

**DOMINANCE OF TIKTOK IN ONLINE  
PURCHASING INTENTION AMONG STUDENTS OF  
UNIVERSITY MALAYSIA KELANTAN**

FKPP

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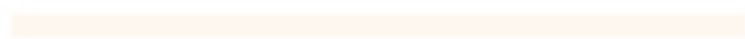
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# **Dominance of Tiktok in Online Purchasing Intention Among Students of University Malaysia Kelantan**

by

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2023

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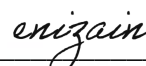
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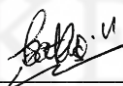
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**Abstract**

The emergence of various new social e – commerce platforms causes many factors that can influence a customer's online purchasing intention towards an item. TikTok, a video – creating app, has become extremely popular in the business industry at this unprecedented time due to the Covid – 19 outbreaks that has swept the country. With the main attraction in helping sellers produce interesting and simple videos to market their products, it is certain that many consumers are more inclined to make online purchases through the TikTok shop when there are many factors that can attract their interest to use it. So, the purpose of this study was to identify the factors that influence University Malaysia Kelantan students' online purchase intention through TikTok. TikTok is one of the popular applications for online purchasing. The variables utilized in this research framework include perceived host interaction, perceived convenience and perceived price fairness. This study used convenience sampling to obtain a balanced sample from the students of University Malaysia Kelantan. According to Krejcie and Morgan (1970), 373 students will be the sample size for the entire population. Consumer behavior theory was used in this study. The study of how people make purchases is known as consumer behavior theory. This theory helps firms and marketers capitalize on these behaviors by predicting when and how a consumer will make a purchase.

## Abstrak

Kemunculan pelbagai platform social e - dagang baharu menyebabkan banyak faktor yang boleh mempengaruhi niat membeli dalam talian pelanggan terhadap sesuatu barangan. TikTok, sebuah aplikasi mencipta video, telah menjadi sangat popular dalam industri perniagaan pada masa yang belum pernah berlaku sebelum ini disebabkan wabak Covid – 19 yang telah melanda negara. Dengan tarikan utama dalam membantu penjual menghasilkan video yang menarik dan ringkas untuk memasarkan produk mereka, sudah pasti ramai pengguna lebih cenderung untuk membuat pembelian dalam talian melalui kedai TikTok apabila terdapat banyak faktor yang boleh menarik minat mereka untuk menggunakannya. Jadi, tujuan kajian ini adalah untuk mengenal pasti faktor – faktor yang mempengaruhi niat membeli dalam talian pelajar Universiti Malaysia Kelantan melalui TikTok. TikTok adalah salah satu aplikasi popular untuk pembelian dalam talian. Pembolehubah yang digunakan dalam rangka kerja penyelidikan ini termasuk persepsi interaksi hos, persepsi kemudahan dan persepsi keadilan harga. Kajian ini menggunakan persampelan mudah untuk mendapatkan sampel yang seimbang daripada pelajar Universiti Malaysia Kelantan. Menurut Krejcie dan Morgan (1970), 373 pelajar akan menjadi saiz sampel untuk keseluruhan populasi. Teori tingkah laku pengguna telah digunakan dalam kajian ini. Kajian tentang cara orang membuat pembelian dikenali sebagai teori tingkah laku pengguna. Teori ini membantu firma dan pemasar memanfaatkan tingkah laku ini dengan meramalkan bila dan bagaimana pengguna akan membuat pembelian.

## CHAPTER 1 : INTRODUCTION

### 1.1 Background of the study

In today's business world, there are many factors that can influence a customer's online purchasing intention towards an item. One of the factors is the online platform used to make the purchase. This is because customers in Malaysia have been presented with hundreds of e-commerce platforms with different benefits and price levels for each item they want to buy in the market such as Shopee, Lazada, Go shop and Mudah.my. Coupled with social media platforms such as Facebook and Instagram that also offer facilities to its users to make online purchases through them. Despite the fact that all of these platforms have added numerous new features aimed at assisting small and large businesses in surviving, example, like Facebook, which have announced the launch of brand – new capabilities that will enable sellers to advertise and sell their goods on the platform (Nair, Ganatra, Kee, Heng, Mei & Huang, 2022). Moreover, there is no denying that Lazada and Shopee are the two most well – known e – commerce websites in Malaysia (Vasudevan & Arokiasamy, 2021) however, TikTok, a video – creating app, has become extremely popular in the business industry at this unprecedented time due to the Covid – 19 outbreaks that has swept the country (Nair et al., 2022). As a proved, Shaun (2022) had reported that in Malaysia, there are 6,990,081 TikTok users by 2022 and by 2026, this number is projected to increase by 52% which is to 10,643,189 users.

TikTok is an innovative social media app with a main emphasis on short video content. With the help of various filters, effects, and well – known musical soundtracks, users can produce videos that are between 15 and 60 seconds long. In a nutshell, TikTok might be characterised as a combination of Instagram, Facebook, and YouTube that is AI – powered (Mhalla, Yun & Nasiri, 2020). Besides, Changan, Zhu and Phongsatha (2021) stated that the

Chinese company ByteDance introduced TikTok, a social media platform for short musical videos, on September 20, 2016. In essence, it is a community for short music videos geared toward teens. Users can choose songs, couple them with short videos, and make their own compositions on this social platform for short videos that is appropriate for all ages. So, it is not impossible to say that sentences like “racun TikTok” and viral TikTok are among the words that are often heard in society. Another big reason this situation has occurred is because of the result of the platform's announcement regarding the launch of its e – commerce venture, TikTok Shop. This has caused TikTok, which was initially known mainly as a social media platform for short videos, but now it has changed the perception of users as an e – commerce platform as well (Ooi, 2022).

With the main attraction in helping sellers produce interesting and simple videos to market their products, it is certain that many consumers are more inclined to make online purchases through the TikTok shop. This is said because people nowadays is more interested in advertising in the form of video than in reading because this initiative is more interesting and easy to understand. According to Staff (2015) more than two – thirds of millennials would rather watch brand videos than read text where eight out of ten millennials believe videos are highly beneficial when making online purchase decisions and that seven out of ten are likely to watch videos while conducting online shopping. In short, live streaming and video advertising are a new era of marketing in the business industry (Haenlein, Anadol, Farnsworth, Hugo, Hunichen & Welte, 2020). Because of that, TikTok is the choice of consumers when they want to make purchases online. Many sellers also began to switch and actively sell their products through this application since it is easier for them to get customers and thus lead to an increase in sales.



Apart from the facilities offered by TikTok shop which consumers like as it makes them easier to make online purchases, consumers will also feel more confident and safe to make purchases when they are watching live streaming by sellers where Harita, Marpaung and Siregar (2022) stated that most e – commerce uses live streaming to generate purchase intention and increase customer satisfaction since it may show purchasing and selling activities in real time and ease customers' concerns about the quality of the goods being offered. Some consumers may find it challenging to entirely rely on the information provided by static graphics on conventional e – commerce websites in certain circumstances. For instance, consumers will be highly uncertain when it comes to purchasing goods that require details of the size and quality of suitable products, such as clothes and shoes, because they may be concerned about the seller's dependability or wonder whether they will look good wearing the clothes they want to buy online (Ahmadi & Hudrasyah, 2022). As a proved, 63% of consumers are dissatisfied with the women's clothing they purchase online, and many customers still value in – person conversations, recommendations, and connections before making a purchase (Zhang, Qin, Wang & Luo, 2020).

Due to this, consumers now have a fresh option to experience the purchasing process in a physical store by examining product channels, receiving real – time advice, and trying products thanks to the development of a new digital marketing approach called live streaming (Zhang et al., 2020). Since live streaming can deliver images, sound, and motion at the same time to transmit product information to consumers (Ahmadi & Hudrasyah, 2022), they can therefore acquire more accurate product information, thus grabbing their attention and ultimately improving online purchase intention. There are many other factors that are the main pillar for TikTok to attract and increase online purchase intentions among consumers in Malaysia, especially consumers who come from the younger generation, that can be

highlighted. The success of the TikTok platform in dominating the business industry has also made many of its competitors start to imitate in order to stabilize their platforms in the market. Canales (2021) stated that competitors in the social media space noticed TikTok's popularity and developed features that were similar to TikTok on their own platforms. For example, in November 2020, Snapchat introduced a feature called Spotlight that resembled TikTok's "For you" page, and in August 2020, Instagram debuted Reels, Instagram's short video features.

However, the emergence of this new feature still cannot cut off TikTok's dominance in today's business industry. The majority of users are still loyal consumers to TikTok, which explains why TikTok has more than 176 million downloads in the third quarter of 2019 and rose to the second – most – downloaded position on Android and fifth – downloaded position in the Apple store worldwide (Changhan et al., 2021). In addition, the provision of free shipping and discounts vouchers are among the favorites of consumers which are become the alternatives used by TikTok shop to attract online purchase intentions of consumers in Malaysia. The company's stimulus plan may result in a surge in consumer purchase intention where one of these is by offering a discount on the items that are sold (Prasetyo & Zen, 2020). Therefore, this study was conducted to allow consumers to explore and understand more deeply about the dominance of TikTok in the business industry in Malaysia by focusing on students from Universiti Malaysia Kelantan as the target group for this study, thus influencing the online purchase intention of consumers who come from the various ages.

## 1.2 Problem Statement

There are various e – commerce platforms for the convenience of consumers in Malaysia to make online purchases such as Shopee, Lazada and Mudah.my. Not only that, consumers can also use social media platforms such as Instagram and Facebook to conduct business online. However, there is no denying that most big and branded companies in Malaysia do not use the mentioned platforms for their business to sell their goods. This is because for brands that have stockists, agents or dropships, selling through the mentioned platforms is prohibited because there is concern that there will be dissatisfaction between sellers as a result of selling the same item at different prices between the sellers. In addition, the goods sold on these platforms can also be categorized as fake and the company will not be held responsible if there is any problem expressed by the customers in the future. As a result, the buyer will bear the loss.

Therefore, their customers can only depend on the company's website which not all consumers know how to use it. It was different when the TikTok application was launched in September 2016 and began to gain popularity when the Covid – 19 epidemic began to hit the country where the majority of small businesses and big companies have changed their direction by using the application to do their business. This situation has caused the TikTok application to have many users compared to the other platforms since users can see the marketing done by the seller while also being able to make purchases on the same platform. The consumers also prefer to do online shopping on TikTok compared to other e – commerce platforms such as Shopee and Lazada also because the free shipping voucher issue is no longer fully reduced, it is only reduced by RM3 from the set shipping value (Yau, 2022). This situation has caused many consumers to prefer making online purchases on TikTok shop than on Shopee, Lazada

or other e – commerce platforms. Through the observation, this is also one of the factors that has an impact on the majority of young consumers, especially those who are students, where they prefer to make online purchases through TikTok because for this group, the platform that can offer the most savings is the best since they don't have fixed and high income like people who are already working.

Other than that, another problem that exists is that TikTok shop users are said to mostly come from generation Z. As evidence, according to the Mckinsey (2019) report, Generation Z will make up to 40% of all consumers worldwide by 2020, post millennials will become a target demographic in the marketing industry (Ngangom, 2020). TikTok has had a sharp increase in popularity among today's youth, and the app has been downloaded more than 2 billion times worldwide (Chapple, 2020). TikTok has surpassed its rivals and is now ranked higher than Snapchat, Telegram, Twitter and Pinterest (Dean, 2022). These numbers demonstrate how TikTok has developed into a media behemoth with a large user base. Then, this situation has caused the researchers want to study in more depth the age group mentioned by other researchers which is said to be the group most interested in making purchases on TikTok shop, topping the charts by 57.6% for consumers that aged 18 – 24 years and 38.7% for consumers that aged 25 – 34 years (Start.io, 2022) and its relationship with the factors that influence these consumers in purchasing through this application.

As a whole, this study was conducted to examine how TikTok, a social media platform is able to dominate the business industry and influence the purchasing intention of consumers in Malaysia who are the students from University Malaysia Kelantan. Whereas, this group of consumers can make online purchases through other e – commerce platforms that existed

before TikTok. Furthermore, the TikTok application is basically established as a social media platform that aims to provide entertainment to the users rather than e – commerce platforms such as Shopee and Lazada.

### **1.3 Research Questions**

The following research questions have been developed based on the background and problem statement :

**1.3.1 :** What factors do young consumers in Malaysia consider before making an online purchase at the TikTok shop?

**1.3.2 :** What is the relationship between influencing factors and online purchase intention of Malaysian young consumers?

### **1.4 Research objectives**

These are three objectives this study seeks to accomplish :

**1.4.1 :** To study the relationship between perceived host interaction and online purchase intention of University Malaysia Kelantan's students through TikTok.

**1.4.2 :** To examine the relationship between perceived convenience and online purchase intention of University Malaysia Kelantan's students through TikTok.

**1.4.3 :** To determine the relationship between perceived price fairness and online purchase intention of University Malaysia Kelantan's students through TikTok.

### 1.5 Scope of the Study

As many have already known, studies related to the use of the TikTok platform in Malaysia have been very well documented by researchers in this country. It doesn't matter if it is related to business, life, lifestyle or learning. However, the factors that exist through the TikTok platform to influence online purchase intentions of consumers that aged 18 – 30 years are less explored and understood. Although there is research on this topic, it focuses on consumers in foreign countries such as China, Indonesia and Philippines. Therefore, the purpose of this study is to identify the factors that influence the young consumers in Malaysia towards the intention to buy through the TikTok shop by making the students from University Malaysia Kelantan as the population to conduct this study.

The scope of this study cover 373 volunteers aged 18 – 30 years who are from Malaysia and are students at University Malaysia Kelantan. The number of volunteers stated is determined based on the total population that has been selected where it is referred to the Krejcie and Morgan Table to find out the sample size that needs to be taken. The e – questionnaires made through google forms had spread to social media and messaging platforms such as Facebook, Instagram, Whatsapp and Telegram so that all volunteers can be recruited as best as possible. The period of obtaining 373 volunteers to carry out this study had last for a maximum of 2 weeks which end when 373 volunteers have been recruited or the set time period has expired. The e – questionnaire that was created serves to allow each volunteer for this study to complete a short and easy to understand questionnaire to assess the demographics of TikTok shop users and each factors that is to be studied.

## 1.6 Significance of Study

After completing this research, sellers and companies may get some potential benefits to increase their sales volume where the factors that have been proven to increase the consumers' intention especially among younger generation to buy online through the TikTok platform have been known. Sellers and companies that have just entered the business industry can also find out the best platform to market their products or services. Besides, many marketing strategies such as pricing, acceptance and sustainability can be able to be practiced by sellers and companies, especially small and new businesses, in running their business and at the same time keep the business in the market for a long period of time. This is said because, nowadays every business, whether small or big, is struggling to find new ideas and strategies to stabilize and maintain their business in the market for a long period of time considering the economic condition of our country which is less stable and worrying from time to time. Therefore, it is very important for every entrepreneurs and sellers, especially those who come from the small and medium enterprises (SME) to always be aware of platforms that can help them attract the purchase intention of today's customers such as TikTok.

