table 4.4: Frequency output of age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-19 years old	21	5.5	5.5	5.5
	20-22 years old	97	25.3	25.3	30.7
	23-25 years old	246	64.1	64.1	96.8
	> 26 years old	20	5.2	5.2	100.0
	Total	384	100.0	100.0	

Source: SPSS

According to respondents' ages, the frequency and percentages of the findings are shown in Table 4.4. The table reveals that there are 21 responders, or 5.5% of the total, who are between the ages of 18 and 19 years old. In contrast, there were 97 responders and 25.3% were between the ages of 20 and 22. There are 246 and 20 respondents, or 64.1% and 2.1%, respectively, for people aged 23 to 25 and over 26.

4.3.3 Personal monthly income level

Table 4.5: Frequency output of personal monthly income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM 1500 and Below	262	68.2	68.2	68.2
	RM 1501 – RM 2000	61	15.9	15.9	84.1
	RM 2001 – RM 3000	47	12.2	12.2	96.4
	Above RM 3001	14	3.6	3.6	100.0
	Total	384	100.0	100.0	

Source: SPSS

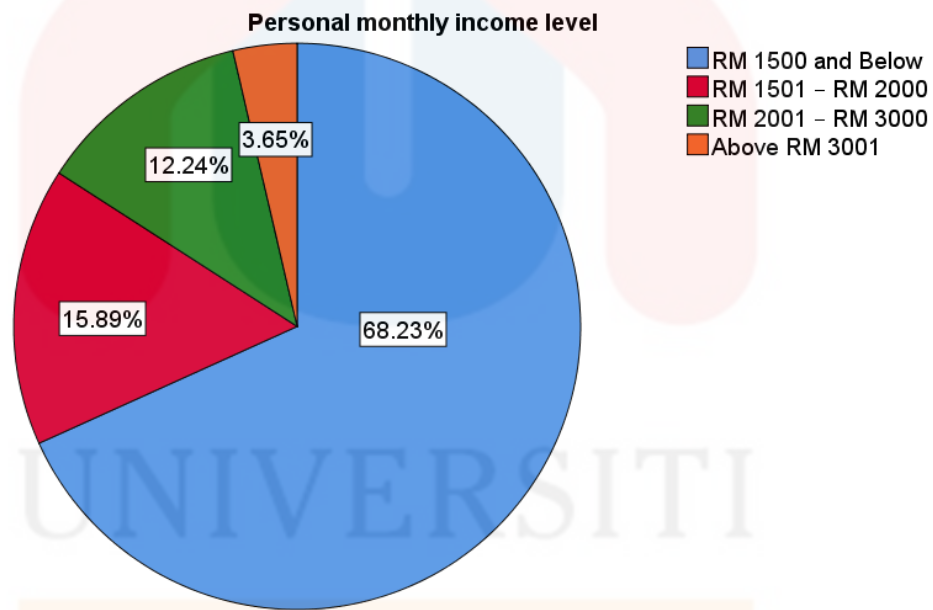


Figure 4.1: Percentage of respondents by personal monthly income level

The frequencies and percentages of respondents based on personal monthly income level are displayed in Table 4.3. The majority is 68.2% and 262 respondents are RM1500 and below. The second highest is 15.9% and 61 respondents are RM1501 to RM2000. The rest is RM2001 to RM3000 and above RM 3001 are 12.2% and 3.6% respectively, the frequency is 47 and 14 respondents.

4.3.4 Ethnic

Table 4.6: Frequency output of ethnic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	273	71.1	71.1	71.1
	Chinese	72	18.8	18.8	89.8
	Indian	29	7.6	7.6	97.4
	Others	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

