FACULTY ENTREPRENEURSHIP AND BUSINESS

FACTORS INFLUENCING CONSUMER PURCHASE DECISION ON E-COMMERCE PLATFORMS AMONG UNDERGRADUTES STUDENTS AT UNIVERSITI MALAYSIA KELANTAN

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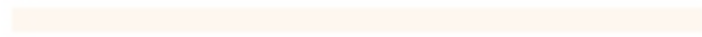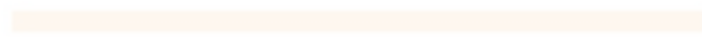DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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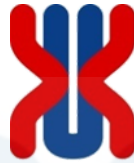
FACTORS INFLUENCING CONSUMER PURCHASE DECISION ON E-COMMERCE PLATFORMS AMONG UNDERGRADUATE STUDENTS AT UNIVERSITI MALAYSIA KELANTAN

by

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A thesis submitted in fulfilment of the requirements for the Degree of Entrepreneurship (Commerce) with Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

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		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective,	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective,	Content of report is written very systematic with excellent Background of study, Problem Statement, Research	____ x 1.25 (Max: 5)	

			and unscientific with unsearchable topic.	Research Question and less scientific with fairly researchable topic.	Research Question and scientific with good researchable topic.	Objective, Research Question and scientific with very good researchable topic.	
2.	Overall report format (5 MARKS)	Submit according to acquired format	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)
		Writing styles (clarity, expression of ideas and coherence)	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)
		Technicality (Grammar, theory, logic and reasoning)	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)
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3.	**Research Findings and Discussion (20 MARKS)**	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.	**Conclusion and Recommendations (15 MARKS)**	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)	

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		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)	
					TOTAL (50 MARKS)		

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		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)	

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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)	
			TOTAL (20 MARKS)				/20

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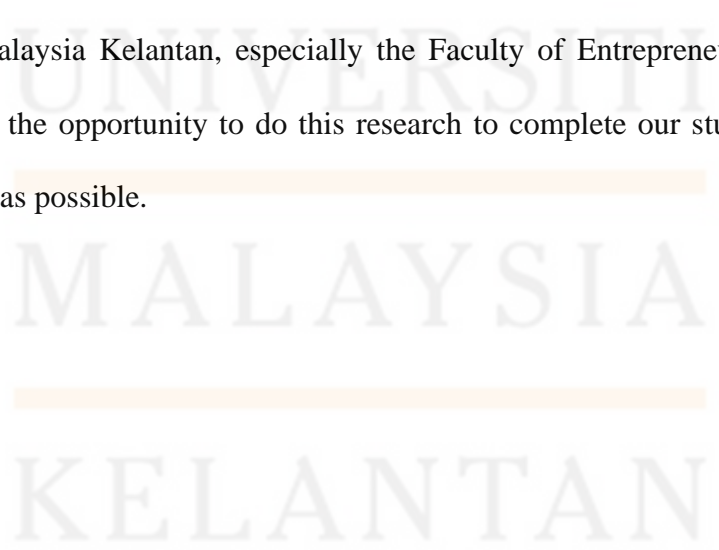
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$$n = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

LIST OF ABBREVIATIONS

A   Agree

AR   Augmented Reality

COVID-19   Coronavirus Disease 2019

D   Disagree

Df   Deviation Degree of Freedom

DV   Dependent Variable

E.g.   Exempli Gratia (For Example)

EDI   Electronic Data Interchange

Et al.   Et Alia (And Others)

FAE   Faculty of Architecture and Ekistics (Fakulti Seni Bina & Ekistik)

FBI   Faculty of Language Studies and Human Development (Fakulti Pengajian Bahasa

                & Pembangunan Manusia)

FBKT   Faculty of Bioengineering and Technology (Fakulti Kejuruteraan Bio &

                Teknologi)

FHPK	Faculty of Hospitality, Tourism and Wellness (Fakulti Hospitaliti, Pelancongan & Kesejahteraan)
FIAT	Faculty of Agro Based Industry (Fakulti Industri Asas Tani)
FKP	Faculty of Entrepreneurship & Business (Fakulti Keusahawanan & Perniagaan)
FPV	Faculty of Veterinary Medicine (Fakulti Perubatan Veterinar)
FSB	Faculty of Earth Science (Fakulti Sains Bumi)
FSDK	Faculty of Data Science and Computing (Fakulti Sains Data & Perkomputeran)
FTKW	Faculty of Creative Technology and Heritage (Fakulti Teknologi Kreatif & Warisan)
H	Hypothesis
IS	Information Systems
IV	Independent Variable
N	Neutral
P-value	Probability Value
SA	Strongly Agree
SD	Strongly Disagree
SERVQUAL	Service Quality
Sig	Significant
SPSS	Statistical Package for the Social Science