## 1.7 Definition of Terms

### 1.7.1 Perceived host interaction

The interactive relationship between a TikTok live host and an online audience is referred to as host interaction (Chaghan et al., 2021). Liu, Wang, Dong and Zhao (2022) described perceived host interactions as real – time, interactive, bidirectional communication between the host and the customers that gives them a rich shopping experience and adds emotional value to social connections. As the market transforms into a forum for discourse and engagement among linked actors or participants through digital and mobile activities in the

platform ecosystem, perceived host interaction is another form of interactive marketing that has expanded beyond the purview of direct marketing (Wang, 2021).

### **1.7.2 Perceived convenience**

In the context of online purchasing, perceived convenience refers to a list of store quality features that can cut down on consumers' travel time and effort to reach online shopping malls (Nurdianasari & Indriani, 2021). Other than that, convenience is frequently seen as a multifaceted construct in business literature where it first appeared in business literature as a group of consumer goods that were widely available and required nothing in the way of time, energy, or thought to acquire. Later definitions of convenience included considerations of resources like the consumer's time and effort spent shopping for a product. Other studies, however, broadened the definition of convenience to include activities other than shopping (Jih, 2007).

### **1.7.3 Perceived price fairness**

The comparison of prices or procedures relating to standards, references, or norms constitutes perceived price fairness (Bernarto & Purwanto, 2022). The customer's judgement of perceived price fairness, according to Parry, Sarma and Yang (2021), is based on emotions and relates to whether there is a difference or no difference in the prices of one seller compared to another in a reasonable, acceptable, or justifiable manner.



#### **1.7.4 Online purchase intention**

An online purchase intention is a circumstance in which a consumer is willing and intends to make an online purchase. When buyers are willing to search for, select, and buy items via the Internet, this word is used (Meskaran, Ismail & Shanmugam, 2013). Other than that, the intention of online shoppers to acquire products and services over the internet or virtual shopping carts is also defined as online purchase intention (Ariffin, Mohan & Goh, 2018).

#### **1.8 Organization of the Proposal**

The study and analysis that address the research questions has been presented in this paper in the manner outlined below. The introduction, found in Chapter 1, provide background context and other crucial details such as research problem, objectives, scope and significance of the study that are required for a thorough comprehension of the research that was undertaken. Next, the definitions of key terms utilised in this research are introduced in chapter 2, which is the literature review. This includes the theory and three independent variables that may affect online purchasing intention among students of University Malaysia Kelantan on TikTok which are used to gather data for this paper's research. This chapter's components are all seen to be important for conducting the research and formulating the hypotheses that led to the methodology chapter. The areas discussed in Chapter 3's research methods include how the research has been carried out, sample selection, and providing the reader with explicit details of the method used which allows the study to be carried out smoothly and in an orderly manner.

## CHAPTER 2 : LITERATURE REVIEW

### 2.1 Introduction

A popular social media platform called Tiktok enables users to share and share brief videos, share knowledge, and some even use the platform to advertise their businesses. Previously, most Tiktok sellers had to provide links to WhatsApp, Shopee, and Telegram in their profile or comment area to help customers cope with online transactions, but this was no longer required. The internet market or online shopping was becoming more popular in the new generation was purchasing strategy. Today, ordering and purchasing a variety of goods and services was as simple as clicking a button on a smartphone. The well – known social media app TikTok just announced the opening of the TikTok Shop. Additionally, it had put various current online marketplaces like Shopee, Lazada, and Zalora. TikTok Shop enables users to continually select and purchase without having to exit the programme. The seller was supposed to provide a variety of promos and discounts, much like any other online buying programme. TikTok announced that this part of their TikTok Shop would provide free shipping support through the first agreement.

This chapter was study subject had guided by a survey of journals and academic publications from previous investigations. Additionally, the important theoretical framework be further looked at to design out a new conceptual framework, and hypothesis creation have been done in the next part in order to analyze the link between the relevant determinants

## 2.2 Underpinning Theory

Consumer behaviour theory was the study of how individuals make purchasing decisions, assisting businesses and marketers in capitalizing on these behaviours by forecasting when and how a consumer had make a purchase. It aids in identifying what drives these decisions and highlighting techniques for proactively manipulating behaviour. Consumer behaviour theory enables businesses to gain a better understanding of their target audience and hence develop goods, services, and corporate culture to impact purchasing behaviours. There were many factors that can influence consumer behavior in determining a product choice, whether it was the influence of the consumer himself or the influence from outside. The following were some important factors that influence consumer behaviours were personal factor.

The first factor that influences consumer decisions was from themselves. This personal factor from one person to another can be different. Personal characteristics were such as age, life cycle, occupation, economic position, lifestyle, personality and life concept. The next factor was Psychological factors. Consumer psychology was a component that originates with the individual buyer. Several of consumer psychological traits include motivation. For example, a person was more likely to want to buy something if they were motivated. So learning to psychologically influence customers was your responsibility as a salesperson.

Second factor was perception. This perception was created using data gathered from consumers about a product they intend to purchase. Reviews, advertisements, social media, and other media can all contribute to the formation of this perception. The final psychological component has to do with attitude and belief. To create effective products and marketing, you

as a business owner must comprehend the attitudes and beliefs of your target market. The next factor was the social factor. Therefore, there were many people nearby who have a significant impact on purchasing choices. Here are a few societal influences. The smallest social group was the family. Because of the connection between the two, the family can have a significant impact. So, whatever was stated has the potential to influence whether or not someone purchases. Friends here can be work friends, hobby friends and other types of friends. In general, friends in the group have the same consumer behavior as one another, so purchasing decisions can come from friends' reviews and recommendations.

To build all the theory for the dominance of TikTok in online purchasing intention among students of University Malaysia Kelantan, in this study some of the factors were added which are independent variable namely perceived host interaction, perceived convenience, and perceived price fairness. The purpose in this study was to study the effect on the factor dominance of TikTok in online purchasing intention.

## 2.3 Previous Studies

### 2.3.1 Perceived host interaction

Host interaction was one of the concepts in which the seller engages with the consumer by conducting a live TikTok about a product or providing feedback on the product being sold (Jie Lv, 2022). Social presence has been shown to be an important influencing factor in increasing students sustained engagement behavior (Guangming Li, 2022). Emotion was an emotional state generated after cognitive evaluation of external stimuli. It was a marketing and advertising technique that makes use of emotional considerations. Its goal was to catch the attention of users. Make them remember, share, and, most importantly, make them purchase our product. Emotional marketing attempts to elicit human emotions such as happiness, sadness, fear, or wrath in order to trigger a reaction (Song, Chuling, Liu, Yu – Li, 2021). Interactivity was defined as the amount to which the customer engages in changing the shape and content in real time. In e – commerce, live broadcasting offers the highest level of involvement. In consumer purchasing intent was directly tied to live – streaming shopping, whether they intend to make a purchase. When going live on TikTok, it was critical to interact with the audience. Begin by greeting the audience and thanking them for tuning in. Read the audience comments and questions as well. This engagement was a sign of appreciation from the presenter to the audience, and it also makes the live show engaging and participatory.

### 2.3.2 Perceived convenience

To understand why people may purchase online, it was important to comprehend the idea of convenience (Dr. Changan Li, 2021). Students was no longer need to leave the platform to conduct buying and selling operations because to this ease. In reality, TikTok aims to make this application into a hub for online shopping and entertainment. According to Dr. Vikas Gautam (2018) refers to how quickly and easily buyers may visit shops in order to purchase their desired products. Consumer may explore all of the products listed by the seller along with their prices by going directly to their profile and clicking on the "store" button, which has an image of a handbag. Before making a payment, the consumer can also choose to buy the item and add it to the chart. Similar to other online marketplaces, TikTok offers a similar purchase experience. So, if a consumer has previously purchased products such on Shopee, purchasing items on TikTok Shop would not be an issue for them (Phuong Viet Le – Hoang, 2020). Online consumers may immediately and easily do online shopping that identifies their demands since they have accessibility to convenient services and products over the Internet. Online purchasing offers a variety of benefits. Customers can find goods easily. You can also find the items you want to buy through the videos that appear on the “For Your Page” (FYP). Recently, TikTok created a function that offers a two – in – one buying experience. This eliminates the need for you to waste time looking for things on other platforms. Without leaving the app, you may purchase a range of suggested things through the TikTok Shop. Nowadays, with all the advancements in technology and knowledge, it was simple to use the services that are offered. All formerly challenging individual regarding and professions can now be made easy in a variety of ways thanks to modern advancements. Actually, we can benefit from this technology to earn money from home.

### 2.3.3 Perceived price fairness

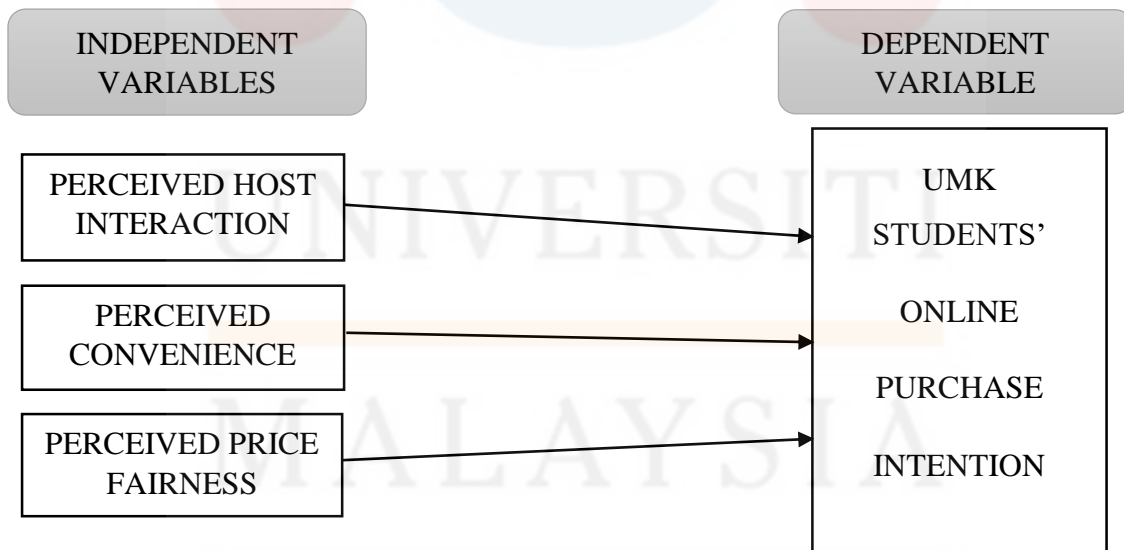
Perceived price fairness known as consumers' opinion and perceptions regarding the difference between the past, competitor's and seller's price are reasonable, acceptable and affordable. Furthermore, marketers should work to promote and create the idea of price fairness for their product or service since customers' purchase intention to increase when the price was fair (Junghwa Son & Byoungho Ellie Jin, 2019). Moreover, dynamic pricing was very common in e-commerce, and there was also a lot of controversy surrounding consumer concerns over perceived price inequality. Perceived price fairness was crucial because it establishes the worth of a product. Price fairness creates value for the product. A student as also a customer has observed the price of a product in various store in online platform. TikTok have been the choice to compare the price of product. Customers' opinions of unfair prices may cause them to be unsatisfied, reduce their consumption, distribute unfavorable information, or take other measures that harm the sellers' image or their ability to gain their loyalty. A business can gain more customers and develop the business by offering fair price to the consumers who was students. Students are satisfied when they purchase product with fair price. This had make them to repeat order and had gain their online purchase intention. Therefore, perceived price fairness was important for University Malaysia Kelantan students' online purchase intention.

**2.4 Hypothesis statement**

Based on the theory and previous studies, a few hypotheses statement has been formed for the factors that influences University Malaysia Kelantan students’ online purchase intention. There are three hypotheses statement that has been shown below :

- H1** : Perceived host interaction has positive influence on University Malaysia Kelantan students’ online purchase intention.
- H2** : Perceived convenience has positive influence on University Malaysia Kelantan students’ online purchase intention.
- H3** : Perceived price fairness has positive influence on University Malaysia Kelantan students’ online purchase intention.

**2.5 Conceptual Framework**



**Figure 2.1 : Research model**



Above the Figure 2.1 illustrates the independent variables which were perceived host interaction, perceived convenience, and perceived price fairness that mainly influences the dependent variables which is UMK students' online purchase intention.

## **2.6 Summary / Conclusion**

In a nutshell, the three main variables are perceived host interaction, perceived convenience, and perceived price fairness which significantly influences the University Malaysia Kelantan students' online purchase intention. In this chapter, there was a theory which has been used which was Consumer behavior theory. Firstly, perceived host interaction was an important factor that influences University Malaysia Kelantan students' online purchase intention. This was because student's interest to buy a product tend to increase while they seeing live host. Perceived convenience was also main factor that influences online purchasing because online purchasing enables University Malaysia Kelantan's students to purchase anything at any time. Perceived price fairness was important variable in online purchasing intention because University Malaysia Kelantan's students tend to buy product with good quality, affordable cost and fair in price. All these variables positively influence University Malaysia Kelantan students' online purchase intention.

## **CHAPTER 3 : RESEARCH METHODS**

### **3.1 Introduction**

Research methods are the strategies, processes or techniques used to collect data or evidence for analysis in order to discover new information or gain a better understanding of a topic. We can now begin the data collection for the study after reviewing the pertinent literature and establishing the relationship between TikTok's factors and University Malaysia Kelantan students' purchase intention. This study's goal is to determine the elements that affect people's intentions to make purchases online as suggested by the research model, as well as the between independent variables and that intention. The following steps of the approach will be covered in this chapter.

### **3. 2 Research Design**

This research uses a quantitative approach to research, emphasising objective measurement and statistical, mathematical and numerical evaluation of data gathered via questionnaire and survey. This method was chosen because it ensures that the data collected from field work is appropriate for problem solving. To collect data from target respondents, a set of questions will be created into a questionnaire. Students will be chosen as representatives to investigate the dominance of TikTok in online purchase intention among students of University Malaysia Kelantan.

This research gathered data from primary and secondary. In order to support primary data gathered through an online survey, which is a questionnaire, secondary data is acquired from earlier studies or journals, books and articles related to the subject. Researchers could identify the consumers purchasing intention and understand collection methods with suitability

by studying previous research journals. Meanwhile, the primary sources of data in our research is questionnaire.