Source: SPSS

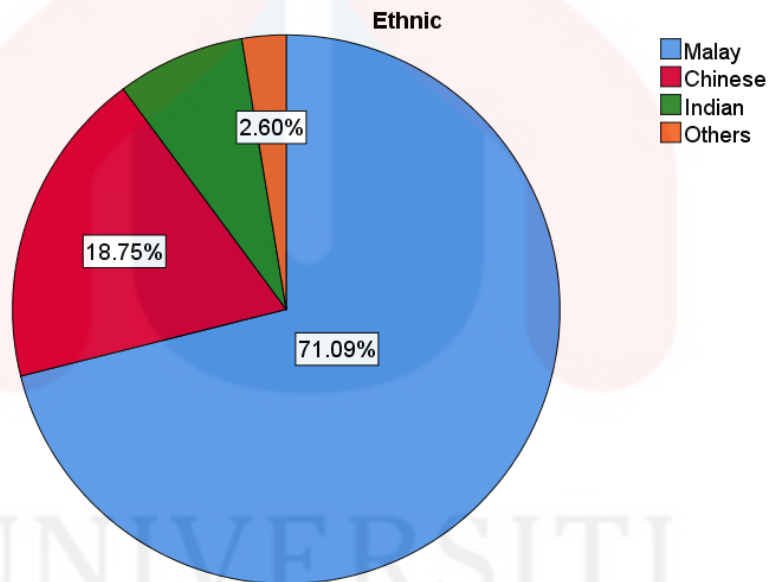


Figure 4.2: Percentage of respondents by ethnic

The frequencies and percentages of responses based on ethnic segmentation are shown in Table 4.4. The results show that Malays make up the bulk of the respondents to this survey, with a frequency of 273 respondents and the greatest percentage value of 71.1%. Chinese respondents have a frequency of 72 respondents and a percentage value of 18.8%. In addition, there are 7.6% and 2.6% of respondents for Indians and others, respectively, with 29 and 10 respondents per group.

4.4 DESCRIPTIVE ANALYSIS

4.4.1 Consumer protection rights

Table 4.7 Descriptive analysis for IV1 (Consumer protection rights)

		Descriptive Statistics				
		N	Minimum	Maximum	Mean	Std. Deviation
Valid	Customers have the rights to choose to cancel a purchase at any moment on Shopee.	384	1	5	4.58	.641
	I believe Shopee enables customers to see item prices clearly.	384	1	5	4.57	.601
	Shopee vendors display information on the characteristics and uses of each product.	384	1	5	4.60	.693
	Customers have the option to return items to Shopee if they arrive physically damaged or with delivery damage.	384	1	5	4.65	.585
	Shopee's Product Protection Service is an optional service that consumers may purchase to safeguard their mobile phones and electrical equipment.	384	1	5	4.60	.647
	Valid N (listwise)	384				

Source: SPSS

The independent variable of consumer protection rights is discussed in Table 4.7. For these independent variables, there are five items. IV1 Q4 has the highest mean, 4.65. This demonstrated that the question was accepted by the vast majority of respondents. This independent variable has one minimum. IV1 Q2 has a mean of 4.57, which is the lowest. The largest standard deviation for the above table is IV1 Q3, which is 0.693, and the lowest standard deviation is IV1 Q4, which is 0.585. This demonstrated that the question was accepted by the vast majority of respondents. As a result, it shows that respondents concur that the variable is crucial for ensuring the rights of consumers who use Shopee among teenagers in Kota Bahru.

4.4.2 Secured payment methods

Table 4.8: Descriptive analysis for IV2 (Secured payment methods)

		Descriptive Statistics				
		N	Minimum	Maximum	Mean	Std. Deviation
Valid	I feel safe and secure with the security feature from the website store when at Shopee.	384	1	5	4.57	.667
	I like to make purchases from Shopee that offer security and convenience during the payment procedure.	384	1	5	4.44	.623
	Shopee security performance meets my expectations when purchasing.	384	1	5	4.51	.646
	I trust that Shopee transactions are secure and private.	384	1	5	4.56	.627
	Shopee will provide a refund when a transaction is canceled.	384	1	5	4.58	.604
	Valid N (listwise)	384				

Source: SPSS

Table 4.8 discusses the independent variable of secured payment methods. For these independent variables, there are five items. IV2 Q5 has the highest mean, 4.58. According to this, the majority of responders concur with the question. This independent variable has one minimum. IV2 Q2's 4.44 minimum mean is the lowest mean.

The highest standard deviation for the above table is IV2 Q1, which is 0.667, and the lowest standard deviation is IV2 Q5, which is 0.604. This revealed that the vast majority of responders concur with the question. Accordingly, it shows that respondents concur that the variable is crucial for secured payment methods in the factors of Shopee usage among teenagers in Kota Bahru.

4.4.3 Product warranty

Table 4.9: Descriptive analysis for IV3 (Product warranty)

		Descriptive Statistics				
		N	Minimum	Maximum	Mean	Std. Deviation
Valid	Shopee offers a return policy to the customer when a product does not meet the agreed-upon specifications such as wrong size and colour.	384	1	5	4.59	.664
	It is simple to get online purchases at Shopee and have them delivered to my house.	384	1	5	4.56	.561
	Shopee will update the logistics information so that I know exactly where the item is located.	384	1	5	4.67	.556
	I expect not to receive broken things while purchasing from Shopee.	384	1	5	4.59	.675
	Shopee will set deadlines for item arrival.	384	1	5	4.58	.612
	Valid N (listwise)	384				

Source: SPSS

Table 4.9 discusses the independent variable of product warranty. These independent variables have five items. The highest mean is IV3 Q3 which is 4.67. This showed that the question was accepted by the majority of respondents. One of these independent variables, IV3 Q2, has a minimum value of 4.56.

Afterward, for the above table's standard deviation. IV1Q4 has the greatest standard deviation, which is 0.897, while IV3Q4 has the lowest standard deviation, which is 0.675. Thus, it implies that respondents agreed that product warranty is an essential consideration in using Shopee among teenagers in Kota Bahru.