UMK   Universiti Malaysia Kelantan

VR   Virtual Reality

LIST OF SYMBOLS

n = sample size

N = population size

e = acceptable sampling error

x^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

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ABSTRAK

Dalam era digital, ulasan pelanggan dalam talian telah muncul sebagai pengaruh yang kuat terhadap keputusan pembelian pengguna. Kajian ini menyiasat kesan khusus ulasan pelanggan dalam talian terhadap gelagat pembelian pelajar. Dengan percambahan platform e-dagang dan pergantungan yang semakin meningkat pada sumber dalam talian untuk maklumat produk, memahami cara pelajar dipengaruhi oleh ulasan dalam talian adalah sangat penting kepada perniagaan dan pemasar. Matlamat kajian adalah untuk mengetahui faktor yang mempengaruhi pelanggan dalam membuat keputusan pembelian dalam talian dalam kalangan pelajar Universiti Malaysia Kelantan (UMK). Kajian ini mengandungi kualiti maklumat, e-kualiti perkhidmatan dan pengiklanan dalam talian yang merupakan faktor yang mempengaruhi pelajar Universiti Malaysia Kelantan (UMK) dalam membuat keputusan pembelian dalam talian. Teori yang digunakan di dalam kajian ini adalah teori perspektif pemasaran dan teori perspektif kualiti. Kaedah yang digunakan oleh pengkaji dalam kajian ini ialah menggunakan kaedah kuantitatif iaitu melalui google form untuk mengumpul data daripada individu. Bilangan responden dalam kajian ini adalah seramai 373 responden yang hanya tertumpu kepada pelajar Universiti Malaysia Kelantan (UMK). Akhir sekali, pengehadan dan pengesyoran disertakan untuk membantu penyelidik lanjut mendapatkan hasil yang lebih baik.

Kata Kunci: *E-dagang, Kualiti maklumat, E-Kualiti perkhidmatan, Pengiklanan dalam talian, Keputusan pembelian pengguna, Faktor yang mempengaruhi*

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ABSTRACT

In the digital age, online customer reviews have emerged as a powerful influence on consumer purchase decision. This study investigates the specific impact of online customer reviews on the purchasing behaviour of students. With the proliferation of e-commerce platforms and the increasing reliance on online sources for product information, understanding how students are influenced by online reviews is great significance to businesses and marketers. The aim of the study is to find out the effects that influence customers in making online purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK). This study contains information quality, e-service quality and online advertising as the factors that influence students of Universiti Malaysia Kelantan (UMK) in making online purchasing decision. The theory used in this study are the theory of marketing perspective and the theory of quality perspective. The method used by the researcher in this study is to use a quantitative method which is through google form to collect data from individuals. The number of respondents in this study is as many as 373 respondents who are only focused on Universiti Malaysia Kelantan (UMK) students. Finally, limitations and recommendations are included to help further researchers find better results.

Keywords: *E-commerce, Information quality, E-service quality, Online advertising, Consumer purchase decision, Influencing factors*

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CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

The history of e-commerce is a multifaceted narrative that has evolved through various stages of technological advancements and societal shifts. The roots of e-commerce can be traced back to the 1970s, when the concept of electronic data interchange (EDI) emerged, marking the early phase of digitized business transactions (Turban et al., 2019). This ground-breaking approach facilitated the seamless electronic exchange of business documents between companies, laying the groundwork for the digitization of commercial activities. However, it wasn't until the mid-1990s that e-commerce as it is recognized today truly took form, with the landmark introduction of pioneering online platforms like Amazon and eBay (Kotha and Vadlamani, 2020). These platforms revolutionized the retail industry by providing a virtual marketplace where consumers could browse and purchase an extensive range of products and services with unprecedented ease and convenience. The widespread accessibility of the internet, coupled with the increasing reliability of online transactions, propelled e-commerce into mainstream consumer consciousness, transforming the traditional retail landscape. Over the years, e-commerce has undergone significant metamorphosis, witnessing the emergence of various iterations such as mobile commerce and social commerce (Chaffey and Ellis-Chadwick, 2019). The integration of these diverse platforms allowed for greater consumer engagement and interaction, fostering a dynamic online shopping experience. Moreover, the continual integration of cutting-edge technologies, including artificial intelligence and augmented reality, has further shaped the trajectory of e-commerce, enabling businesses to offer personalized and immersive shopping experiences that transcend traditional limitations. This ongoing evolution has propelled e-commerce into a central

pillar of contemporary commerce, reshaping the way businesses operate and consumers engage with the digital marketplace, and underscoring the profound impact of technology on global trade and consumer behavior.
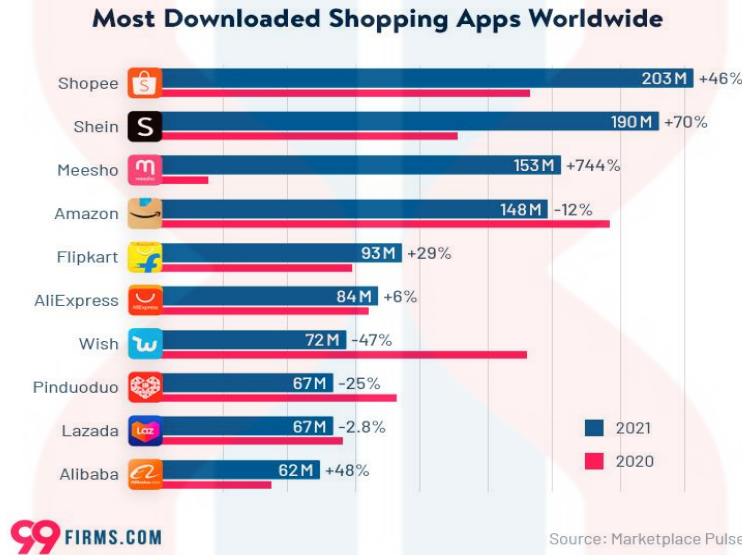
Figure 1.1: E-Commerce Statistics 2020-2021