### 3.3 Data Collection Methods

This research study is gathering primary data through questionnaires and surveys. It will be a tool for gathering necessary information by using a rating scale in questionnaire given because it is simpler to rate. According to study variables like dominance of TikTok in online purchase intention among students of University Malaysia Kelantan, researchers will create a set of questions. Questionnaires are created using closed – ended questions ranging from strongly agree to strongly disagree. It is done to make the data collection process easier. Researchers can use a data collection method, which is structured questionnaires. The questionnaires will be graded using a five – point Likert Scale.

<b>Characteristics</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Number</b>	1	2	3	4	5

**Table 3.1 : Table of 5 – point Likert Scale**

After that, the questionnaire will be distributed via Google Forms and distributed via messaging platforms such as WhatsApp and Telegram. The participants will be given a questionnaire, but they are under no obligation to respond. When this questionnaire is distributed, the purpose of the study will be informed before receiving the questionnaire and all their personal information will be kept private. The questionnaire is divided into three

sections which are section A, B and C which aims to collect the data and information. The first section will collect data on the demographic profile of the respondents. The questions about the three independent variables are presented in the section B which consists of perceived host interaction, perceived convenience and perceived price fairness. The questionnaire's final section is dedicated to the dependent variable which is University Malaysia Kelantan students' online purchasing intention. To avoid any difficulties, this questionnaire is written in both English and Malay.

### **3.4 Study Population**

The impact of online purchasing intention among students of University Malaysia Kelantan on TikTok users must be analysed in this research. Who have used TikTok for shopping make up the population. The population for this research in University Malaysia Kelantan is between the ages of 18 and 30 years old who use social media TikTok and have seen TikTok marketing activities and content for this study.

The population of this study applies to University Malaysia Kelantan which has total student population of 11,965 students from University Malaysia Kelantan Bachok Campus, University Malaysia Kelantan Jeli Campus and University Malaysia Kelantan City Campus.

### 3.5 Sample Size

Rather than the statistical parameters used in quantitative research, sample size is determined by the purpose of the study and the complexity, range, and distribution of experiences or points of interest (Bunce & Johnson, 2006). The most important consideration is that the sample drawn from the population be represented in such a way that the researcher can make inferences or generalisations from the sample statistics to the population (Maleske, 1995). The sample size is the number of samples or observations taken from populations from which statistical conclusion for the entire population are drawn.

This study uses simple random sampling to achieve a balanced sample from the students of University Malaysia Kelantan. According to Krejcie and Morgan (1970), 373 students will be the sample size for the entire population.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size

Source : The NEA Research Bulletin (1960, p.99)

Figure 3.1 : Table for determining the sample size from a given population

### 3.6 Sampling Techniques

In research, there are two types of sampling techniques which are non – probability sampling and probability sampling (Sekaran & Bougie, 2010). According to Frerichs (2008), the probability sampling technique necessitates a general specification of simple random sampling. Every researcher mentions simple random sampling, but few use it for population-based surveys (Frerichs, 2008). Which use a more complex sampling scheme. The simplest sampling selection process is simple random sampling. A sampling method must be determined in order to collect the units for analysis.

Besides, non – probability sampling is characterised as a sampling method in which the researcher chooses samples based on judgement rather than through random selection. the approach is less strict. The researchers' expertise is heavily reliant on this sampling strategy. Non – probability sampling is a technique where, unlike probability sampling, not every member of the population has an equal chance of taking part in the study. The probability that any given population member will be chosen is known. For exploratory studies like a pilot survey, non – probability sampling is most helpful because it deploying a survey to a smaller sample compared to pre – determined sample size. When random probability sampling is impractical or too expensive for a study, researchers use this approach.

Aside from that, there are four types of non – probability sampling which is convenience sample, purposive sample, snowball sample and quota sample. Convenience sample is the people who happen to be the easiest to reach for the researcher make up a convenience sample. Purposive sample is the researcher uses their expertise to choose a sample that will be most helpful to the research's objectives. This type of sampling is also known as

judgement sampling. When conducting qualitative research, it is frequently employed when the population is extremely small and specialised or when the researcher prefers to learn indepth information about a particular phenomenon to drawing general conclusions from statistics or when the population is very small and focused. Snowball sampling can be used to find participants by recruiting them through other participants if the population is difficult to reach. As you make more contacts, the number of people you have access to “snowball”. Next, quota simple is a process that uses a non-random selection of a predetermined quantity or percentage of units. The population is first divided into mutually exclusive groups known as strata, and then sample units are recruited until the quota is reached.

To begin, the sample will be guided using a non – probability sampling technique. Therefore, a non – probability sampling technique method was chosen as the sampling technique where namely convenience sampling because this is a sample and affordable method of gathering preliminary data, but it is impossible to determine whether the sample is representative of the population, it cannot yield results that can be broadly applied. However, the researcher focused on students of University Malaysia Kelantan between ages of 18 to 30 years old. Because the sample for this study is suitable for all TikTok’s user who have prior experience shopping in online TikTok shop, and the population among undergraduate students is large. With the goal of reaching 95% confidence levels for the study, the researcher selected a sample of 373 students from a total of 11,965 students in UMK Bachok Campus, UMK Jeli Campus and UMK City Campus (Kreicie & Morgan, 1970). Because this research is topic – related, it appears that using the internet for distribution and collection of questionnaires makes sense.

### **3.7 Research Instrument Development**

The questionnaire was developed based on research from a literature review, with the goal of examining the relationship between independent variable on dominance of TikTok in online purchase intention among students of University Malaysia Kelantan. The questionnaires were distributed to respondents via Google Form and WhatsApp. It is primarily because web – based surveys offer few advantages over traditional paper – based mail – in surveys (Tan & Teo, 2000). Clearly, it is less expensive to conduct, elicits faster responses and is not geographically limited. Online survey is widely used to collect primary data from respondents via the Internet, and the validity of the online research is expected to be accepted by Internet researchers (Wright,2005).

### **3.8 Measurement of the variables**

The scale of the variable measured has a significant impact on the types of analytical techniques that can be applied to the data and the conclusions that can be drawn from the data. There are four measurement scales: nominal, ordinal, interval and ratio.

In this study, we use nominal scale and interval scale. The nominal scale of measurement only non – numeric (quantitative) variable or situations where numbers have no meaning are typically addressed. The nominal scale variables will be divided into groups that are collectively exhaustive and fit into no categories that overlap. On the nominal scale, for instance, gender is split into male and female categories, for questionnaires, the nominal scale is used in demographic section.



Interval scale is a quantitative measurement scale with a meaningful which the difference between two variables is significant. To put it another way, the variables are measured precisely sense where the presence of zero is arbitrary. The scale gauges the degree of preference differences among respondents. The Likert scale is also one of the frequently used scales in research. The 5 – point Likert scale measures how strongly a statement is agreed or disagreed with.

### **3.9 Procedure for Data Analysis**

Each component of acquired data is examined in data analysis. Variability, reliability, frequency analysis and descriptive analysis are all measured in data analysis. Data analysis is necessary to avoid errors in decision making. For this study, 373 questionnaires will be used to collect data, which will then be analysed using the Statistic Package for the Social Sciences (SPSS). This software can expedite data collection and quantitative analysis. Since SPSS guarantees excellent analysis, it is used to analyse acquired data. Data was gathered, analysed, and summarised in an approachable format for tabulations and interpretations.

#### **3.9.1 Pilot Test**

To find potential issues with the study process, a pilot test of the questionnaire was conducted. Based on input from a limited number of people who complete and evaluate the instruments, researchers can make improvements to the tools. To access the validity of the questionnaire, 30 respondents completed it. Reliability analysis was used to analysis the pilot test result, and the outcome demonstrates that it was dependable.

### 3.9.2 Reliability Analysis

Reliability refers to whether or not the results are consistent when something is measured using an instrument multiple time. Research reliability can be defined as how consistently and steadily the research method yield its findings. When applied repeatedly to the same object of measurement, a measurement is deemed reliable if the results are consistent. The most widely used indicator of internal consistency is Cronbach's alpha ("reliability"). It is most frequently applied when a scale made up of several Likert questions in a survey or questionnaire needs to be tested for reliability. Additionally, we have a guide on using Cohen's kappa that might find helpful if we are worried about inter – rater reliability.

The Cronbach alpha method is used to assess the data's reliability, and a minimum Cronbach's alpha coefficient of 0.6 is required for the questionnaire's validity to prevent some content variables from being corrected or eliminated. Table 1.1 demonstrates the range of coefficient of Cronbach's Alpha and its reliability level.

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80 – 0.89	Good
3	0.70 – 0.79	Acceptable
4	0.6 – 0.69	Questionable
5	0.5 – 0.59	Poor
6	Less than 0.59	Unacceptable

Source : K. Arof, S. Ismail and A. Saleh (2018, p. 46 – 51)

**Table 3.2 : Range of reliability and its coefficient of Cronbach's alpha**

### 3.9.3 Spearman Correlation Coefficient

According to Naoum (2007), the spearman ( $\rho$ ) correlation is a non – parametric test for measuring the difference in ranking between two variables which are independent variable and dependent variable.

The Spearman ( $\rho$ ) rank correlation coefficient was used in this study to examine the relationships between the answers to the questions in Sections B which are perceived host interaction, perceived convenience and perceived price fairness, and Section C which is online purchase intention.

Even for large datasets, Spearman correlation can lead to the significance or non – significance of the two coefficients’ differences (Hauke & Kossowski, 2011). The spearman correlation was a nonparametric test, so the Pearson correlation assumptions (such as normality and homoscedasticity) did not apply.

#### **3.9.4 Descriptive Analysis**

Descriptive analysis is used in this study because it can accurately reflect the characteristics of a large amount of data. It also used to determine the frequency, percentage and average. This analytical approach also enables the transformation of raw data into the display of numerical facts by analysing the demographic characteristics of samples. As a result, the researcher must use measures of central tendency such as mean, mode, median and standard deviation.

### 3.10 Summary / Conclusion

As a whole, this chapter analyses and explains the research methodology that will be employed. A quantitative research approach was used in this study to gather data. When there are a large number of target respondents, this method is ideal for use. A questionnaire was used to collect the data for this study. It is claimed that this technique is simpler to use and that the target can respond to some questions more readily. The information was gathered from a survey given to students University Malaysia Kelantan. This chapter has covered the different types of research designs used in this study. The reasons for choosing the descriptive research method have all been thoroughly explained, and the problems with selecting the appropriate sampling techniques and procedures have been covered. The online survey method was used for this study, and all of the information gathered and analysed. This chapter went into great detail describing the specifics of the procedure.

## CHAPTER 4 : DATA ANALYSIS AND FINDINGS

### 4.1 Introduction

In this chapter, the result and analysis of the all data gathered through the collection of the questionnaire are the main focus. The data collected from 373 respondents from the distribution questionnaire through online will be discussed in this chapter. This section will first go over the preliminary analysis and then demographic profile of the respondents. The demographic profile will be evident from the frequencies and percentage. The descriptive analysis will continue in the second section. Then, it will be followed by the validity and reliability test, normality test and also hypothesis testing. All findings are discussed using statistical analysis which is SPSS software. The research questions will be interpreted and addressed by each analysis. If the samples pass the normality test and are normally distributed, further analysis will use the parametric technique. If not, the non-parametric technique will be applied. The Cronbach's alpha technique will be used for the reliability test because validity and reliability are crucial for determining whether the samples that were collected are valid and consistent. To assess the samples' validity, factor analysis will be used. The relationship between two variables will be further analysed and explored using the correlation test.

## 4.2 Preliminary Analysis

Preliminary analysis is known as reliability test which was conducted through the pilot test involving a total of 30 students from University Malaysia Kelantan. The purpose of the pilot test was to obtain the level of reliability of the assessment instrument by determining the value of the Cronbach's Alpha coefficient. Through the process of implementing this reliability test as well, the researchers can ensure whether the contents of this instrument can be accepted and understood by the respondents or not. The Cronbach's Alpha method is used to assess the data's reliability, and a minimum Cronbach's Alpha coefficient of 0.6 is required for the questionnaire's validity to prevent some content variables from being corrected or eliminated.

<b>Variables</b>	<b>N of items</b>	<b>Cronbach's Alpha</b>
Perceived host of interaction (IV)	6	0.946
Perceived convenience (IV)	6	0.969
Perceived price fairness (IV)	6	0.959
University Malaysia Kelantan's students online purchase intention (DV)	6	0.916

**Table 4.1 : Result of Reliability Cronbach's Alpha for the variables**

Based on table 4.1, the Cronbach's Alpha values of the variables are in the excellent level which is more than 0.90. The value for Cronbach's Alpha for the first independent variable which is perceived host interaction is 0.946. This Cronbach's Alpha value gets the high and excellent reliability. The second independent variable is perceived convenience also showed an excellent reliability with 6 item and Cronbach's Alpha result was 0.969. It shows

a high level of internal consistency with respect to the particular sample. The third independent variable is perceived price fairness. The value of Cronbach's Alpha was the high level and excellent reliability with 6 item and Cronbach's Alpha result was 0.959. For the dependent variable which is University Malaysia Kelantan's students online purchase intention result was also in an excellent reliability with 6 items 0.916. Last but not least, all the variables can conclude in the high level and excellent reliability for this study.



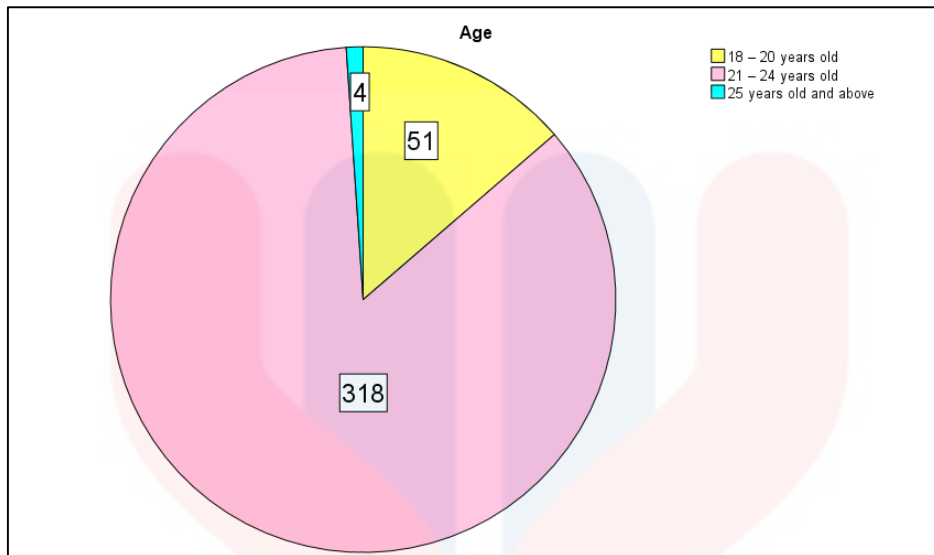
### 4.3 Demographic Profile of Respondents

This research has involved a total of 373 respondents who are students from University Malaysia Kelantan. All respondents have completed the information and survey questions distributed through the e-form that has been prepared voluntarily without any coercion. There were no issues arising from the respondents throughout the process of collecting the data for 2 weeks and 3 days since the researchers had pre – filled 30 respondents first through the pilot – test phase. All the respondents have answered the given questions very well. Through the demographic profile of respondents, some data regarding the respondent's personal information can be known since it focuses on the individual experience of using TikTok to make online purchases. In this section, each respondent needs to complete information such as age, gender, UMK campus, year of study, whether or not they always use TikTok to make online purchases and how often they use TikTok to buy online.