4.4.4 Factors of using the Shopee application among teenagers in Kota Bahru

Table 4.10: Descriptive analysis for DV (Factors of using the Shopee application)

Descriptive Analysis					
	N	Minimum	Maximum	Mean	
My personal information is secure on the Shopee application.	384	1	5	4.61	.649
Shopee provides several payment options.	384	1	5	4.65	.559
Shopee follows the law and all of its requirements, such as product warranties.	384	1	5	4.65	.602
Valid N (listwise)	384				

Source: SPSS

The dependent variable of the factor of utilising the Shopee application is discussed in Table 4.10. For these dependent variables, there are three items. The two questions with the highest means, DV1 Q1 and DV1 Q3, both have 4.65. This indicated that the questions were supported by the responders. While the dependent variable has a minimum value of 4.61 from DV1 Q1.

In contrast, the greatest standard deviation for tables is DV1 Q1, that is 0.649, and the lowest standard deviation is DV1 Q2, which is 0.559. This showed that the overwhelming majority of responders concur with the question. Next, the standard deviation for DV1 Q3 is 0.559. As a result, it shows that respondents concur that the variable is crucial for using Shopee among teenagers in Kota Bahru.

4.5 VALIDITY AND RELIABILITY TEST

Testing for reliability is important because it ensures that the parts of a measuring instrument are consistent (Huck, 2007). The internal consistency metric that is most frequently used is Cronbach Alpha coefficient. It is believed the most appropriate reliability indicator when employing Likert scales. Although there are no clear-cut standards for internal consistency, most people concur that a minimum internal consistency coefficient of 0.70 is adequate according to Whitley, 2002, Robinson, 2009.

Table 4.11: Cronbach Alpha of consumer protection rights

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.707	5

Source: SPSS

Table 4.11's findings show that the Cronbach's Alpha for five consumer protection rights items is 0.708. The study's lowest acceptable value was 0.7. As a result, the value can be regarded as being good and reliable for use. This finding shows that the study's item has a high level of internal consistency when measuring concepts. While the questionnaire utilised in this study to assess consumer protection rights is appropriate for usage.

Table 4.12: Cronbach Alpha of secured payment methods

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.791	.791	5

Source: SPSS

Table 4.12 findings show that Cronbach's Alpha for five secured payment methods items is 0.791. The minimum acceptable value for this study was 0.7. Consequently, the value can be considered good and reliable for use. This result indicates that the concept-measuring item in the study has a high level of internal consistency. Namely, the questionnaire used in this research to evaluate secure payment methods is suitable for use.

Table 4.13: Cronbach Alpha of product warranty

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.742	5

Pursuant to the results of table 4.13, Cronbach's Alpha for 5 items of the product warranty is 0.740. The standard minimum value for this study was 0.7. The value can therefore be regarded as being appropriate and trustworthy. This finding shows that the study's item has a high level of internal consistency when measuring concepts. As an outcome, it is appropriate to apply the questionnaire that was employed in this study to assess product warranties.

Table 4.14: Cronbach Alpha of factors of using the Shopee application

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.714	.715	3

Cronbach's Alpha for five parameters related to utilising the Shopee application corresponds to a value of 0.714, as shown in table 4.14. The minimal standard value for the study was 0.7. The value can consequently be considered appropriate and reliable.

This score indicates that the study's item has a high degree of internal consistency in measuring concepts. Thereby, the questionnaire employed in this study to evaluate Shopee application usage characteristics is adequate for use.

4.6 Normality Test

Table 4.15: Test of Normality

	Test of Normality					
	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_CPR	.218	384	.000	.761	384	.000
Mean_SPM	.243	384	.000	.793	384	.000
Mean_PW	.255	384	.000	.753	384	.000
Mean_D	.280	384	.000	.712	384	.000

a. Lilliefors Significance Correction

Due to the p-value being below the significance level α ($\alpha=0.05$) the Kolmogorov-Smirnova test indicates that the value ($p=0.00$) for variables is abnormal data, according to the table above. Therefore, it may be inferred that there is enough proof that the data is not regularly distributed to pass the normality test for all the variables.