E-commerce plays a pivotal role in modern business, offering unprecedented advantages and opportunities for companies to thrive in the digital era. First and foremost, it provides businesses with a global reach and accessibility, enabling them to tap into a vast international market and reach customers beyond their geographical boundaries (Chaffey and Smith, 2021). This global presence allows businesses to expand their customer base and increase their market share, contributing to enhanced brand visibility and recognition on a global scale (Turban et al., 2019). Additionally, e-commerce facilitates the establishment of new revenue streams and business models, enabling companies to diversify their offerings and explore innovative ways to generate income (Kotha and Vadlamani, 2020). By reducing the need for physical storefronts and intermediaries, e-commerce helps businesses minimize operational costs and streamline their

supply chains, leading to improved efficiency and cost-effectiveness (Chaffey and Ellis-Chadwick, 2019). Furthermore, e-commerce empowers businesses to provide personalized and tailored shopping experiences, leveraging data-driven insights and analytics to understand customer preferences and behaviors, thereby fostering customer loyalty and retention (Riquelme and Román, 2014). Its significance is further underscored by the convenience it offers to consumers, allowing them to shop at any time, from any location, and on any device, thus enhancing customer satisfaction and overall shopping experience (Kotha and Vadlamani, 2020). E-commerce's role in facilitating seamless and secure transactions, coupled with its ability to offer competitive pricing and a diverse range of products, makes it an essential component of the contemporary business landscape, ensuring the continued growth and success of businesses across various industries (Chaffey and Smith, 2021).

Numerous studies have investigated the factors shaping consumer behavior on e-commerce platforms, particularly among student populations. For instance, Lin and Lu (2011) conducted a study that emphasized the crucial role of trust and perceived risk in influencing online purchase decision among college students, highlighting the significance of building a trustworthy e-commerce environment. Similarly, Wolfinbarger and Gilly (2003) explored the impact of website design and interactivity on student consumers, underscoring the importance of user-friendly interfaces and seamless navigation to enhance the overall shopping experience. Additionally, Kim et al., (2013) delved into the influence of social media and peer recommendations on the e-commerce choices of students, illustrating the powerful role of social factors in shaping their purchase decisions and preferences. These studies collectively emphasize the multidimensional nature of the factors that impact students' online purchasing behavior, ranging from trust and

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website design to social influences, thereby highlighting the intricate interplay of psychological, technological, and social factors within the e-commerce context.

Despite the wealth of research on the subject, several notable gaps persist in the understanding of factors influencing consumer purchase decision on e-commerce platforms among undergraduate students. While previous studies have underscored the significance of trust and website design, there remains a need for a deeper exploration of the nuanced aspects of trust-building strategies and the dynamic interplay between user interface design and user experience (Kim et al., 2017). Furthermore, limited research has been conducted on the role of pricing strategies and their impact on the decision-making process of student consumers, indicating a crucial gap in comprehending the influence of pricing dynamics on the e-commerce choices of students (Riquelme and Román, 2014). Similarly, the role of mobile commerce applications in shaping the shopping behavior of students remains understudied, necessitating an in-depth investigation into the unique challenges and opportunities presented by the integration of mobile platforms on e-commerce platforms environments (Kim et al., 2017). Moreover, there is a paucity of research that delves into the influence of cultural and demographic factors on the e-commerce preferences of students, highlighting the necessity of a comprehensive examination of the cultural nuances that underpin the e-commerce decision-making process among diverse student populations (Riquelme and Román, 2014).

In a pioneering research endeavor, we aim to comprehensively investigate the multifaceted factors that exert a profound influence on students' purchase decisions in the dynamic landscape of e-commerce. Drawing on the work of Li and Zhang (2019), our study will delve into the impact of perceived website quality, product information, and online reviews, while expanding the examination to reveal how these factors collectively shape students' purchasing behavior. Building

on the insights from Chen and Li (2016), we will explore the role of social influence and peer recommendations, discerning the mechanisms by which social networks and interpersonal connections affect students' decisions with on e-commerce platforms. Furthermore, inspired by the findings of Wu and Liu (2018), we will investigate the influence of mobile app usability and convenience, taking into account the growing prevalence of mobile commerce among the student demographic. In addition, our research will also encompass the often-overlooked aspects of culture and demographics, recognizing the diverse preferences and behaviors exhibited by students from various backgrounds and regions, aligning with the call for more inclusive and context-specific research (Li and Zhang, 2019; Chen and Li, 2016). Furthermore, our study will place an emphasis on personalized marketing strategies and data-driven insights, acknowledging the significance of tailoring e-commerce experiences for students to accommodate their distinct preferences, ultimately aiming to offer a more nuanced understanding of the factors influencing student consumers in the e-commerce realm.