#### 4.3.1 Age

Age	Frequency	Percentage (%)
18 – 20 years old	51	13.7
21 – 24 years old	318	85.3
25 years old and above	4	1.1
Total	373	100

**Table 4.2 : Age**



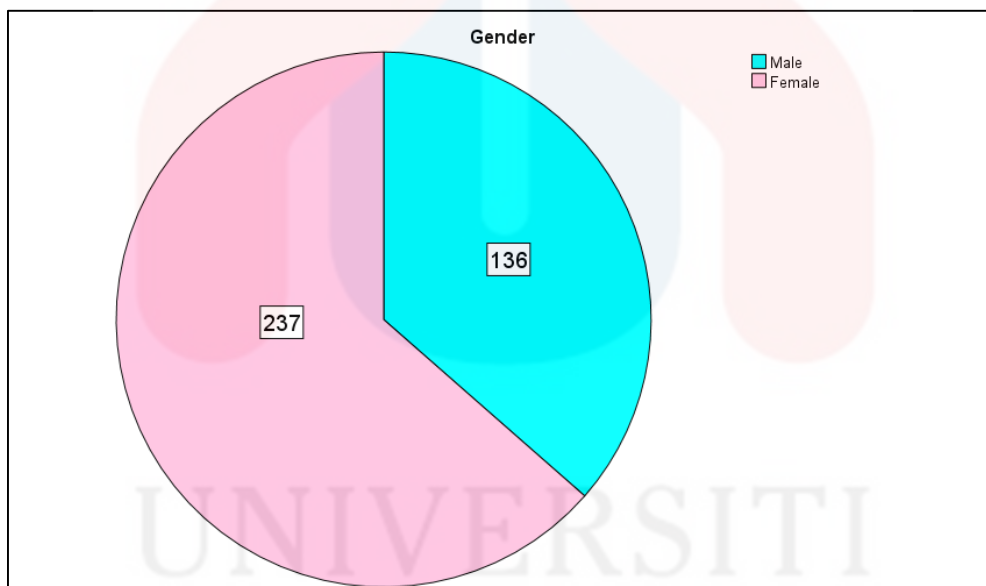
**Figure 4.1 : Pie chart of respondents' age**

Based on table 4.2 and figure 4.1, the total number of respondents that have been collected is 373 respondents. The complete number of respondents according to the number of samples that have been set without any dropouts has led to the total percentage of the respondents' age being sought as much as 100%. Through the data collection that has been done, the age of the respondents has been divided into 3 groups, namely 18 – 20 years old, 21 – 24 years old and 25 years old and above. Through the results that have been obtained, the majority of respondents for this research come from the age group of 21 – 24 years old, which is 318 respondents or 85.3%. Then followed by 51 respondents or approximately 13.7% aged 18 – 20 years old and only 4 respondents that aged 25 years old and above who have filled out this questionnaire which has recorded a percentage figure of only 1.1%.

### 4.3.2 Gender

Gender	Frequency	Percentage (%)
Male	136	36.5
Female	237	63.5
Total	373	100

**Table 4.3 : Gender**



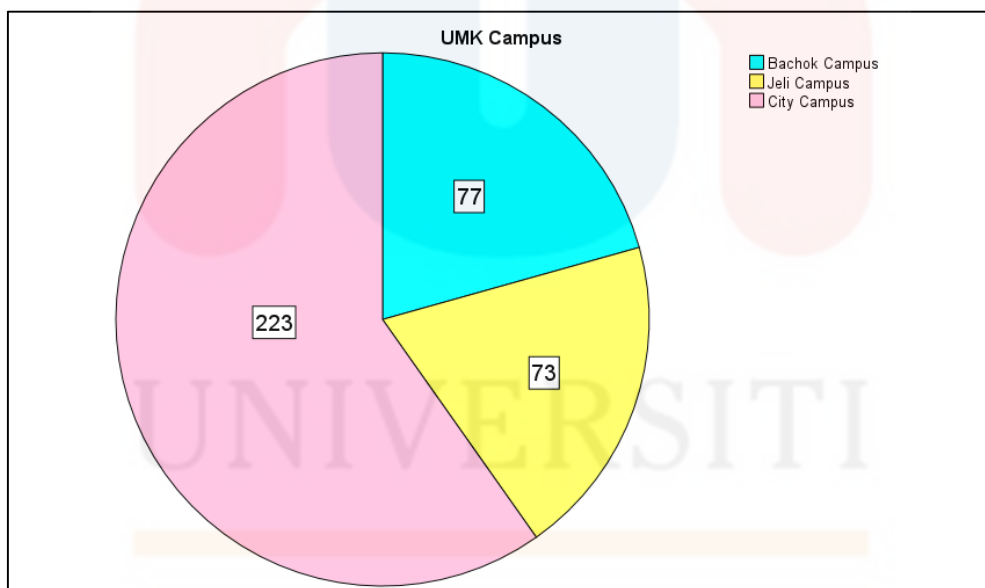
**Figure 4.2 : Pie chart of respondents' gender**

Based on table 4.3 and figure 4.2, from 373 respondents that have been collected, 237 respondents or 63.5% of the total number are female respondents. The rest are male respondents who have recorded 136 respondents or 36.5%. Through this result, it can be concluded that the number of female respondents who have been involved in this research is approximately double than the male respondents.

### 4.3.3 UMK Campus

UMK Campus	Frequency	Percentage (%)
Bachok Campus	77	20.6
Jeli Campus	73	19.6
City Campus	223	59.8
Total	373	100

**Table 4.4 : UMK Campus**



**Figure 4.3 : Pie chart of respondents' UMK campus**

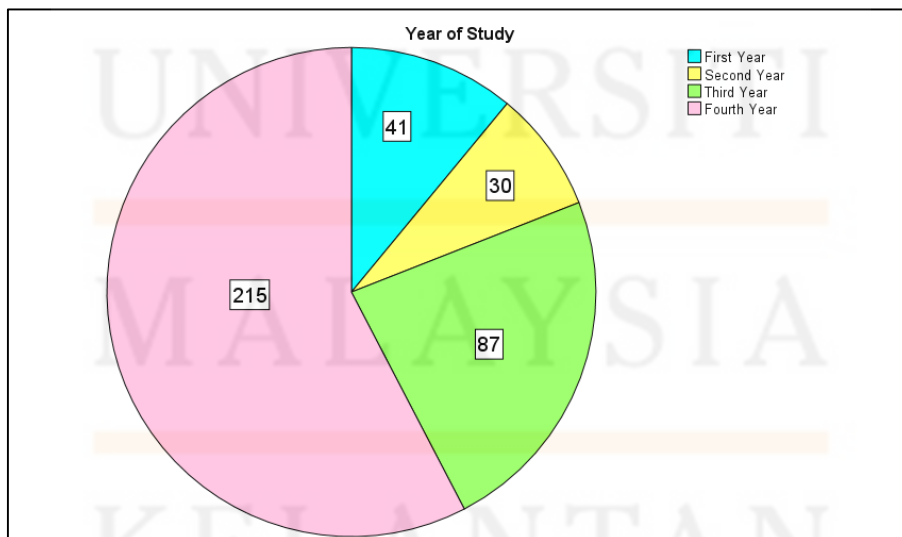
Based on table 4.4 and figure 4.3, the majority of University Malaysia Kelantan students who have filled out this questionnaire are from the City campus where it has recorded the highest number of 223 respondents or 59.8%. A total of 77 respondents were from the

Bachok campus or about 20.6% while the remaining 73 respondents were from the Jeli campus which recorded a percentage of 19.6%.

#### 4.3.4 Year of Study

Year of study	Frequency	Percentage (%)
First Year	41	11.0
Second Year	30	8.0
Third Year	87	23.3
Fourth Year	215	57.6
Total	373	100

**Table 4.5 : Year of study**



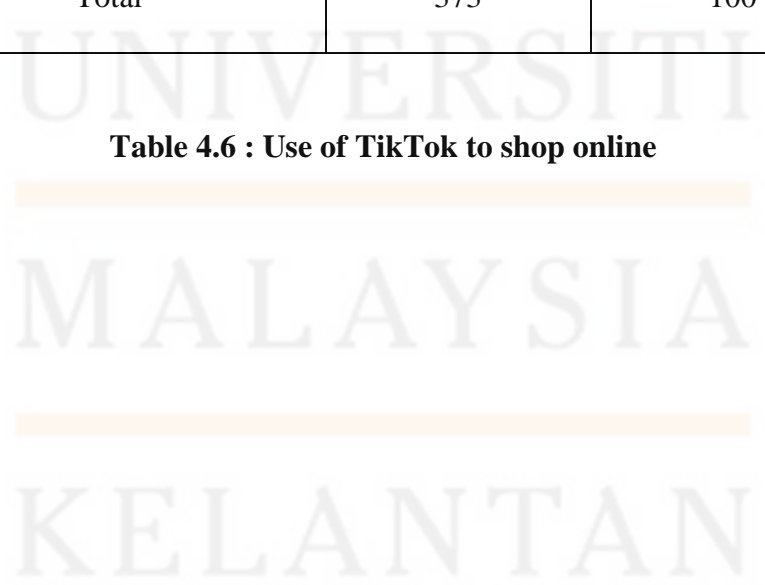
**Figure 4.4 : Pie chart of respondents' year of study**

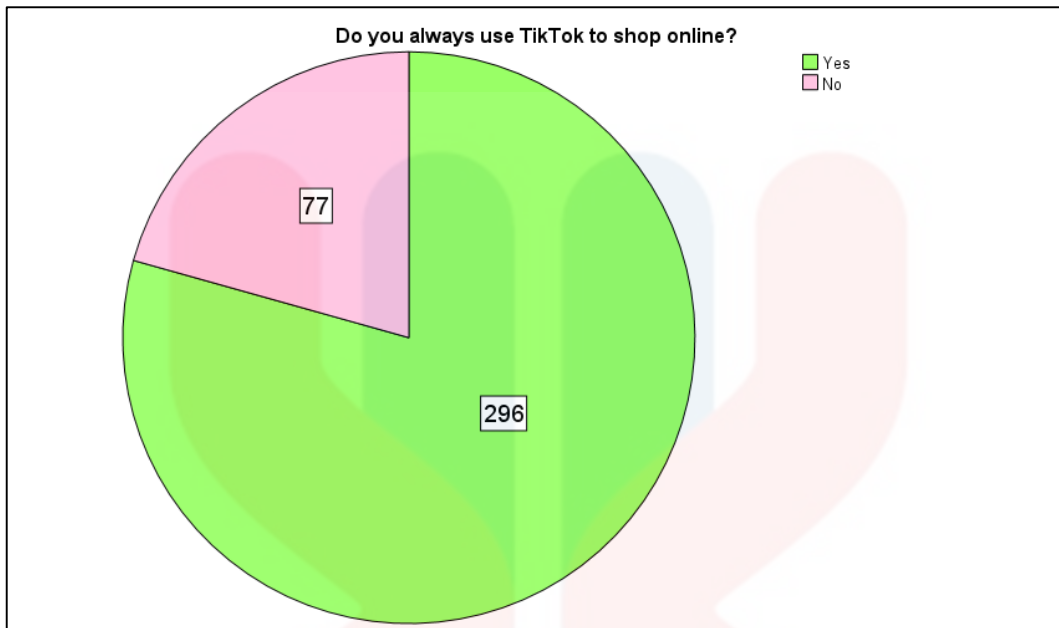
Table 4.5 and figure 4.4 show the group of University Malaysia Kelantan’s students year of study which consists of four groups which are first year, second year, third year and fourth year. From the results obtained, a total of 215 or 57.6% of the respondents who have filled out this research questionnaire are fourth – year students at University Malaysia Kelantan. This recorded number has made this group have the highest number among other groups while the lowest group recorded is the second year group which is only 30 respondents or 8.0%. For the first year and the third year, there were 41 and 87 respondents or according to the percentage, they were 11.0% and 23.3% respectively.

**4.3.5 Use of TikTok to shop online**

<b>Use of TikTok to shop online</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Yes	296	79.4
No	77	20.6
Total	373	100

**Table 4.6 : Use of TikTok to shop online**





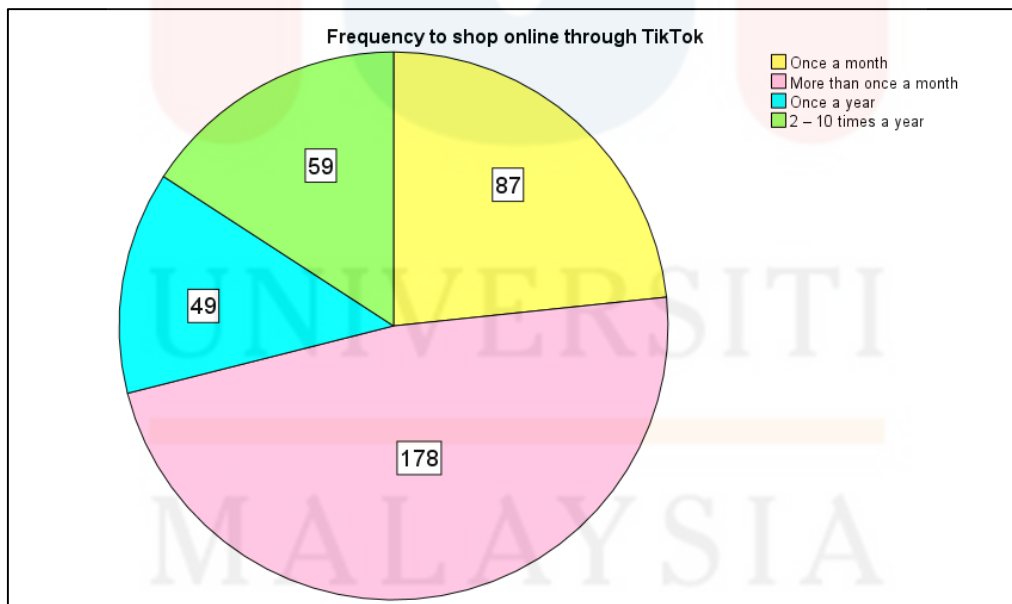
**Figure 4.5 : Pie chart of TikTok usage among students to make online purchases**

The results for the use of TikTok among University Malaysia Kelantan's students to shop online have been reported through table 4.6 and figure 4.5 where a total of 296 or 79.4% of the 373 respondents have said yes to the use of TikTok to buy online. Only 77 or 20.6% of the respondents said no to the question that was raised.