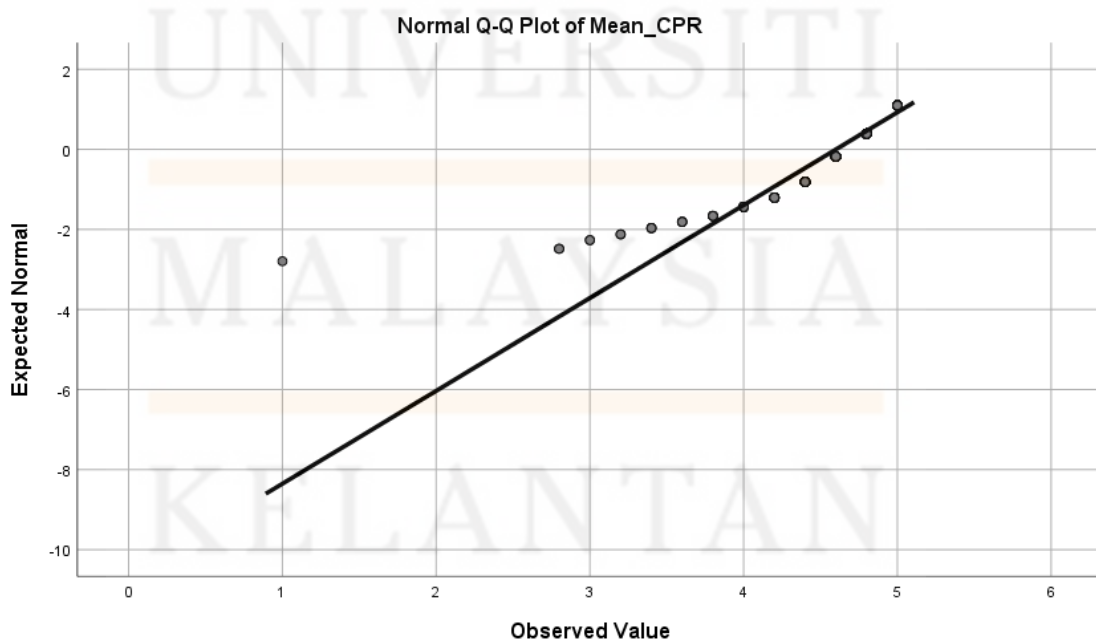


Figure 4.3: Normal Q-Q plot of the mean for consumer protection rights



Figure 4.4: Normal Q-Q plot of the mean for secured payment methods

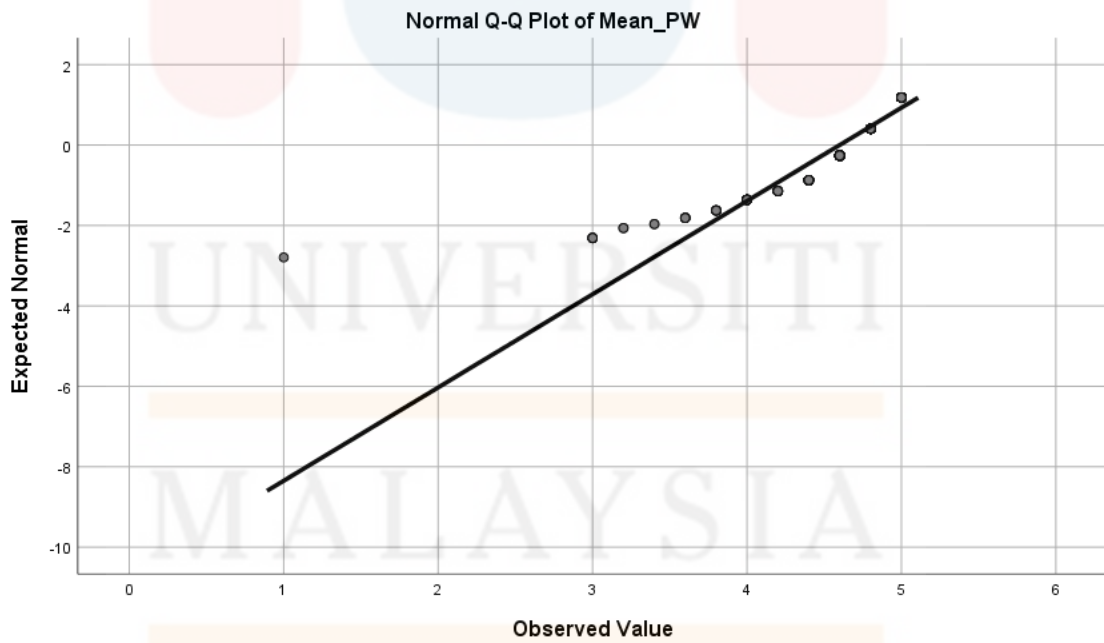


Figure 4.5: Normal Q-Q plot of the mean for product warranty



Figure 4.6: Normal Q-Q plot of the mean for factors of using Shopee application

According to University Virginia Library, the Q-Q plot, also known as the quantile-quantile plot is a graphical tool that may be used to analyse if a set of data might have reasonably come from a standard or exponential distribution. As seen in the Q-Q plot shown above, the variable scores are not normally distributed since the data were scattered.

4.7 HYPOTHESIS TESTING

The Pearson Correlation Coefficient will be used to more properly develop the hypothesis. The correlation analysis used in this study aims to establish the relationship between the independent and dependent variables.