E-commerce platforms have revolutionized the way customers engage in online transactions, offering convenience and accessibility. According to Li and Zhang (2016), the integration of advanced technologies on e-commerce platforms enhances the overall customer experience. For instance, personalized recommendations based on previous purchases and browsing history not only streamline the shopping process but also contribute to customer satisfaction (Li and Zhang, 2016). The ease of navigating through product catalogs, secure payment options, and efficient order tracking systems further illustrate the positive impact of e-commerce platforms on the consumer's online shopping journey (Li and Zhang, 2016). As a result, customers are increasingly turning to these platforms for their shopping needs, appreciating the seamless and tailored experiences they provide.

1.2   PROBLEM STATEMENT

E-commerce is a competitive industry which provides convenience, variety and affordability to consumers. E-commerce's rapid expansion has resulted in an engaging shopping environment where they are exposed to an abundance of services and information sources. However, online sellers have face fierce competition with other e-commerce platforms and must compete among themselves by adopting effective marketing strategies like through attractive online advertising in order to attract and keep consumers. Competition among online sellers occurs when multiple sellers provide similar products or services while each competing for market share by offering better prices or quality. Competition among online sellers can be beneficial for consumers because it can lower the prices, increase the variety, and improve the quality of products or services. Also, it can be challenging for the sellers, as it can reduce sellers profit margins, increase their costs, and force them to innovate constantly. (Li, et al, 2015)

In addition, the e-commerce industry is facing a major challenge in 2022, due to the post-pandemic recovery and the reopening of physical stores, the demand for online shopping has reduced. According to a global forecast by Morgan Stanley, e-commerce growth will slow down from 27% in 2021 to 14% in 2022, while offline retail will rebound from -3% to 9%. This means that e-commerce businesses will have to compete more fiercely for a smaller share of the market, and find ways to differentiate themselves from their offline and online rivals. (Morgan Stanley, 2022)

E-commerce is also facing a challenge of maintaining consumer trust and loyalty due to online shopping involves various risks and uncertainties, such as product quality, delivery time, security, and privacy issues. Consumers may have different expectations and preferences when they shop online, and they may be influenced by multiple factors, such as product information,

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reviews, ratings, social media and so on. Therefore, it is important for e-commerce platforms to understand the factors that influence consumer purchase decision on e-commerce platforms. (Rong Zhou and Lei Tong, 2022)

Numerous prior studies have explored individual components of this research topic, offering valuable insights into the dynamics of e-commerce consumer behavior on e-commerce platforms, consumers have faced problems that make it difficult to get more information about the products or services. In the realm of online advertising, earlier research findings indicated only a few people indicating the impact of online advertising influence consumer purchase decisions. A study by Smith and Taylor (2004), highlighted the effectiveness of online advertising in influencing consumer decision. According to Kim and Moon (2020), advertising is an example of internal information. Particularly in the business, the advertisement has a direct impact on consumer awareness, which in turn drives consumer loyalty and purchasing behavior.

Information quality has been widely studied as well. Scholars like Gefen and Straub (2000) have emphasized the importance of accurate and reliable information in building trust, which, in turn, affects purchase intentions. On the other hand, research by Korgaonkar and Wolin (1999) revealed that poor information quality could lead to distrust and hesitancy in online shopping. E-service quality has been recognized as a key factor in shaping consumer perceptions and decisions on e-commerce platforms. Sinurat and Ali (2020) conducted a study affirming the significant impact of e-service quality on consumer purchase intentions. According to Parasuraman, et al., 2005 research indicates similar findings regarding how excellent electronic service quality leads to consumer trust and induces them to make online purchases. However, there still remains a need to comprehensively examine the combined influence of online advertising, information quality, and e-service quality on consumer purchase decision on e-commerce platforms.

1.3   RESEARCH QUESTIONS

There are the research questions of this study:

1. What is the relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK)?

2. What is the relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK)?

3. What is the relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK)?

1.4   RESEARCH OBJECTIVES

There are the research objectives of this study:

1. To examine the relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK).

2. To examine the relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK).

3. To examine the relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK).

1.5   SCOPE OF THE STUDY

The scope of this study on the factors influencing consumer purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK) will focus on understanding the impact of various key determinants, including but not limited to the influence of website interface design, product variety, pricing strategies, and social media engagement on the purchasing behavior of UMK students (Alalwan, 2018). Additionally, the study will delve into exploring the role of trust, security concerns, and delivery reliability in shaping the online shopping preferences of UMK students, considering the unique cultural and socio-economic context of the region (Muda et al., 2020). Furthermore, the research will also examine the influence of promotional strategies, including personalized recommendations and online reviews, on the purchasing decision of UMK students, aiming to uncover the most effective approaches to engaging this particular demographic (Kumar and Kumar, 2016). This study will be conducted solely among students of UMK and aims to provide a comprehensive understanding of the specific factors that impact the e-commerce purchase decision of this particular demographic within the local cultural and economic context.