### 4.3.6 Frequency to shop online through TikTok

Frequency to shop online through TikTok	Frequency	Percentage (%)
Once a month	87	23.3
More than once a month	178	47.7
Once a year	49	13.1
2 – 10 times a year	59	15.8
Total	373	100

**Table 4.7 : Frequency to shop online through TikTok**



**Figure 4.6 : Pie chart of respondents' frequency to shop online through TikTok**



Table 4.7 and figure 4.6 show the total frequency of University Malaysia Kelantan students to shop online through TikTok which through the results obtained from the SPSS analysis made, the majority of students make online purchases through TikTok more than once a month. The number of students who said so was 178 respondents or 47.7%. Followed by 87 or 23.3% of respondents who stated how often they use TikTok to make purchases online is only once a month. However, there is also a small number of respondents who use TikTok as an e – commerce platform only as much as once a year which is just 49 or 13.1% out of 373 respondents. For users who use TikTok 2 – 10 times a year to buy online, there are 59 respondents or 15.8%.

<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Age</b>		
18 – 20 years old	51	13.7
21 – 24 years old	318	85.3
25 years old and above	4	1.1
<b>Total</b>	<b>373</b>	<b>100</b>
<b>Gender</b>		
Male	136	36.5
Female	237	63.5
<b>Total</b>	<b>373</b>	<b>100</b>
<b>UMK Campus</b>		
Bachok Campus	77	20.6
Jeli Campus	73	19.6
City Campus	223	59.8

<b>Total</b>	<b>373</b>	<b>100</b>
<b>Year of Study</b>		
First Year	41	11.0
Second Year	30	8.0
Third Year	87	23.3
Fourth Year	215	57.6
<b>Total</b>	<b>373</b>	<b>100</b>
<b>Use of TikTok to shop online</b>		
Yes	296	79.4
No	77	20.6
<b>Total</b>	<b>373</b>	<b>100</b>
<b>Frequency to shop online through TikTok</b>		
Once a month	87	23.3
More than once a month	178	47.7
Once a year	49	13.1
2 – 10 times a year	59	15.8
<b>Total</b>	<b>373</b>	<b>100</b>

**Table 4.8 : Summary demographic profile of respondents**

#### 4.4 Descriptive Analysis

In contrast to the population from which it was collected, a sample is summarized using descriptive statistics. Certain properties of a sample are described and explained using mathematical terms like mean, mode, and standard deviation. However, each element is reported in the form of mean and standard deviation in this section.

##### 4.4.1 Demographic analysis

DESCRIPTION	MEAN	STANDARD DEVIATION
AGE	1.87	0.363
GENDER	1.64	0.482
UMK CAMPUS	2.39	0.808
YEAR OF STUDY	3.28	1.011
DO YOU ALWAYS USE TIKTOK TO SHOP ONLINE?	1.21	0.405
FREQUENCY TO SHOP ONLINE THROUGH TIK TOK	2.21	0.977

**Table 4.9 : Descriptive analysis of demographic profile of respondents**

Table 4.9 shows the means and standard deviation of demographic profile of respondents from this research. The highest mean value was 3.28 which was year of study. The year of study was in between year one to year four students. While, the highest standard

deviation was also for the year of study with the value 1.011. Age has the mean value of 1.87 while gender has the mean value 1.64. Moreover, UMK campus has the mean value of 2.39. Next, UMK students' always using TikTok to shop online has the mean value with 1.21. Lastly, Frequency to shop online through TikTok has the mean value of 2.21.



## 4.5 Validity and Reliability Test

The study was designed to collect a total data 373 respondent from University Malaysia Kelantan. The purpose was to obtain the level of reliability of the assessment instrument by determining the value of the Cronbach's Alpha Coefficient. The Cronbach alpha method is used to assess the data's reliability, and a minimum Cronbach's Alpha coefficient of 0.6 required for the questionnaire's validity to prevent some content variables from being corrected or eliminated.

### 4.5.1 Actual Reliability Test

In researching online purchase intention on students of University Malaysia Kelantan. They are 6 questions used for all dependent variables and independent variables. According to the table 4.10, it shows the result of independent variables and dependent variable analysis of the study which is from 373 respondents of each scale. Firstly, the result of Cronbach's Alpha for the perceived host interaction is 0.934. The Cronbach's Alpha result for the perceived convenience is 0.948 and perceived price fairness is 0.947. Lastly, for the dependent variable which is online purchase intention, the Cronbach's alpha result is 0.941. The result of Cronbach's Alpha for all scale with 24 questions is 0.982. We can conclude that all three independent variables and dependent variable are in stability and excellent reliability level.

<b>Variables</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
Perceived Host Interaction	6	0.934
Perceived Convenience	6	0.948
Perceived Price Fairness	6	0.947
Purchase Online Intention	6	0.941
All Variables	24	0.982

**Table 4.10 : Reliability of Cronbach's Alpha in 6 questions are used for all the independent variables and dependent variable**

#### 4.6 Normality Test

<b>Kolmogorov – Smirnov<sup>a</sup></b>			
	Statistic	df	Sig.
Online Purchase Intention	.244	373	.000
Perceived Host Interaction	.198	373	.000
Perceived Convenience	.207	373	.000
Perceived Price Fairness	.205	373	.000
a. Lilliefors Significance Correction			

**Table 4.11 : Kolmogorov – Smirnov<sup>a</sup> normality test**

Based on table 4.11, the Kolmogorov – Smirnov<sup>a</sup> test was used for this research. This is because this research has involved a total of more than 50 respondents ( $n > 50$ ) which is 373 respondents. Through the results of the data analysis that has been made, this research does not have a normal data distribution because the p – value obtained for each variables namely online purchase intention, perceived host interaction, perceived convenience and perceived price fairness are .000 which is less than 0.05. According to Agustina, Nasrudin, Putra, Akrim and Maharani (2020), the Asymp Sig value had to be greater than or equal to 0.05 ( $p > 0.05$ ) in order for the data to be classified as normal otherwise, the data distribution would not be considered normal.

4.6.1 Simple scatter plot

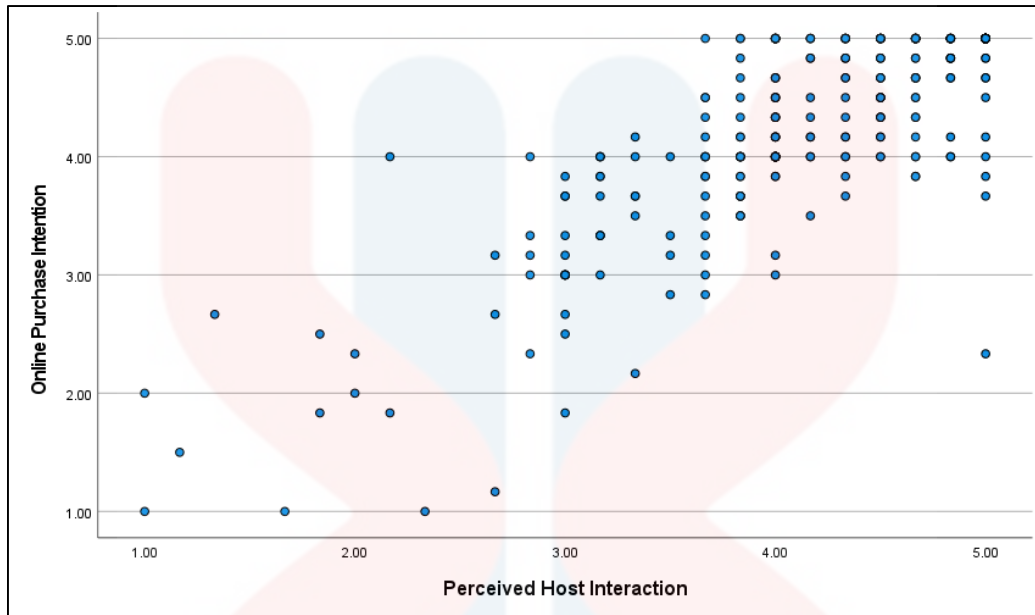


Figure 4.7 : Scatter plot of perceived host interaction and online purchase intention.

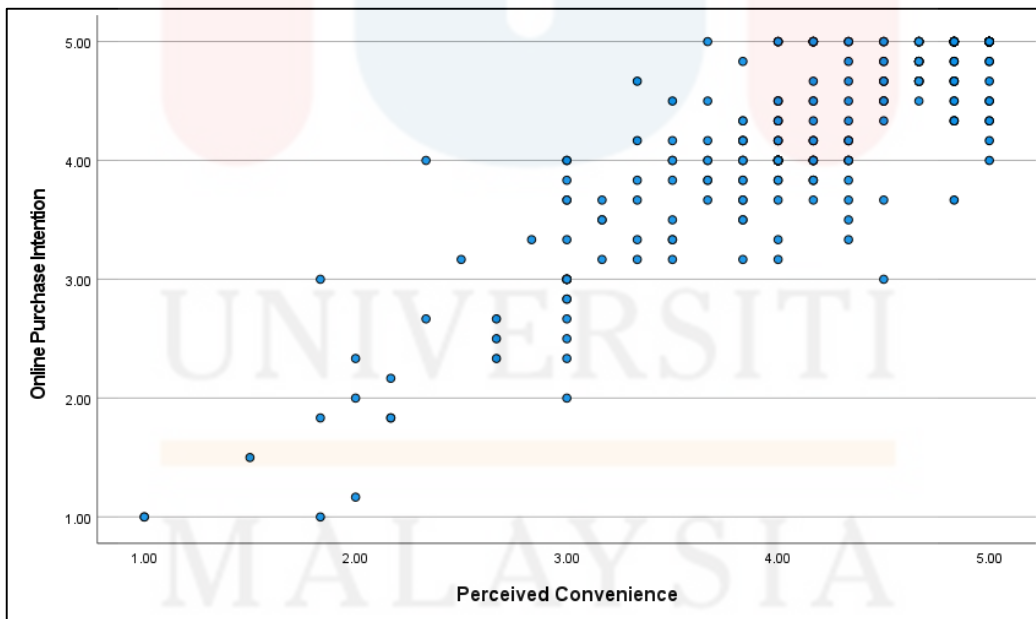
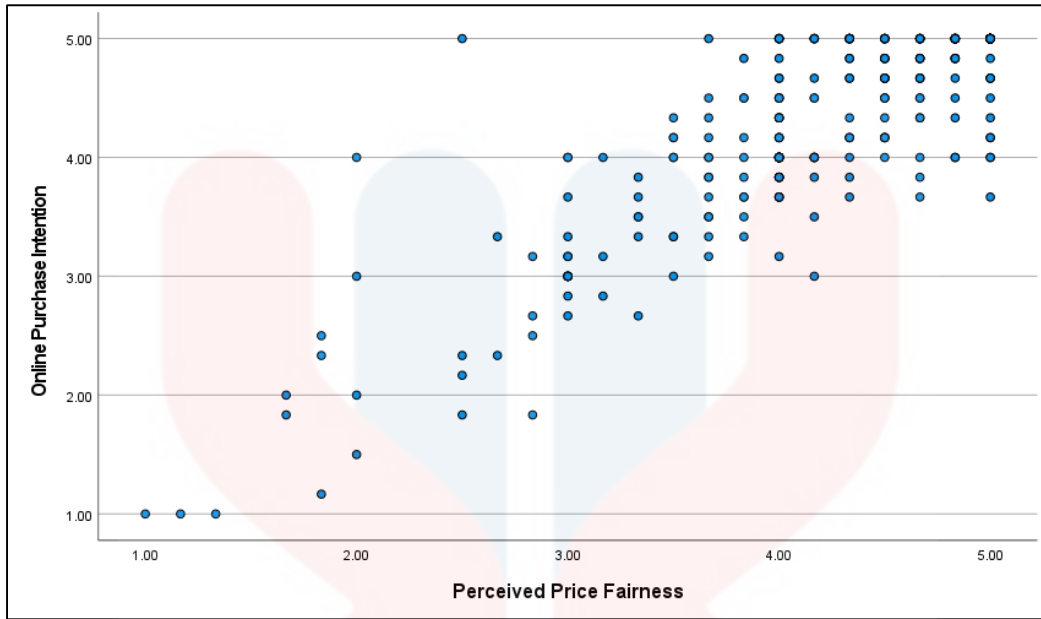


Figure 4.8 : Scatter plot of perceived convenience and online purchase intention.





**Figure 4.9 : Scatter plot of perceived price fairness and online purchase intention.**

## **4.7 Hypothesis Testing**

The linear relationship between two variables is examined using Spearman's Correlation. It was used to determine the amount to which independent and dependent variables were significant.

### **4.7.1 Spearman's Correlations Analysis.**

Spearman's Correlation analysis can be defined as a statistically significant correlation between the ranks of two variables. It was used to determine the strength of a link between independent and dependent variables is significant. The table below shows the results of Spearman's Correlations Analysis between independent variable namely perceived host interaction, perceived convenience and perceived price fairness, and dependent variable which is University Malaysia Kelantan students' online purchase intention.

<b>Correlations</b>					
		<b>Perceived host interaction</b>	<b>Perceived convenience</b>	<b>Perceived price fairness</b>	<b>Online purchase intention</b>
<b>Perceived host interaction</b>	<b>Correlation</b>	1.000	.848**	.822**	.809**
	<b>Coefficient</b>				
	<b>Sig. (1-tailed)</b>	.	.000	.000	.000
<b>Perceived convenience</b>	<b>Correlation</b>	.848**	1.000	.886**	.851**
	<b>Coefficient</b>				
	<b>Sig. (1-tailed)</b>	.000	.	.000	.000
<b>Perceived price fairness</b>	<b>Correlation</b>	.822**	.886**	1.000	.823**
	<b>Coefficient</b>				
	<b>Sig. (1-tailed)</b>	.000	.000	.	.000
<b>Online purchase intention</b>	<b>Correlation</b>	.809**	.851**	.823**	1.000
	<b>Coefficient</b>				
	<b>Sig. (1-tailed)</b>	.000	.000	.000	.
<b>**.</b> Correlation is significant at the 0.01 level (1-tailed).					