4.7.1 Hypothesis 1

H1: There is a significant relationship between consumer protection rights and the factor of using the Shopee application.

Table 4.16: Correlation Coefficient for consumer protection rights

Pearson Correlation	N	Result
Consumer protection rights	384	0.674

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

The results demonstrated that there is a considerable positive relationship between the factor of using Shopee application and consumer protection rights. Because the regression value is less than 0.01, where $p = 0.01$, the results suggest that the regression value for consumer protection rights is $p = 0.000$, which is highly significant to the factor of using Shopee application. The correlation score is 0.674, indicating a high positive link between the factor of using Shopee application and consumer protection rights.

4.7.2 Hypothesis 2

H2: There is a significant relationship between secured payment methods and the factor of using the Shopee application.

Table 4.17: Correlation Coefficient for secured payment methods

Pearson Correlation	N	Result
Secured payment methods	384	0.774

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

The results demonstrated that there is a considerable positive relationship between the factor of using Shopee application and secured payment methods. Because the regression value is less than 0.01, where $p = 0.01$, the results suggest that the regression value for consumer protection rights is $p = 0.000$, which is highly significant to the factor of using Shopee application. The correlation score is 0.774, indicating a high positive link between the factor of using Shopee application and secured payment methods.

4.7.3 Hypothesis 3

H3: There is a significant relationship between product warranty and the factor of using Shopee application.

Table 4.18: Correlation Coefficient for product warranty

Pearson Correlation	N	Result
Secured payment methods	384	0.768

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

The results demonstrated that there is a considerable positive relationship between the factor of using Shopee application and product warranty. Because the regression value is less than 0.01, where $p = 0.01$, the results suggest that the regression value for product warranty is $p = 0.000$, which is highly significant to the factor of using Shopee application. The correlation score is 0.768, indicating a high positive link between the factor of using Shopee application and secured payment methods.

4.8 SUMMARY/ CONCLUSION

In order to finish this study, we gave teenagers in the Kota Bharu area a set of questions. The information we gathered from those questions is explained in this chapter. From this chapter, we may identify certain teenagers who use other applications and learn what factors influence teenagers to prefer this online shopping application over others.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this chapter, explain the results of the entire discussion that has been conducted in this study. The most significant findings and discussion of the hypothesis that was constructed to the factor of using the Shopee application among teenagers in Kota Bharu. Lastly, to support future researchers when conducting a similar study, the discussion on limitations and recommendations has been discussed in this section.

5.2 KEY FINDINGS

In this study, the researcher has managed to collect data using the research tool, which is an online questionnaire at Google Forms. Through referring to the research objectives, the relationship between the variables has been established because the coefficient values for the variables are significant. Based on collected the data from the respondent, then this research can be continued by analyzing the data using Statistical Package for Social Science (SPSS) version 26.0, the result for the test was obtained. However, conducting the Statistical Package for Social Science (SPSS) version 26.0 in the normality test indicated the analysis needed to be done using a Pearson correlation coefficient analysis. Therefore, the relationship between dependent and independent variables has been shown. After conducting the analysis, hypothesis testing can be answered.

5.3 DISCUSSION

The study investigated the relationship between the factor of using the Shopee application among teenagers in Kota Bharu. Among the factor that enhances of using Shopee application platform among teenagers in Kota Bharu, the researcher chooses to examine are consumer protection rights, secured payment methods, and product warranty. The main aim of investigating the factor of using the Shopee application among teenagers in Kota Bharu for this study, primary data was chosen by which a set of questionnaires were used to get a response from respondents consisting of teenagers in Kota Bharu. Based on the sample size of the target respondent, the total of the target respondent is about 384 people. Before collecting 370 respondents, this research conducted the pilot test for 30 respondents to ensure the questionnaire was reliable and valid to analyze. According to table 4.2, the variables' Cronbach's alpha value range from 0.689 to 0.868, which is achieve the reliability and validity of further study.

Table 5.1: Pearson Correlation Analysis

Variable	Pearson Correlation	Strength
Consumer protection rights	0.674	Strong Relationship
Secured Payment methods	0.774	Strong Relationship
Product Warranty	0.768	Strong Relationship

Based on the table above, the highest strength of the relationship in Pearson Correlation's Analysis is the secured payment methods, which has a strong relationship at 0.774. The second highest strength of the relationship is product warranty, which also has a strong relationship at 0.768. Lastly, consumer protection rights also has a strong relationship which is the number Pearson correlation is 0.674.

5.3.1 Relationship between Consumer protection rights and The Factor of Using Shopee Application

Based on table 5.1, the correlation between consumer protection rights and the factor of using the Shopee application shows a correlation value of 0.674. This study shows that the value of the results is significant and has a strong correlation. As a result, the research question that appears in the use of Shopee application usage factors affects consumer protection rights. The hypothesis has a significant relationship between consumer protection rights and the factor of using the Shopee application among teenagers in Kota Bharu.