1.6   SIGNIFICANCE OF THE STUDY

In the digital age, e-commerce has become a fundamental part of the global economy. With the rapid growth of online shopping, understanding the factors influencing customer purchase decision on e-commerce platforms is of paramount importance for researchers. Firstly, researchers can understand dynamic consumer behavior. It is because consumer behavior on e-commerce platforms is constantly evolving. The introduction of new technologies, shifting consumer preferences, and changes in market dynamics make it a dynamic and evolving field of study. As Liao and Chen (2019) noted, "E-commerce platforms are constantly adapting to changing consumer behavior," and understanding these shifts requires ongoing research (Liao and Chen, 2019). Researchers play a crucial role in identifying and analyzing these evolving trends, which is essential to keeping e-commerce strategies up-to-date. Next is academic advancement and curriculum development. It is because the academic community benefits from research in this field by expanding the knowledge base on consumer behavior, e-commerce, and digital marketing. These findings can enrich the content of business and marketing courses. According to Shih (2018), "Academic research on e-commerce platforms and consumer behavior shapes the curriculum of business and marketing programs, ensuring that students are well-equipped for the digital marketplace" (Shih, 2018). This integration of research findings into academic programs ensures that students are prepared for the rapidly changing e-commerce landscape.

This study can also provide the critical importance of this field of study for e-commerce business or companies, emphasizing the relevance of such research in improving customer satisfaction, improving competitiveness and driving revenue growth. First of all is enhancing customer satisfaction because e-commerce companies stand to gain significantly from research into the factors influencing customer purchase decision. A deeper understanding of consumer

behavior, as emphasized by Kim and Kim (2021), "enables e-commerce companies to develop a customer-centric approach that focuses on improving the overall shopping experience" (Kim and Kim, 2021). This approach includes tailoring the user interface, product recommendations, and marketing efforts to meet the unique preferences and needs of their customers. Consequently, by addressing factors that influence purchase decision, e-commerce companies can enhance customer satisfaction and loyalty. The second is, improving competitiveness and market position because in the fiercely competitive e-commerce landscape, companies must continuously innovate to maintain their competitiveness. Understanding the factors that influence customer purchase decision, as highlighted by Turkyilmaz and Erdem (2019), "enables e-commerce companies to differentiate themselves in the market, thus improving their position and market share" (Turkyilmaz and Erdem, 2019). Companies can tailor their product offerings and customer experience to meet specific needs and preferences, creating a unique value proposition that sets them apart from competitors. Lastly is driving revenue growth because a comprehensive understanding of the factors influencing purchase decision can directly impact the bottom line. As emphasized by Alalwan et al., (2017), "research that identifies these factors can lead to increased sales and revenue growth" (Alalwan et al., 2017). By addressing pain points and motivating factors for customers, e-commerce companies can optimize their strategies and offerings, leading to increased conversions and revenue growth.

In the fast-paced world of e-commerce, understanding the factors that influence customer purchase decision is indispensable for online sellers. This study explores the vital significance of this field of study for online sellers, emphasizing its relevance in improving the customer experience, increasing sales, and sustaining competitive advantage. First of all is enhancing the customer experience because research into the factors influencing customer purchase decision is

of paramount importance for online sellers. It enables sellers to gain insights into consumer behavior, as noted by Verhoef et al., (2015), "which can be leveraged to improve the overall customer experience" (Verhoef et al., 2015). Understanding customer preferences and motivations allows online sellers to tailor their product listings, website design, and user experience to meet the specific needs of their target audience. By addressing these factors, sellers can create a more satisfying and personalized shopping journey for customers. Next is, increasing sales and conversion rates because online sellers strive to maximize sales and conversion rates, and research on factors influencing customer purchase decision plays a pivotal role in achieving these objectives. By identifying the determinants of consumer decision-making, sellers can optimize their product descriptions, pricing strategies, and marketing efforts. As pointed out by Wang and Sun (2016), "Research in this area enables sellers to develop strategies that resonate with customer preferences and lead to higher conversion rates" (Wang and Sun, 2016). This, in turn, directly impacts the revenue of online sellers. Lastly is sustaining competitive advantage because in the fiercely competitive e-commerce landscape, staying ahead of the competition is a constant challenge. Understanding the factors that influence customer purchase decision allows online sellers to differentiate themselves in the market. As emphasized by Kim et al., 2018, "This knowledge enables online sellers to stand out and maintain their competitive advantage by addressing consumer preferences effectively" (Kim et al., 2018). Sellers can develop unique value propositions, improve their product offerings, and create a distinct online shopping experience that sets them apart from competitors.

1.7   DEFINITION OF TERM

1.7.1   Information Quality

Information quality refers to the degree to which information is accurate, reliable, relevant, timely, and fit for its intended purpose. It assesses the overall excellence of data or information in terms of its ability to meet the needs and expectations of its users. According to Jogiyanto in Rachmawati, in La Ode Sugianto (2022), information that has been processed so that it is useful to the recipient and has actual or perceived value for actions made now or in the future is considered high-quality information. How much product and service information are pertinent and helpful for predicting the behavior of online shoppers.