**Table 4.12 : Result of Spearman's Correlation Coefficient**

#### **4.7.2 Hypothesis 1 : Perceived host interaction has positive influence on University Malaysia Kelantan students' online purchase intention.**

The table above illustrates the Spearman's Correlations Analysis. The purpose of this evaluation is to confirm the association between perceived host interaction and online purchase intention. The outcome demonstrates a significant correlation between perceived host interaction and online purchase intention which is  $r = 0.809$ , and  $p = 0.000$ . This result indicates that it has a strong relationship between perceived host interaction and online purchase intention. The results showed that there is enough evidence to support the hypothesis that there is positive relationship between both variables. The hypothesis is therefore accepted.

#### **4.7.3 Hypothesis 2 : Perceived convenience has positive influence on University Malaysia Kelantan students' online purchase intention.**

The table above shows the Spearman's Correlation Analysis. The purpose of this evaluation is to confirm the association between perceived convenience and online purchase intention. The result shown a significant correlation between perceived convenience and online purchase intention which is  $r = 0.851$ , and  $p = 0.000$ . This result indicates that it has a strong relationship between perceived convenience and online purchase intention. The result state that there is enough evidence to support the hypothesis is positive relationship between both variables. So, the hypothesis is accepted.

#### **4.7.4 Hypothesis 3 : Perceived price fairness has positive influence on University Malaysia Kelantan student's online purchase intention.**

Based on the table Spearman's Correlation Analysis, the hypothesis shows there is a relationship between perceived price fairness and online purchase intention that was tested using Spearman's Correlation Analysis. The result shown a significant correlation between perceived price fairness and online purchase intention which is  $r = 0.823$ , and  $p = 0.000$ . The hypothesis three is accepted and has a strong relationship between perceived price fairness and intention online purchase. The analysis can conclude that there is a positive relationship between both variables.

#### **4.8 Summary / Conclusion**

This chapter included the data analysis. To make sure the data were accurate and reliable, the chapter began with a preliminary analysis and then moved in to descriptive analysis, including a normality test, validity and reliability test. The hypotheses were put to the test using correlation analysis. All of the hypotheses were accepted. The results and some suggested changes will be covered in the following chapter.

## **CHAPTER 5 : DISCUSSION AND CONCLUSION**

### **5.1 Introduction**

This chapter discusses the results that have been obtained from the data analysis of the research that has been conducted which has been divided into five main sections. The first part is about the key findings. The research's key findings should be highlighted in order to show what is currently known about the subject matter, the quality of the evidence, or simply means the main findings of the investigation. Next, in this chapter the discussion about the hypothetical results that have been obtained will be discussed more carefully and in depth to allow the readers to better understand how the results obtained can happen in that way. The discussion of the results of the hypothesis will involve a discussion of the online purchase intentions among students of University Malaysia Kelantan through the TikTok application which is based on three independent variables namely perceived host interaction, perceived convenience and perceived price fairness.

Besides, through this chapter, the implications and limitations of the study as a whole will be discussed, and any traits, qualities, activities, or influences that might have an impact on the study's process and findings will be presented and further discussed. Finally, the sixth section discusses recommendations or suggestions for future research based on the results of the study that has been conducted and obtained. The discussion of this section will help researchers to know what can be improved or what should be done to enable better results to be obtained on the same topic in the future so that more quality, in – depth and comprehensive research results can be obtained even if it involving the same research topic. Not only that, the possibility of the same mistakes occurring while doing research on this topic in the future can also be avoided too.

## 5.2 Key Findings

This study was conducted to identify the factors that influence University Malaysia Kelantan students' online purchase intention. The primary objective of this research was to identify the factors that influences online purchase intention of University Malaysia Kelantan students' through TikTok. In order to get information from respondents which are students who does online purchasing, online questionnaires using Google Form were used in this study. Previous year's articles also have been used as a secondary source for this research.

The independent variables for this research are perceive host interaction, perceived convenience and perceived price fairness. By using Google Forms, a popular online survey tool, the researcher was able to collect 373 responses which were used to analyse data. The data was analysed using software SPSS and the analysis was created using the research framework for this study as a reference. Variability, reliability, frequency analysis and descriptive analysis are all measured in data analysis. Data analysis is important to avoid mistakes in decision making.

The descriptive analysis was conducted to assess the demographic section results and determine the responder's approach to each question item. The relevance of the questionnaires given out to participants in this study was assessed using the reliability test. The normality test is used to evaluate the independent variables and the dependent variable. Descriptive analysis is used in this study because it can accurately reflect the qualities of a lot of information. It also utilized to determine the frequency, percentage and average. The descriptive analysis enables to identify the significant independent variable for the dependent variable.



There are three main goals of this study. Firstly, to determine the relationship between perceived host interaction and online purchase intention of University Malaysia Kelantan students' through TikTok. Secondly, to examine the relationship between perceived convenience and online purchase intention of University Malaysia Kelantan's students through TikTok. Lastly, to study the relationship between perceived price fairness and online purchase intention of University Malaysia Kelantan's students through TikTok.

## 5.3 Discussion

### 5.3.1 Hypothesis 1

**H1 : There is a positive relationship between perceived host interaction and online purchase intention among students of University Malaysia Kelantan.**

The result shows a positive relationship between perceived host interaction and online purchase intention among students of University Malaysia Kelantan. The hypotheses can be accepted when the significant value less than 0.05. This is supported by (Jie Lv, Cong Cao, Qianwen Xu, 2022), where they stated that host interaction is one of the concepts in which the seller engages with the young consumer by conducting a TikTok's live streaming about a product or providing feedback on the goods being sold. Based on the result we can conclude that consumers love seeing the host's interaction with the people through the feature offered by TikTok shop. Hence, the host interaction can make young consumers more confident to purchase on TikTok by the way they providing information and showing the stuff to audience.

### 5.3.2 Hypothesis 2

**H2 : There is a positive relationship between perceived convenience and online purchase intention among students of University Malaysia Kelantan.**

Ching, Hasan and Abu Hasan (2021) stated that perceived convenience is the major in influencing an individual's online purchase intention where convenience is divided into 3 main elements namely time consumption, shopping location and purchasing process. The influence of these elements has caused most individuals to be more motivated to purchase online than to purchase physically. Because of that, the relationship between perceived convenience and online purchase intention is significant and highly correlated. Furthermore, for the young generation who have a student background like University Malaysia Kelantan's students, they

will indeed show a positive reaction to this matter since this generation is known for their perception of liking something that is convenience to enable them saving their time and energy. Not only that, this perceived convenience also has a positive impact on online purchase intentions because students can continue to search and compare desired products or services from various brands and stores to allow only the best to be obtained without having to move from one place to another. In short, everything is only at the fingertips with the help of a platform design that is easy to use and understand by all ages.

### 5.3.3 Hypothesis 3

**H3 : There is a positive relationship between perceived price fairness and online purchase intention among students of University Malaysia Kelantan.**

The Spearman's Correlation Analysis of perceived price fairness has shown that the p – value of the factor is 0.000 while the r – value is 0.823. the hypothesis can be accepted because the result showed positive relationship between perceived price fairness between online purchase intention. It can be proven that perceived price fairness is one of factor that that influencing the dominance of TikTok in online purchasing intention among student of University Malaysia Kelantan. This is supported by (Junghwa Son & ByoungHo Ellie Jin, 2019) where they stated the idea of price fairness for their product or service to their customer especially in purchase intention to increase when the price is fair. Based on the result we can conclude the change where many young consumers especially students University Malaysia Kelantan buying shopping online on TikTok compared to the any online platform due to the selling price on TikTok shop is more worthwhile. TikTok shop offered on the popular TikTok platform with a variety of short content. According to some early sources in some other countries, sales through it are seen to be higher than some other platform online shopping. One

more thing, it also customer to get a cheaper price is to watch and listen carefully to live on the TikTok shop. These online shops will usually review it to give you the best price. Some seller also often open flash sales in a matter of minutes at very affordable prices.

The researchers also believed that perceived price fairness has influence for the student University Malaysia Kelantan because purchases using TikTok shop will get a more affordable price compared to other online shopping platforms. It is important to compare prices and pick the best options. Customers can therefore compare what they want to buying by searching on appropriate sales platforms while making an online purchase. Using prior knowledge and experience when purchasing on TikTok shop can often result in lower price product. This is due to the fact the most seller in TikTok shop will be competing to promote their product in effort to obtain customers hearts. As example of advertisements that are advertised, sales according to the day of the festival or according to the upcoming date are sales that usually offered at the TikTok shop. Numerous things are typically offered at cheaper price on the festival day or on the appropriate day.

#### 5.4 Implication of the study

This study will reveal some details on the factors that affecting online purchasing intention among UMK students. There are many factors which positively influences online purchasing intention. Students as a consumer have to think and analyse many factors before purchasing in online. Many online business companies will be able to examine their products and service in order to satisfy consumers' current demands and wishes thanks to the input they received from the research. For an example, during this pandemic, there were too many purchases have been performed in online especially TikTok. Currently, there are many companies are doing online business besides TikTok such as Shopee, Lazada, and Alibaba. However, TikTok's appeal is highlighted by the fact that it keeps up with market trends which influences a student as a consumer to do online purchasing in TikTok. Besides that, e – commerce platforms or social media platforms companies should give these specific factors greater thought.

In addition, businesses may target students in UMK with better strategy when it comes to identifying and developing fresh concepts for social media platforms. This research seeks to investigate the variables that influencing University Malaysia Kelantan students' online purchasing intention. The theoretical implication of this study is that the future researcher will have a thorough understanding of this topic after conducting this analysis. Since there are not many studies in Malaysia on this topic, this study offers encouraging data to persuade the following researcher to go into this issue. In addition, this research will help an entrepreneur to analyze the target market.

### 5.5 Limitation of the study

These are a few of the constraints that this study. First of all, the campus of University Malaysia Kelantan was the primary focus of our research. The Kota Bharu campus, the Bachok campus, and the Jeli campus are its three main campuses. The researchers did not have a time limit for gathering information from students at the University of Malaysia Kelantan's three campus. Not just that. Due to a shortage of time and the fact that the students at this university's two main campuses do not know one another, we can be accused of being hurried in our data collection from respondents. Furthermore, the information that the respondents gathered came from Google's online survey owing to the present Covid issue. Likely, because not all respondents are dedicated to and supportive of this study, the data collected from the respondents is not accurate. In actuality, not all students will receive our questionnaire, and some respondents choose not to respond to the one that was sent online using Google. Additionally, each student had to be contacted individually to complete the survey. Due to the large number of students who answered the questionnaire we had distributed it took a while. We therefore make every effort to locate additional responders who can finish the survey.

This study is also only focused on young users between the ages of 18 and 25 and above sample size is only 373 respondents. This research focuses on Malaysian university students in Kelantan. Since this study is based on a limited sample size, so we cannot guarantee to finding. TikTok shops is a recent internet purchasing platform. We find it challenging to conduct this survey because the majority of students do not comprehend shopping online at TikTok shops.

## 5.6 Recommendations / Suggestion for Future Research

This section is one of the most important sections in writing this research paper. This is said because it is likely that some things that are studied during the research and data analysis process will not be within the scope of the research topic that is being done, given that time and energy constraints are some of the factors limiting this research's ability to study many other things connected to the scope study and be finished within a short period of time. In order to adjust to our current circumstances, the restrictions that finally arose forced us as researchers to filter some content. In order to enable future research on this topic to be more successful, we discovered after conducting the research for this study that a number of aspects may be enhanced or expanded upon. Future researchers interested in conducting an in – depth study of this topic are encouraged to use some of the recommendations or suggestions provided as a guide, which will hopefully lead to the completion of better and more thorough research investigations in the future. Not only that, the same problems that may arise can also be avoided or reduced as well.

The first recommendation or suggestion to be presented is related to demographics. As already known, the students from University Malaysia Kelantan are the target population to carry out this study in which the target population selected is aged between 18 to 25 years old. In other words, this study only focuses on the younger generation or also known as generation Z to be used as a target population to make this research topic successful. In general, those born between 1997 and 2012 are referred to as Generation Z (Rajaendram, 2022). Therefore, we suggest that in the future, research on this topic can involve other generations in this country as well who are 30 years old and above because studies on online purchase intentions among the younger generation through TikTok have been conducted a lot, not only in Malaysia but also in other countries too. This is because today's young generation is in fact the generation

that likes to buy online in this era of technological advancement. Not only that, the average also knows that basically TikTok application is indeed targeting teenagers as their target market, so it is not impossible that many young TikTok users use this application to make online purchases, but for the opposite generation, it is not yet certain. So, we suggest in the future, the population for research on this topic may be expanded further or focused only on the generation aged 30 and above.

Next, research on this topic can be done by focusing more on the population from one specific area only. Therefore, from this focus, the researchers can find out whether the intention to purchase online through TikTok can be influenced by the demographic area of a user as well or not. This proposal can be done by focusing on residents who come from urban or rural areas or who come from high or low income states. This suggestion was made because logically the demographic area of the population really influences a person's intention to purchase online considering that to make an online purchase not only money is needed but also gadgets, the internet and knowledge of using applications are also among the things that must be present to carry out this purchasing process. Therefore, this recommendation or suggestion was made to enable the statements made to be confirmed or refuted through the research. Examples of areas or states that can be selected to carry out this study in the future are Kelantan, Sabah, Sarawak or Perak where Daud (2021) reported that Datuk Eddin Syazlee Shith, Deputy Minister in the Prime Minister's Department (Economy) said in a parliament that the state Kelantan, Sabah, Sarawak and Perak are states that record the highest rate of extreme poverty compared to other states in Malaysia.



Lastly, we suggest that for future research, other researchers can study another related factors and new theories that can influence online purchase intentions of users through the TikTok platform. Through this research paper, we only studied the impact of three variables, namely perceived host interaction, perceived convenience and perceived price fairness, on the online purchase intention of students at University Malaysia Kelantan, while for theory, only one theory was used, namely consumer behaviour theory. This situation occurs because of the time limit to carry out the research that exists which causes some factors and theories to be filtered. Therefore, this proposal is presented because the majority can see that the dominance of TikTok among users today is very amazing. Many new users started engaging with this platform which in turn has led to an increase in TikTok users in Malaysia over time. This situation occurs because TikTok has successfully implemented their marketing strategy so that it can attract the interest of users from various ages (Fuaddah, Nurhaeni & Rahmanto, 2022). Thus through this statement, it is not impossible to say that there are many other factors that can be studied to produce research on this topic that is different from the existing one in the future which in turn can help provide new information to the readers.