5.3.2 Relationship between Secured Payment Methods and Factor of Using Shopee Application

Based on table 5.1, the correlation between the secured payment methods and the factor of using the Shopee application shows that the correlation value is 0.774. This study shows that the value of the result has a strong relationship, with the research question that secured payment methods and the factor of using the Shopee application is true. As a result, the hypothesis has a significant relationship between the secured payment methods and the factor of using the Shopee application among teenagers in Kota Bharu.

5.3.3 Relationship between Product Warranty and Factor of Using Shopee Application

Based on table 5.1, the correlation between product warranty and the factor of using the Shopee application shows that the correlation value is 0.768. This study shows that the value of the results also has a strong relationship, with the research question that product warranty and the factor of using the Shopee application is true. As a result, the hypothesis has a significant relationship between product warranty and the factor of using the Shopee application among teenagers in Kota Bharu.

5.4 IMPLICATION OF THE STUDY

In this research, the factor of using the Shopee application is influenced by three variables. The data collected in this research is very useful and valuable to help researchers further study the Shopee application in terms of interest among teenagers and continue to improve the performance of this service. After that, the Shopee application needs modification based on this study to improve the quality of its services. This research tells how teenagers can be interested in buying on the Shopee application. Various studies have identified the dimensions of Shopee application usage factors but different variables. This study provides a new direction for researchers by examining the overall factors of Shopee application usage among teenagers and may apply to other groups as well. The resulting instrument evaluates Shopee application usage factors on three dimensions, namely consumer protection rights, secured payment methods, and product warranty. As a result, teenagers will continue to buy on the Shopee application because of the facilities provided and there may be an increase in consumption. This service also guarantees the

safety of users in various ways. The researcher can see the possibility of an increase in the use of this application among teenagers.

5.5 LIMITATIONS OF THE STUDY

This study may have some potential limitations. The present study's primary limitations are the sample size restrictions. Due to time constraints, the survey is distributed through Google Form. There were 384 questionnaire sets collected for the study. The outcome will be more accurate if there are more sets of surveys. Additionally, Kota Bharu was chosen as the research's study city. We chose Kota Bharu because it is close to our place of study and since it is a location that is uncommon for people to study when using the Shopee app.

The second limitation is that teenagers prefer using several online shopping applications. This comes after a number of online shopping programmes popular among teenagers today, such as Tiktok and Instagram, which are used by every teenager. They prefer to use the app because it offers a variety of features that young people like, such as the ability to post pictures or videos, whereas the Shopee app just concentrates on selling goods.

The third limitation is the study variable for this research. Consumer protection rights, secured payment methods, and product warranty are the only three factors that this study focuses on. The results of this study may be strengthened if it focuses on more than the three mentioned variables.

5.6 RECOMMENDATIONS/ SUGGESTION FOR FUTURE RESEARCH

There are some recommendations that can encourage teenagers to use this online shopping application more often. To begin with, the Shopee application has to be enhanced with the addition of new features to make it simpler for retailers to publish videos about the products they sell and to enable them to communicate with their customers more easily. This is so because current teenagers prefer to use applications that are suited to their interests, just like other applications that they frequently use.

As the researcher can see from the questions we asked teenagers about this application and the low value the product warranty receives from other variables, Shopee also has to make improvements in this variable. Therefore, we would like to recommend making changes to the product warranty, such as ensuring that sellers pack products for customers in a safe and systematic manner because some customers receiving damaged goods may end in losses.

5.7 OVERALL CONCLUSION OF THE STUDY

This study is aimed to identify the factor of using Shopee application in Kota Bharu. The results show that H1, H2, and H3 supported. Secure payment methods and product warranty have a strong connection with the Shopee application usage factors, and user protection rights have a high positive relationship with those variables as well. In this chapter, the findings show how SPSS was used to identify one of the three variables that had a low value from the three that were acquired in order to help figure out the issue under study. The researcher can assess the situation and can make some recommendations about how to improve it when the issues are discovered.

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APPENDIX A: QUESTIONNAIRE



FACTORS OF USING THE SHOPEE APPLICATION AMONG TEENAGERS IN KOTA BHARU

Greetings to all dear respondents,

We are final year students from Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “Factors of using the Shopee application among teenagers in Kota Bharu”.

We would appreciate it if you could take about 15 minutes to complete this questionnaire. Your involvement in this study is entirely voluntary. The completion and return of the attached questionnaire constitutes your consent to participate in the study.

Your participation in this study would be highly appreciated. We guarantee that your response will be kept fully private and used exclusively for academic purposes. Your private information won't be shared or used for anything but academic research.

We appreciate your valuable time, focus, and collaboration.