1.7.2   E-service Quality

E-service quality, often referred to as electronic service quality or online service quality, is a concept that assesses the overall quality of services provided through digital or electronic channels, such as websites, mobile apps, and other online platforms. It focuses on evaluating the effectiveness and customer satisfaction with the delivery of services in the online environment. As stated by Raje Archana and Vandana in Baskara et al., (2015), the extent to which the seller meets or conveys the wants or requirements of the customer in a way that surpasses the customer's expectations in order to satisfy the customer under good or bad circumstances is what determines the quality of electronic services.

1.7.3 Online Advertising

Online Advertising is a digital marketing strategy that employs the internet to display promotional messages or content to a specific target audience. It encompasses various formats, including display ads, search engine marketing, social media advertising, and video ads. Online advertising is used to enhance brand visibility, drive website traffic, and ultimately boost sales or engagement. Technology advancement for operational advertising: One of the company's main issues is the modern internet notice. It should understand how to draw in customers and accomplish a company's main goal. Advertisements should be utilized in conjunction with express equipment to grow the hoarding business and create new broadcasting ventures that are dependent on the retail decision-making of viewers to manipulate their attention (ParulDeshwal, 2016).

1.8   ORGANIZATION OF THE THESIS

For the first chapter, background of the study, problem statement, research question, research objectives, scope of the study, significance of study and definition of term were discussed to identify the core concept for the research study.

Second chapter is Literature Review which is a critical and comprehensive examination of the existing body of literature, research, and scholarly work related to a specific topic or research question. It involves the systematic collection and analysis of published materials such as books, academic articles, theses, reports, and other sources, with the goal of understanding the current state of knowledge in the field and identifying gaps, trends, and areas for further research. Introduction, underpinning theory, previous studies, hypotheses statement, conceptual framework and summary are also included in this chapter.

A research method refers to the systematic procedures, techniques, and processes that researchers use to collect, analyze, and interpret data in order to answer research questions, test hypotheses, or investigate specific phenomena. Introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, procedure for data analysis and summary are also included in this chapter.

CHAPTER 2: LITERATURE REVIEW

2.1   INTRODUCTION

A literature review is a written compilation of journal articles, books, and various documents that provides an overview of historical and current information, categorizes the literature into thematic sections, and establishes the rationale for a potential research project. It would involve reviewing and analyzing previously published studies, articles, and academic papers that address related topics. This process helps us to gain a comprehensive understanding of the current state of knowledge in the field, identify gaps in the existing literature, and establish a foundation for research by building on or challenging the findings and theories presented in the reviewed works (Creswell, 2005).

In this chapter, we will describe the literature reviews which include the underpinning theories and previous studies in explaining the characteristics of the research variables, the relationship between four independent variables and dependent variables, research framework and also research hypothesis. In the end of this chapter, we will conclude with a summary of research gaps discovered during the literature review.
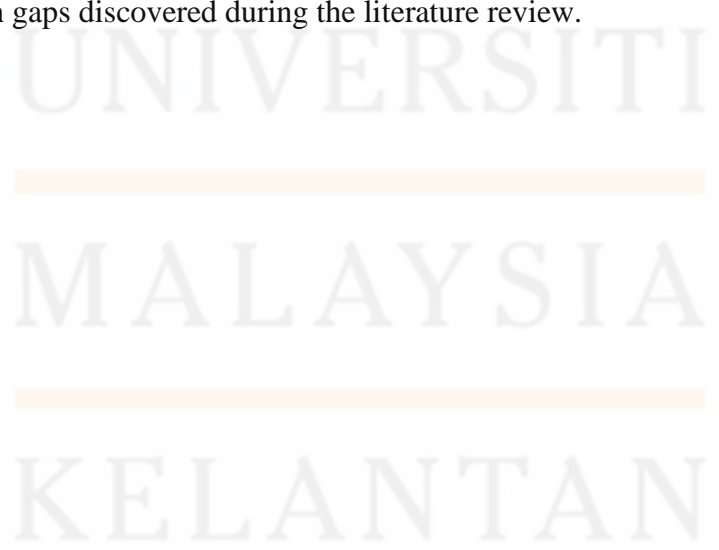
2.2   UNDERPINNING THEORY

According to Gregor (2002), underpinning theories refer to the foundational or fundamental theories that support or provide a basis for a particular concept, idea, or research. These theories serve as the framework upon which further research or analysis is built. The factors influencing consumer purchase decision on e-commerce platforms are often grounded in various theoretical frameworks from the fields of marketing and quality.

2.2.1   Marketing Perspective

a.   Online Advertising

The marketing perspective theory of online advertising provides a theoretical framework that describes how online advertising influences consumer purchase decision on e-commerce platforms. Online advertising refers to using the internet to distribute promotional messages directly to target consumers via banners, pop-ups, videos or social media posts. It is an effective marketing tool which increases brand recognition, visibility and credibility (Turban et al., 2017).