## 5.7 Overall Conclusion of the Study

This present study explores about dominance of TikTok in online purchasing intention among students of University Malaysia Kelantan. In this study, there are independent variables which is perceived host interaction, perceived convenience, and perceived price fairness were included to examine the relationship with online purchasing intention among University Malaysia Kelantan students on TikTok. As mentioned earlier in previous chapters, 373 out of 11 965 respondents were chosen from University Malaysia Kelantan to analyse the factors that influences online purchase intention among University Malaysia Kelantan students by distributing questionnaires through google forms. The respondents are Year 1 to Year 4 Bachelor's Degree students from all three campuses which is City campus, Jeli campus and Bachok campus.

Moreover, consumer behavior theory was used in this research because it is a study of how people make purchasing decisions. With the help of consumer behavior theory, businesses can better understand their target market and create products, services, and corporate cultures that will affect consumer behavior. In addition, this theory helps in determining what motivates these choices and highlights methods for actively manipulating behavior.

In a nutshell, the three hypotheses have all been shown to be positively correlated in the end, and none of them are disproved by the findings. In order to obtain more granular results, future researchers can contribute more information and findings. Researchers in the future can add additional information to produce more granular results. Additionally, this research also provides recommendations and limitations for future research which will be beneficial.

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## **APPENDIX A – Draft of Questionnaire**

### **DOMINANCE OF TIKTOK IN ONLINE PURCHASING INTENTION AMONG STUDENTS OF UNIVERSITY MALAYSIA KELANTAN**

Dear respondents,

We are undergraduate students of Bachelor of Entrepreneurship (Commerce) with Honours, Faculty of Entrepreneurship and Business (FKP) from University Malaysia Kelantan (UMK). We are currently doing the final year project and hope that you could make us a favour to fill up our questionnaire. This questionnaire was distributed as part of our final year project in order to conduct research on dominance of Tiktok in online purchasing intention among students of University Malaysia Kelantan. This questionnaire consists of three parts. There are Section A which referring to the respondent demographic profiles, Section B is referring to the respondents affecting the relative advantage factor, and section C is referring to the respondent affecting competitive pressure. This questionnaire might take about 5 – 10 minutes to complete. We would like to thank you for spending your time by giving kind cooperation and fair responses.

This questionnaire was prepared by,

- 1) MUHAMMAD HARITH BIN AZMI (A19A0347)
- 2) NUR IMAN SYAKIRAH BINTI ABD RAZAK (A19A0582)
- 3) NURZAATUL BARAKAH BINTI ZAKARIA (A19A0783)
- 4) SATHISHWARY A/P UTHAYA KUMAR (A19A0826)

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FKP

**LAMPIRAN A – Draf Soal Selidik****PENGUASAAN TIKTOK DALAM NIAT PEMBELIAN DALAM TALIAN DI KALANGAN PELAJAR UNIVERSITI MALAYSIA KELANTAN**

Responden yang dihormati,

Kami merupakan pelajar sarjana muda Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian, Fakulti Keusahawanan dan Perniagaan (FKP) dari Universiti Malaysia Kelantan (UMK). Kami sedang membuat projek tahun akhir dan berharap anda dapat membantu kami untuk mengisi soal selidik kami. Soal selidik ini diedarkan sebagai sebahagian daripada projek tahun akhir kami untuk menjalankan penyelidikan mengenai penguasaan Tiktok dalam niat membeli dalam talian di kalangan pelajar Universiti Malaysia Kelantan. Soal selidik ini mengandungi tiga bahagian. Terdapat Bahagian A yang merujuk kepada profil demografi responden, Bahagian B merujuk kepada responden yang mempengaruhi faktor kelebihan relatif, dan bahagian C merujuk kepada responden yang mempengaruhi tekanan persaingan. Soal selidik ini mungkin mengambil masa kira-kira 5 – 10 minit untuk dilengkapkan. Kami ingin mengucapkan terima kasih kerana meluangkan masa anda dengan memberikan kerjasama yang baik dan respons yang adil.

Soal selidik ini disediakan oleh,

- 1) MUHAMMAD HARITH BIN AZMI (A19A0347)
- 2) NUR IMAN SYAKIRAH BINTI ABD RAZAK (A19A0582)
- 3) NURZAATUL BARAKAH BINTI ZAKARIA (A19A0783)
- 4) SATHISHWARY A/P UTHAYA KUMAR (A19A0826)

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

The following questions are to find out the dominance of TikTok in online purchasing intention among students of University Malaysia Kelantan.

Soalan berikut adalah untuk mengetahui penguasaan TikTok dalam hasrat pembelian dalam talian di kalangan pelajar Universiti Malaysia Kelantan.

1. Age / Umur

18 – 20 years old / tahun	21 – 24 years old / tahun	25 years old and above / tahun dan keatas

2. Gender / Jantina

Male / Lelaki	Female / Perempuan

3. UMK Campus / Kampus UMK

Bachok Campus / Kampus Bachok	Jeli Campus / Kampus Jeli	City Campus / Kampus Kota

4. Year of Study / Tahun Belajar

First Year / Tahun Pertama	Second Year / Tahun Kedua	Third Year / Tahun Ketiga	Fourth Year / Tahun Keempat

5. Do you always use TikTok to shop online? / Adakah anda sentiasa menggunakan TikTok untuk membeli – belah dalam talian?

Yes / Ya	No / Tidak

6. Frequency to shop online through TikTok / Kekerapan membeli – belah dalam talian melalui TikTok

Once a month / Sekali sebulan	
More than once a month / Lebih daripada sekali sebulan	
Once a year / Sekali setahun	
2 – 10 times a year / kali setahun	

**Section B : Independent Variables / Bahagian B : Pembolehubah Bebas**

Please provide the following information by placing a (/) in the blank by the scale.

Sila berikan maklumat berikut dengan meletakkan (/) di ruang kosong mengikut skala.

- 1) Strongly Disagree / Sangat Tidak Setuju
- 2) Disagree / Tidak Setuju
- 3) Neutral / Neutral
- 4) Agree / Setuju
- 5) Strongly Agree / Sangat Setuju

**Part 1 : Perceived Media Richness / Bahagian 1 : Kekayaan Media Yang Dirasakan**

No.	Statement / Kenyataan	1	2	3	4	5
1.	I think TikTok is the most recent e-commerce platform nowadays. Saya rasa TikTok ialah platform e-dagang terkini pada masa kini.					
2.	I think TikTok is the most popular application. Saya rasa TikTok adalah aplikasi yang paling popular.					
3.	I always watch TikTok live. Saya selalu menonton TikTok secara langsung.					
4.	Using TikTok allow me to use varied language during communication. Menggunakan TikTok membolehkan saya menggunakan bahasa yang pelbagai semasa berkomunikasi.					
5.	I think the content of Tiktok app is rich and interesting. Saya rasa kandungan aplikasi Tiktok kaya dengan maklumat dan menarik.					
6.	Using TikTok allows me to give and receive timely feedback. Menggunakan TikTok membolehkan saya memberi dan menerima maklum balas tepat pada masanya.					

**Part 2 : Perceived Host Interaction / Bahagian 2 : Interaksi Hos Yang Dirasakan**

No.	Statement / Kenyataan	1	2	3	4	5
1.	<p>Through the features offered by TikTok shop, such as comments, reactions, and even Livestream, I feel connected to the host.</p> <p>Melalui ciri-ciri yang ditawarkan oleh kedai TikTok, seperti komen, reaksi, dan juga Livestream, saya berasa berhubung dengan hos.</p>					
2.	<p>I love seeing the host's interaction with their customers through the features offered by TikTok shop.</p> <p>Saya suka melihat interaksi hos dengan pelanggan mereka melalui ciri yang ditawarkan oleh kedai TikTok.</p>					
3.	<p>I can ask a question about an item I want to buy to the host on TikTok and receive an immediate response regarding the item's information.</p> <p>Saya boleh bertanya soalan mengenai barangan yang ingin dibeli kepada hos di TikTok dan menerima jawapan segera mengenai maklumat sesuatu barangan itu.</p>					
4.	<p>I feel more confident and happy to buy products with a host who is friendly and good at interacting with customers.</p> <p>Saya berasa lebih yakin dan gembira untuk membeli produk dengan hos yang peramah dan pandai berinteraksi dengan pelanggan.</p>					
5.	<p>I am often impressed by TikTok hosts who always show effort in diversifying ways to strengthen the relationship between the host and the customers such as giving gifts and discounts during live streaming.</p> <p>Saya sering kagum dengan hos TikTok yang sentiasa menunjukkan usaha dalam mempelbagaikan cara untuk mengeratkan hubungan antara hos dan pelanggan seperti memberi hadiah dan diskaun ketika siaran langsung.</p>					
6.	<p>Sometimes, I make purchases on TikTok just because I happen to be interested in hosts who are good at interacting with their customers, not because of the products they sell.</p> <p>Kadang – kala, saya melakukan pembelian di TikTok hanya kerana kebetulan tertarik dengan hos yang pandai berinteraksi dengan pelanggan mereka, bukan kerana produk yang dijual.</p>					

**Part 3 : Perceived Convenience / Bahagian 3 : Kemudahan Yang Dirasakan**

No.	Statement / Kenyataan	1	2	3	4	5
1.	The features or functions on TikTok shop are user – friendly.  Ciri atau fungsi di kedai TikTok adalah mesra pengguna.					
2.	I could find the products I wanted quickly by shopping on TikTok.  Saya boleh mencari produk yang saya inginkan dengan cepat dengan membeli – belah di TikTok.					
3.	Making purchase through TikTok shop does not require me a lot of mental effort.  Membuat pembelian melalui kedai TikTok tidak memerlukan saya banyak usaha mental.					
4.	I could shop anytime I wanted through TikTok.  Saya boleh membeli-belah pada bila – bila masa yang saya mahu melalui TikTok.					
5.	TikTok make I could order products wherever I am.  TikTok membuatkan saya boleh memesan produk di mana sahaja saya berada.					
6.	The platform layout helps me in searching and selecting the right product while shopping on TikTok.  Reka letak platform membantu saya dalam mencari dan memilih produk yang betul semasa membeli – belah di TikTok.					

**Part 4 : Perceived Price Fairness / Bahagian 4 : Keadilan Harga Yang Dirasakan**

No.	Statement / Kenyataan	1	2	3	4	5
1.	I think the price for a product is affordable in TikTok compare with other applications. Saya rasa harga untuk sesuatu produk adalah berpatutan di TikTok berbanding dengan aplikasi lain.					
2.	Perceives prices fairness is my main attraction in TikTok. Persepsi harga yang saksama adalah tarikan utama saya dalam TikTok.					
3.	I think TikTok marketing provides products with perceived price fairness. Saya rasa pemasaran TikTok menyediakan produk dengan persepsi harga yang saksama.					
4.	I like to buy product with good quality and low price. Saya suka membeli produk dengan kualiti yang baik dan harga yang rendah.					
5.	Price fairness encourages me to continue online purchasing in TikTok. Kesaksamaan harga mendorong saya untuk meneruskan pembelian dalam talian di TikTok.					
6.	Perceived price fairness has significant impact on online purchase intention. Persepsi keadilan harga mempunyai kesan yang besar terhadap niat membeli dalam talian.					

**Part 5 : Trust / Bahagian 5 : Kepercayaan**

No.	Statement / Kenyataan	1	2	3	4	5
1.	<p>I always get positive feedback on the items I want to buy from the merchants at TikTok Shop.</p> <p>Saya sentiasa mendapat maklum balas yang positif terhadap barang yang ingin dibeli daripada peniaga di kedai TikTok.</p>					
2.	<p>The good content marketing items on TikTok Shop influenced my trust to buy.</p> <p>Pemasaran konten barangan di kedai TikTok mempengaruhi kepercayaan saya untuk membeli.</p>					
3.	<p>The popularity of a TikTok account using celebrities is a factor in my belief in buying products at TikTok Shop.</p> <p>Populariti sesebuah akaun TikTok dengan menggunakan selebriti menjadi faktor kepercayaan saya membeli produk di kedai TikTok.</p>					
4.	<p>Students like to buy the product that have good brand image and credibility.</p> <p>Pelajar suka membeli produk yang mempunyai imej jenama dan kredibiliti yang baik.</p>					
5.	<p>I feel more confident and safe when buying products at TikTok Shop.</p> <p>Saya berasa lebih yakin dan selamat apabila membeli produk di kedai TikTok.</p>					
6.	<p>Friends / colleagues can influence my trust to buy products on TikTok Shop.</p> <p>Rakan / rakan sekerja boleh mempengaruhi kepercayaan saya untuk membeli produk di kedai Tiktok.</p>					

**Section C : Dependent Variable / Bahagian C : Pembolehubah Bersandar**

Please provide the following information by placing a (/) in the blank by the scale.

Sila berikan maklumat berikut dengan meletakkan (/) di ruang kosong mengikut skala.

- 1) Strongly Disagree / Sangat Tidak Setuju
- 2) Disagree / Tidak Setuju
- 3) Neutral / Neutral
- 4) Agree / Setuju
- 5) Strongly Agree / Sangat Setuju

No.	Statement / Kenyataan	1	2	3	4	5
1.	Perceived media richness has strong influences towards online purchase intention. Persepsi kekayaan media mempunyai pengaruh yang kuat terhadap niat membeli dalam talian.					
2.	Perceived host interaction has strong influences towards online purchase intention. Persepsi interaksi peniaga mempunyai pengaruh yang kuat terhadap niat membeli dalam talian.					
3.	Perceived convenience has strong influences towards online purchase intention. Persepsi kemudahan mempunyai pengaruh yang kuat terhadap niat membeli dalam talian.					
4.	Perceived price fairness has strong influences towards online purchase intention. Persepsi keadilan harga mempunyai pengaruh yang kuat terhadap niat membeli dalam talian.					
5.	The trust towards TikTok marketing is making UMK student to do online purchasing. Kepercayaan terhadap aplikasi TikTok menjadikan pelajar UMK melakukan pembelian dalam talian.					
6.	Dominance of TikTok in online purchase intention is higher than other applications. Penguasaan TikTok dalam niat pembelian dalam talian adalah lebih tinggi daripada aplikasi lain.					