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**FACTOR PENGGUNAAN APLIKASI SHOPEE
DALAM KALANGAN REMAJA DI KOTA BHARU**

Salam sejahtera kepada semua responden yang dihormati,

Kami merupakan pelajar tahun akhir dari Fakulti Keusahawanan dan Perniagaan (FKP) Universiti Malaysia Kelantan (UMK) yang mengikuti Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan kepujian. Kami sedang menjalankan tinjauan penyelidikan berkenaan “Faktor Penggunaan Aplikasi Shopee dalam Kalangan Remaja di Kota Bharu”

Kami amat menghargai jika anda dapat meluangkan masa lebih kurang 15 minit untuk melengkapkan soal selidik ini. Penyertaan anda dalam kajian ini adalah secara sukarela. Pengisian dan pemulangan soal selidik yang dilampirkan diambil sebagai persetujuan anda sebagai responden.

Penyertaan anda dalam kajian ini amat dihargai. Kami menjamin bahawa respons anda akan dirahsiakan sepenuhnya dan hanya digunakan untuk tujuan akademik. Maklumat peribadi anda tidak akan dikongsi atau digunakan untuk apa-apa selain penyelidikan akademik.

Terima kasih atas masa, perhatian dan kerjasama yang diberi.

SECTION A: Demographic Profile

Please choose from the answers below that best represent you.

1. Gender / Jantina:

- Male / Lelaki
- Female / Perempuan

2. Your Age / Umur:

- 18-19 years old / tahun
- 20-22 years old / tahun
- 23-25 years old / tahun
- > 26 years / tahun

3. Personal monthly income level / Pendapatan bulanan

- RM 1500 and Below / RM 1500 dan ke bawah
- RM 1501 – RM 2000
- RM 2001 – RM 3000
- Above RM 3001 / melebihi RM 3001

4. Your ethnic:

- Malay / Melayu
- Chinese / Cina
- Indian / India
- Others / Lain-lain

SECTION B: General Information

Please choose from the answers below that best represent you.

1. Have you ever purchased any online product (Clothes, Accessory, Health and Beauty, etc)? / Pernahkan anda membeli sebarang produk dalam talian (pakaian, aksesori, kesihatan dan kecantikan, dan lain-lain)?
 Yes / Ya
 No / Tidak

2. Are you a user of the Shopee app? / Adakah anda seorang pengguna aplikasi Shopee?
 Yes / Ya
 No / Tidak

3. Do you have the intention to purchase any product on Shopee? / Adakah anda mempunyai niat untuk membeli sebarang produk di Shopee?
 Yes / Ya
 No / Tidak

4. How long have you been using Shopee? / Berapa lamakah anda telah menggunakan Shopee?
 Less than 6 months / Kurang dari 6 bulan
 7 to 12 months / 7 hingga 12 bulan
 2 to 3 years / 2 hingga 3 tahun
 4 years and above / 4 tahun ke atas

5. From where did you access the internet? / Dari mana anda mengakses internet untuk pembelian di Shopee?
 At home / Di rumah
 At work / Di tempat kerja
 At campus / Di tempat belajar

- Anywhere via mobile / Di mana-mana
6. How often do you purchase products online during the past 1 months? / Berapa kerap anda membeli produk dalam talian sepanjang 1 bulan yang lalu?
- 1-2 times / kali
 - 3-4 times / kali
 - 5-6 times / kali
 - 7 times and above / kali dan ke atas

SECTION C: Independent Variable Related Questions

Please indicate your degree of agreement on the following statements by ticking the numbers given ranging:

Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan menandakan nombor yang diberikan julat:

1 = Strongly Disagree (SD) / Sangat tidak setuju

2 = Disagree (D) / Tidak setuju

3 = Neutral (N) / Neutral

4 = Agree (A) / Setuju

5 = Strongly Agree (SA) / Sangat setuju

C1 Consumer protection rights

CPR	CONSUMER PROTECTION RIGHTS	SD	D	N	A	SA
CPR1	Customers have the rights to choose to cancel a purchase at any moment on Shopee. Pelanggan mempunyai hak untuk membuat pembatalan pembelian pada bila-bila masa di Shopee.	1	2	3	4	5

CPR2	<p>I believe Shopee enables customers to see item prices clearly.</p> <p>Saya percaya Shopee membolehkan pelanggan melihat harga barang dengan jelas.</p>	1	2	3	4	5
CPR3	<p>Shopee vendors display information on the characteristics and uses of each product.</p> <p>Vendor Shopee menyatakan maklumat tentang ciri-ciri anda cara penggunaan bagi setiap produk.</p>	1	2	3	4	5
CPR4	<p>Customers have the option to return items to Shopee if they arrive physically damaged or with delivery damage.</p> <p>Pelanggan berhak untuk memulangkan barang kepada Shopee jika barang yang diterima mengalami kerosakan fizikal atau kerosakan semasa penghantaran.</p>	1	2	3	4	5
CPR5	<p>Shopee's Product Protection Service is an optional service that consumers may purchase to safeguard their mobile phones and electrical equipment.</p> <p>Saya rela membuat penambahan pembayaran untuk keselamatan barangan yang dibeli seperti telefon bimbit dan peralatan elektrik.</p>	1	2	3	4	5