According to this theory, online advertising affects consumer purchase decision through four main dimensions which are exposure, attention, interpretation, and memory. The exposure dimension refers to the extent and frequency of consumers' contact with online advertisements, such as banners, pop-ups, videos, or social media advertising. Attention measures the level of interest and involvement with online advertisements among consumers, such as time spent viewing them, clicks made, or comments left behind. The interpretation dimension refers to the process of consumers' understanding and evaluation of online advertisements, such as the perceived relevance, usefulness, credibility, and attractiveness. The memory dimension refers to the retention and recall of

online advertisements by consumers, such as the brand awareness, attitude, and intention (Turban et al., 2017).

The marketing perspective of online advertising can help us to understand the factors influencing the consumer purchase decision on e-commerce platforms among students of Universiti Malaysia Kelantan. For example, by effective online advertising strategies, e-commerce marketers can influence the consumer's awareness, knowledge, liking, preference, attention and increase the purchase intention of the products, services, or brands in the online shopping environment (Aiolfi et al, 2021)

2.2.2   Quality Perspective

a.   Information Quality

Information quality refers to which information meets the needs and expectations of users. It can be applied to understand how consumers evaluate and use online information on e-commerce platforms, especially when they face uncertainty and risk in their purchase decision. (LinlinZhu et al., 2020) Information quality can be measured by various dimensions, such as accuracy, completeness, consistency and timeliness. Ghobadian et al.,1994) Accuracy refers to the information which is correct, reliable, and not any errors. Completeness refers to the information covers all the relevant aspects of a topic or a problem. Consistency refers to information which is coherent, logical and compatible with other sources of knowledge. However, timeliness means the information there is current, up-to-date, and relevant for the decision-making process. (Yoo et al., 2023)

One of the quality theories under information quality is the information systems (IS) success model, which proposed by DeLone and McLean. The model also includes

service quality as a factor that influences user satisfaction and intention to use the system. The IS success model can help researchers and practitioners to evaluate the effectiveness and efficiency of e-commerce websites, and to identify the areas that need improvement. (Delone and McLean, 2003) On e-commerce platforms, consumers are more rely on various sources of information to reduce their uncertainty and risk while making purchases online. These sources may include the information provided by the e-commerce platforms, for example product descriptions, prices, and reviews, as well as the information obtained from external sources, such as social media, forums, and also word-of-mouth. (LinlinZhu et al., 2020)

The information quality sources can influence the purchase decision of consumers in many ways. Firstly, information quality can affect the consumer trust and satisfaction with the e-commerce platforms including the products or services they offer. Secondly, information quality can affect the consumer search and evaluation process of the available alternatives in the e-commerce market. Lastly, information quality can also influence the consumer post-purchase behavior and feedback in the e-commerce platforms. (Han et al., 2023)

b.   Service Quality

The service quality model also known as SERVQUAL model is a well-established framework that seeks to measure and evaluate service quality on e-commerce platforms. SERVQUAL was developed by Parasuraman et al., in 1980 which is based on the premise that service quality can be assessed by comparing consumer expectations with their perceptions of the actual service received. (Parasuraman et al., 1985)

According to Parasuraman et al., 1985, service quality is a central determinant of consumer decision making on e-commerce platforms. Their SERVQUAL model identifies five dimensions that consumers use to evaluate service quality which are reliability, responsiveness, assurance, empathy, and tangibles. This framework helps us evaluate how well e-commerce platforms meet consumer expectations in these five dimensions, and how this influences purchase decision.

To enhance consumer satisfaction and attract new consumers, businesses must measure the consumer experience and their interpretation of the services provided. Companies require a robust framework for gauging consumer perceptions regarding service quality to achieve their objectives. This model should effectively translate consumers' intangible perceptions of a service into tangible and quantifiable metrics, demanding substantial theoretical and empirical efforts. (Ghotbabadi et al., 2015)

2.3   PREVIOUS STUDIES

2.3.1   Purchase Decision on e-commerce platforms

The dependent variable is the factor or outcome that we are studying to understand how it is affected by other variables in our research. In our research, the dependent variable will be purchasing decision on e-commerce platforms which is the variable we want to analyze and determine how it is influenced by other factors. The purchase decision is a multi-step process that motivates consumers to recognize their needs, explore different alternatives, and ultimately make choices regarding specific products and brands. It entails a sequence of considerations before the actual purchase, such as deciding where to make the purchase, which brand or model, the timing of the purchase, the budget allocation, and the preferred payment method. Salem, 2018 also suggested that decision-making process is notably affected by the packaging of the product.

Numerous elements impact the decision consumers make when it comes to their purchases. The consumer's decision-making comprises external, internal, and marketing influences. External factors include culture, subculture, social groups, situational factors, social class, and family. Internal factors encompass perception, attitude, familiarity, personality, lifestyle, engagement, and role. As for marketing factors, most literature agree that they encompass the product, visual appeal of packaging, promotional efforts, distribution methods, service quality, and pricing (Mutsikiwa and Marumbwa, 2013).

In view of those results, it is crucial for e-commerce professionals to comprehend the elements that affect purchase decision. It has become increasingly vital for companies to understand how to keep their existing consumers and encourage them to make repeat purchases. This has been supported by Fang et al., in 2014 who proclaimed that they have delved into the factors that drive consumer repurchase behavior like trust and loyalty have emerged as pivotal

elements. This is because trust and loyalty play a crucial role in fostering a willingness to take risks, especially in situations characterized by uncertainty, interdependence, and concerns about opportunistic behavior. Also, Dr. Pardeep Kumar, (2018) suggested that they have explored that internet advertising has a significant relationship with purchase decision on consumers. This study also established that internet advertising is an essential factor the influence consumers' purchase decision.