**APPENDIX B – Gantt Chart**

Activities	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week	Week
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Final Year Project (FYP) briefing with the subject coordinator														
Discussion of the research topic with the group														
Submission of the selected topic along with research														



objectives and research problems														
First meeting with the supervisor														
Discussion and distribution of tasks between group members for the completion of chapter 1 to chapter 3's drafts														
Draft preparation of chapter 1 to chapter 3														
Submission of chapter 1 to chapter 3's first draft for supervisor review														

Correction and improvement of chapter 1 to chapter 3														
Second meeting with the supervisor														
Submission draft of questionnaire for supervisor review														
Correction and improvement of questionnaire														
Submission of research proposal														

Presentation of research proposal														
Pilot test														
Collecting data from 373 respondents														
Analyze the data														
Final report														
Submission of final report, research paper, e – poster and video presentation														

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAI): E-POSTER PRESENTATION (Weight 20%)  
(COMPLETED BY SUPERVISOR & EXAMINER)**

Title of Poster : Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan

Name of student : Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar

Matric No. : A19A0347, A19A0582, A19A0783, A19A0826

CATEGORY	POOR (1-3)	AVERAGE (4-6)	GOOD (7-9)	EXCELLENT (10-12)	SCORE
<b>Abstract</b>	Unable to clearly connect abstract to research poster or presentation.	Somewhat able to see connection of abstract to research/presentation. Abstract did not contain sufficient information.	Abstract adequately presented student's research. More information would have been beneficial.	Abstract strongly represented the student's research. Clearly supported topic presented and contained important points.	$\frac{\quad}{12} \times 5$ =
<b>E-Poster Content</b>	Connection not found between poster content and purpose of study, research hypothesis/question(s), method, conclusions, or implications.	Content presented was difficult to understand and did not sufficiently convey a connection to the study, hypothesis, research question(s), method, conclusion, and/or implications.	The content was adequately presented but support for the study, research hypothesis, or question(s) is somewhat general. Conclusion and implications were reasonable.	Strong material. Well summarized. Clearly shows development of study or research. Material appears to accurately support purpose of study, hypothesis, or research question. Strong conclusion and implications presented.	$\frac{\quad}{12} \times 20$ =
<b>Research Complexity Appropriate to Discipline</b>	Less complex research project, given the field. Purpose of the study and analysis of results not easily interpreted by the audience.	Less complex research project given the field; however, purpose of the study and results easily interpreted by the audience.	Complex research project, given the field. Purpose of the research and results were difficult to interpret by the general audience.	Complex research project, given the field. Purpose of the study was completely defined and results displayed in a manner interpretable by the general audience.	$\frac{\quad}{12} \times 15$ =
<b>E-Poster Appearance/ Clarity</b>	Not visually effective.	Poster was acceptable but needs work to improve visual appeal through better utilization of fonts, colors, headings, and white space.	Poster was adequate but could improve effectiveness through better use of space through font size, colors, headings, and white space.	Visually appealing and strongly effective presentation. Easy to read. Utilized creativity in use of fonts, headings, colors, and white space.	$\frac{\quad}{12} \times 10$ =
<b>E-Poster Organization</b>	Unable to understand link between information presented and topic of research.	Topic of research is not clear. Information presented is somewhat confusing.	Topic of the research is apparent. The presentation of information could use refining.	Topic of research is clearly evident. Layout of poster is logical, and provides sequential information from intro to conclusion and references.	$\frac{\quad}{12} \times 10$ =
<b>Presenter's Oral Presentation</b>	Presenter was not prepared. Demonstrated problems in several areas (no eye contact, no clear discussion of research, lack of professionalism).	Presenter did not convey a sense of confidence or ability to <i>clearly</i> discuss the research problem, methods, conclusion, and implications. Additional practice would be helpful.	Presentation and demonstration of understanding was acceptable. Demonstrated some problems (speaking too softly, use of jargon, hesitation, inability to handle questions, etc.)	Presenter was confident and professional. Established eye contact. Clearly conveyed research problem, methods, conclusions, and implications. Answered questions well. Discussed research in layman's terms or appropriate to judge.	$\frac{\quad}{12} \times 40$ =
<b>TOTAL (100 MARKS)</b>					

Name of Examiner : Pn.Munirah Binti Mahshar

Name of Supervisor : Pn.Eni Noreni Binti Mohamad Zain

Recommended For Best Poster Award : **Yes / No**

Date : \_\_\_\_\_

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTA II) : RESEARCH PAPER (Weight 10%)  
(COMPLETED BY SUPERVISOR & EXAMINER)**

**Title of Paper : Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan**

**Student's Name : Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar**

**Matric No. : A19A0347, A19A0582, A19A0783, A19A0826**

CATEGORY	POOR (1-3)	AVERAGE (4-6)	GOOD (7-9)	EXCELLENT (10-12)	SCORE
<b>Abstract</b>	Problem is vague, does not provide a summary of the whole project	Summarizes problem, method, results and conclusions with limited details	Summarizes problem, method, results, and conclusions but lacks some details	Clearly states problem to be resolved, coherently summarizes method, results, and conclusions	$\frac{\quad}{12} \times 5$ =
<b>Introduction</b>	Fails to identify a relevant research topic or is not clearly defined and/or the paper lacks focus throughout.	Identifies a research topic but may be too broad in scope, somewhat unclear and needs to be developed further.	Identifies a relevant research topic that provides adequate direction for the paper with some degree of interest for the reader.	Identifies a relevant research topic that provides direction for the paper that is engaging and thought provoking.	$\frac{\quad}{12} \times 15$ =
<b>Research Methods</b>	Little of explanation provided for the choice of methodology and few links made to the research objective. Research methodology is no connection to the theoretical framework	Some explanation provided for the choice of methodology and its links to the research objective. Research methodology is limited connection to the theoretical framework.	A good explanation of the choice of methodology and its links to the research objective. Research methodology is provided connection to the theoretical framework	Clear explanation of the choice of methodology and its links to the research objective. Research methodology is clearly supports the theoretical framework.	$\frac{\quad}{12} \times 15$ =
<b>Analysis and Discussion</b>	Demonstrates a lack of understanding and inadequate analysis of the research topic. Analysis is superficial based on opinions and preferences rather than critical analysis.	Demonstrates general understanding with limited critical analysis of the research topic. Summarizes perspectives, counter-arguments, or opposing positions.	Demonstrates an understanding and some critical analysis of the research topic. Adequately compares/contrasts perspectives, counter-arguments, or opposing positions but broader connections and/or implications are not as thoroughly explored.	Demonstrates a sophisticated understanding and careful, critical analysis of the research topic. Compares/contrasts perspectives, considers counter arguments or opposing positions, and draws original and thoughtful conclusions with future implications.	$\frac{\quad}{12} \times 30$ =
<b>Conclusion and Future Research</b>	Presents a conclusion, irrelevant recommendations and/or implications for future research	Presents a conclusion, limited recommendations and/or implications for future research	Presents a conclusion, logical recommendations and/or implications for future research	Presents a coherent conclusion, clear recommendations and/or implications for future research	$\frac{\quad}{12} \times 15$ =

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTA II) : RESEARCH PAPER (Weight 10%)  
(COMPLETED BY SUPERVISOR & EXAMINER)**

<b>Organization</b>	Paper lacks logical organization and impedes readers' comprehension of ideas.	Paper is somewhat organized, although occasionally ideas from paragraph to paragraph may not flow well and/or connect to the central position or be clear as a whole.	Paper is adequately organized. Ideas are arranged reasonably with a progression of thought from paragraph to paragraph connecting to the central position.	Paper is effectively organized. Ideas are arranged logically, flow smoothly, with a strong progression of thought from paragraph to paragraph connecting to the central position.	$\frac{\quad}{12} \times 10$ =
<b>Format and References</b>	Frequent errors in spelling, grammar, punctuation, spelling, usage, and/or formatting. Does not cite sources.	Some errors in spelling, grammar, punctuation, usage, and/or formatting. Citation style is either inconsistent or incorrect.	Minor errors in grammar, punctuation, spelling, usage, and/or formatting. APA citation style is used in both text and references.	Basically free from grammar, punctuation, spelling, usage, or formatting errors. APA citation style is used in both text and references.	$\frac{\quad}{12} \times 10$ =
<b>TOTAL (100 MARKS)</b>					
<b>GRAND TOTAL (10%)</b>					

**Name of Examiner :** Pn.Munirah Binti Mahshar      **Date :** \_\_\_\_\_

**Name of Supervisor :** Pn. Eni Noreni Binti Mohamad Zain

Recommended For Best Paper Award : **Yes / No**



**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

Student's Name : Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar

Matric No. : A19A0347, A19A0582, A19A0783, A19A0826

Name of Supervisor : Pn. Eni Noreni Binti Mohamad Zain Name of Programme : SAK

Research Topic : Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	<p><b>Content (10 MARKS)</b> (Research objective and Research Methodology in accordance to comprehensive literature review)</p> <p>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)</p>	<p>Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.</p>	<p>Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.</p>	<p>Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.</p>	<p>____ x 1.25 (Max: 5)</p>	
		<p>Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.</p>	<p>Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.</p>	<p>Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.</p>	<p>Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.</p>	<p>____ x 1.25 (Max: 5)</p>	

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

2.	<b>Overall report format (5 MARKS)</b>	<b>Submit according to acquired format</b>	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		<b>Writing styles (clarity, expression of ideas and coherence)</b>	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		<b>Technicality (Grammar, theory, logic and reasoning)</b>	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		<b>Reference list (APA Format)</b>	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
		<b>Format organizing (cover page, spacing, alignment, format structure, etc.)</b>	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

3.	<b>Research Findings and Discussion (20 MARKS)</b>	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)	
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)	
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)	
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)	
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	___ x 1 (Max: 4)	
4.	<b>Conclusion and Recommendations (15 MARKS)</b>	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)	
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)	
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)	
		<b>TOTAL (50 MARKS)</b>					

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTA II) : TOTAL MARKING SCHEME  
(COMPLETED BY SUPERVISOR & EXAMINER)**

**Research Topic : Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan**

**Student's Name : Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar**  
**Matric No. : A19A0347, A19A0582, A19A0783, A19A0826**

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
Effort (20%) - Reflective Note			
Presentation (20%)			/ 2 =
Research Paper (10%)			/ 2 =
Research Report (50%)			/ 2 =
<b>GRAND TOTAL (100%)</b>			

**Name of Supervisor : Pn.Eni Noreni Binti Mohamad Zain**

**Signature: \_\_\_\_\_**

**Date: \_\_\_\_\_**

**Name of Examiner : Pn.Munirah Binti Mahshar**

**Signature: \_\_\_\_\_**

**Date: \_\_\_\_\_**

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**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT (PPTAI): REFLECTIVE NOTE (Weight 20%)  
(COMPLETED BY SUPERVISOR)**

**Student's Name : Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar**

**Matric No. : A19A0347, A19A0582, A19A0783, A19A0826**

**Name of Supervisor : Pn. Eni Noreni Binti Mohamad Zain Name of Programme : SAK**

**Research Topic : Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan**

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination	Is not determined and does not put in any effort in completing the research report	Is determined but puts in little effort in completing the research report	Is determined and puts in reasonable effort in completing the research report	Is very determined and puts in maximum effort in completing the research report	____ x 1 (Max: 4)	
2.	Commitment	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor	Has not met the supervisor at all.	Has met the supervisor but less than five times.	Has met the supervisor for at least five times.	Has met the supervisor for more than five times.	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice	Has not taken any corrective action according to supervisor's advice.	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes.	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes.	Has taken corrective actions all according to supervisor's advice with few mistakes.	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to do the research.	Make the initiative to work but requires consistent monitoring.	Make the initiative to do the research with minimal monitoring required.	Makes very good initiative to do the research with very little monitoring required.	____ x 1 (Max: 4)	
<b>TOTAL (20 MARKS)</b>							/20


**REKOD PENGESAHAN PENYARINGAN TURNITIN  
VERIFICATION RECORD OF TURNITIN SCREENING**

Kod>Nama Kursus : ACS4113/Projek Penyelidikan (Perdagangan II)  
Code/ Course Name : ACS4113/Research Project (Commerce II)  
Sesi/Session : 2022/2023  
Semester : 7  
Nama Program/Name of Programme : SAK  
Fakulti/Pusat/Faculty/Centre : Fakulti Keusahawanan Dan Perniagaan/  
Faculty of Entrepreneurship and Business

**Pengesahan Penyaringan Plagiat / Verification of Plagiarism Screening**

Saya Muhammad Harith Bin Azmi, Nur Iman Syakirah Binti Abd Razak, Nurzaatul Barakah Binti Zakaria, Sathishwary A/P Uthaya Kumar, No.Matrik (A19A0347), (A19A0582), (A19A0783), (A19A0826) dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak ...16... %.

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Tajuk Kertas Kerja Penyelidikan / The Tittle of Research Project Paper :-

Dominance of TikTok In Online Purchasing Intention Among Students of University Malaysia Kelantan

Tandatangan / Signature,

Nama Pelajar / Student Name : Muhammad Harith Bin Azmi

No.Matrik / Matrix No : A19A0347

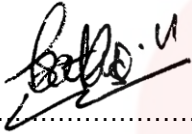
Tarikh / Date : 19 January 2023



.....  
Nama Pelajar / *Student Name* : Nur Iman Syakirah Binti Abd Razak  
No.Matrik / *Matrix No* : A19A0582  
Tarikh / *Date* : 19 January 2023



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Nama Pelajar / *Student Name* : Nurzaatul Barakah Binti Zakaria  
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Tarikh / *Date* : 19 January 2023



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Nama Pelajar / *Student Name* : Sathishwary A/P Uthaya Kumar  
No.Matrik / *Matrix No* : A19A0826  
Tarikh / *Date* : 19 January 2023

Pengesahan

ENI NORENI BINTI MOHAMAD ZAIN  
Pensyarah

Penyelia / *Supervisor* : Fakulti Keusahawanan dan Perniagaan  
Universiti Malaysia Kelantan

Tandatangan / *Signature* : *enizain*

Tarikh / *Date* : 2/2/2023

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**BORANG KELULUSAN PENYERAHAN  
LAPORAN AKHIR PROJEK PENYELIDIKAN TANPA JILID**

Kepada,

Dekan,  
Fakulti Keusahawanan dan Perniagaan  
Universiti Malaysia Kelantan

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

Saya, Pn.Eni Noreni Binti Mohamad Zain, penyelia kepada pelajar berikut, bersetuju membenarkan penyerahan dua (2) naskah draf akhir Laporan Akhir Projek Penyelidikan Tahun Akhir tanpa jilid untuk pentaksiran.

Nama Pelajar :	<u>Muhammad Harith Bin Azmi</u>	No Matrik :	<u>A19A0347</u>
Nama Pelajar :	<u>Nur Iman Syakirah Binti Abd Razak</u>	No Matrik :	<u>A19A0582</u>
Nama Pelajar :	<u>Nurzaatul Barakah Binti Zakaria</u>	No Matrik :	<u>A19A0783</u>
Nama Pelajar :	<u>Sathishwary A/P Uthaya Kumar</u>	No Matrik :	<u>A19A0826</u>

Tajuk Penyelidikan :

Dominance Of Tiktok In Online Purchasing Intention Among Students Of University Malaysia Kelantan

Sekian, terima kasih

*enizain*  
Tandatangan Penyelia

**ENI NORENI BINTI MOHAMAD ZAIN**  
Pensyarah  
Fakulti Keusahawanan dan Perniagaan  
Universiti Malaysia Kelantan

Tarikh : 2/2/2023