Please indicate your degree of agreement on the following statements by ticking the numbers given ranging:

Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan menandakan nombor yang diberikan julat:

1 = Strongly Disagree (SD) / Sangat tidak setuju

2 = Disagree (D) / Tidak setuju

3 = Neutral (N) / Neutral

4 = Agree (A) / Setuju

5 = Strongly Agree (SA) / Sangat setuju

C2 Secured Payment Methods

SPM	SECURED PAYMENT METHODS	SD	D	N	A	SA
SPM1	I feel safe and secure with the security feature from the website store when at Shopee. Saya berasa selamat dan terjamin dengan ciri keselamatan ketika membeli di Shopee.	1	2	3	4	5
SPM2	I like to make purchases from Shopee that offer security and convenience during the payment procedure. Saya suka membuat pembelian di Shopee kerana menawarkan keselamatan dan kemudahan semasa prosedur pembayaran.	1	2	3	4	5
SPM3	Shopee security performance meets my expectations when purchasing. Prestasi keselamatan Shopee memenuhi jangkaan saya semasa membeli.	1	2	3	4	5

SPM4	I trust that Shopee transactions are secure and private. Saya percaya bahawa transaksi Shopee adalah selamat dan peribadi.	1	2	3	4	5
SPM5	Shopee will provide a refund when a transaction is canceled. Saya yakin bahawa Shopee akan memberi bayaran balik apabila transaksi dibatalkan.	1	2	3	4	5

Please indicate your degree of agreement on the following statements by ticking the numbers given ranging:

Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan menandakan nombor yang diberikan julat:

1 = Strongly Disagree (SD) / Sangat tidak setuju

2 = Disagree (D) / Tidak setuju

3 = Neutral (N) / Neutral

4 = Agree (A) / Setuju

5 = Strongly Agree (SA) / Sangat setuju

C3 Product Warranty

PW	PRODUCT WARRANTY	SD	D	N	A	SA
PW1	Shopee offers a return policy to the customer when a product does not meet the agreed-upon specifications such as wrong size and colour. Shopee menawarkan polisi pemulangan kepada pelanggan apabila produk tidak memenuhi spesifikasi yang dipersetujui seperti saiz dan warna yang salah.	1	2	3	4	5
PW2	It is simple to get online purchases at Shopee and have them delivered to my house. Saya membeli di Shopee kerana mudah untuk membelinya dan sampai ke rumah.	1	2	3	4	5
PW3	Shopee will update the logistics information so that I know exactly where the item is located.	1	2	3	4	5

	Shopee menyediakan maklumat penghantaran untuk memudahkan saya mengetahui keberadaan barang yang dibeli.					
PW4	I expect not to receive broken things while purchasing from Shopee. Saya menjangkakan tidak akan menerima barang yang rosak semasa membeli dari Shopee.	1	2	3	4	5
PW5	Shopee will set deadlines for item arrival. Shopee akan menyatakan tarikh bagi setiap barang akan sampai.	1	2	3	4	5

SECTION D: Dependent Variable Related Questions

Please indicate your degree of agreement on the following statements by ticking the numbers given ranging:

Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan menandakan nombor yang diberikan julat:

1 = Strongly Disagree (SD) / Sangat tidak setuju

2 = Disagree (D) / Tidak setuju

3 = Neutral (N) / Neutral

4 = Agree (A) / Setuju

5 = Strongly Agree (SA) / Sangat setuju

Factors of using the Shopee application among teenagers in Kota Bharu

NO	ITEM	SD	D	N	A	SA
1.	My personal information is secure on the Shopee application. Maklumat peribadi saya selamat ketika menggunakan aplikasi Shopee.	1	2	3	4	5
2.	Shopee provides several payment options. Shopee menyediakan beberapa pilihan pembayaran.	1	2	3	4	5
3.	Shopee follows the law and all of its requirements, such as product warranties. Shopee mematuhi undang-undang dan semua keperluannya, seperti jaminan produk.	1	2	3	4	5

APPENDIX B: GANTT CHART

Gantt Chart														
Item/Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Title Selection	█													
Project Research and Finding Journal		█												
Introduction			█											
Literature Review				█										
Methodology					█	█								
Preparation Presentation PPTA 1							█							
Collect Data								█						
Analyse and Discussion									█	█				
Conclusion and Summary											█	█		
Colloquium and Poster													█	
Submission Final Report														█

TURNITIN RESULT

GROUP 41 FULL REPORT

ORIGINALITY REPORT

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