Consumers tend to rely on their previous experiences to find information that is relevant to their specific needs before they seek external sources of information. This means that past purchase experience is an internal source of information that influences consumers' decision. Moreover, most literature agreed that many consumers' decision are likely to be shaped by combining past purchase experience with marketing strategies and non-commercial information sources (Schiffman and Kanuk, 2007). Hallikainen et al., 2022 also suggested that, e-commerce information includes data on the product's features, consumer reviews, and evaluation reports should be clear and relevant to help consumer evaluate the product or service's quality. Accurate information can give consumers a realistic impression of the products offered. Also, up-to-date information can increase consumer satisfaction and loyalty for the products and services in marketing according to Hossain et al., 2023.

This has been supported by Blackwell et al., 2001, who proclaimed that marketing managers need to know how consumers consume and how they perceive the advantages of their products and services to understand their purchasing decision. The authors also stated that consumers go through several stages that affect how they make and evaluate their purchase decision and their behavior after the purchase. The first stage is when consumers want to fulfill their needs and desires and identify the problem. Marketers can influence this stage by using

advertisements, personal selling and packaging to stimulate the awareness of the needs or wants they want to satisfy. The second stage is when consumers look for information from either their own experiences or external sources, such as family, friends, neighbors, and social media or packaging labels. The last stage is when consumers compare and choose the brands that match their preferences and meet their needs. (Blackwell et al., 2001)

Last but not least, the decision to purchase or use services is a cognitive process that involves memory, thinking, information processing and judgment in decision making. High service quality creates a positive perception among consumers, which enables them to make decision to use a service. Consumer perceive service quality as ideal when the services they receive fulfilled their expectations and conversely as poor when the services fall short of their expectations. (Prianggoro et al., 2019)

2.3.2   Information Quality

Information quality in the context of e-commerce refers to the accuracy, relevance, and reliability of data presented to users during online interactions, influencing their perceptions and decision. Wang and Strong (1996) also suggested that information quality encompasses aspects such as completeness, consistency, timeliness, and interpretability, highlighting the importance of reliable and comprehensive information for effective decision-making. In the realm of e-commerce, the role of information quality is crucial, as consumers heavily rely on accurate and trustworthy data to make informed purchase decision.

Several studies have delved into the relationship between information quality and purchase decision in the e-commerce domain. For instance, Li and Zhang (2002) suggested a study exploring the impact of information quality on consumer trust in online environments. Their findings revealed a positive correlation, indicating that higher information quality led to increased

consumer trust. Trust, in turn, plays a pivotal role in shaping purchase decision, as consumers are more likely to engage in transactions when they perceive the information provided as reliable. Additionally, Gefen et al., 2003 examined the influence of information quality on perceived usefulness and ease of use on e-commerce platforms systems. Their results suggested a significant positive relationship, highlighting that higher information quality enhances the perceived utility and ease of use, ultimately influencing consumers' decision to make online purchases.

Another study by Bélanger and Carter (2008) investigated the impact of information quality on perceived risk on e-commerce platforms transactions. Their research indicated an inverse relationship, suggesting that higher information quality reduces perceived risk. This finding is significant as perceived risk is a key factor affecting purchase decisions; when consumers feel more confident in the quality of information provided, they are likely to perceive lower risks and, consequently, make more favorable purchase decisions. Furthermore, Wang et al., 2015 explored the relationship between information quality and consumer satisfaction in the e-commerce context. Their study revealed a positive correlation, emphasizing that higher information quality contributes to increased consumer satisfaction, which, in turn, influences repeat purchases and positive word-of-mouth.

In light of these previous studies, the hypothesis for the current research is that higher information quality on e-commerce platforms environments positively correlates with consumers' purchase decisions. This hypothesis posits that as the accuracy, completeness, and reliability of information improve, consumers are more likely to trust the platform, perceive lower risks, find the system more useful, and experience greater satisfaction, ultimately influencing their decisions to make online purchases.

2.3.3   E-service Quality

Until today, there is no fixed and acceptable definition about the e-service quality (Seth et al., 2005). In a wide perspective, we can say that the meaning of e-service quality originated from the service quality. Most literature agreed that service quality can be defined as the total evaluation of a particular service provider that comes from contrasting the provider's performance with the general expectations of the consumer regarding the performance of providers in that industry (Parasuraman et al., 1988). For e-service quality definition, we can refer to the previous study by Parasuraman et al., 2005, which stated that e-service quality as the extent of the website platform can eases the shopping, purchasing, and delivery process by the customer being effective and efficient. Not only that, this study has been supported by Wolfinbarger and Gilly (2003) who defined it as the process of transaction from the beginning until the end process which includes searching for the information, navigation on the website, ordering process, interactions between the customer and the customer service staff, delivery, and satisfaction of the customer with the product that has been ordered. Lastly, Khalil (2011) also suggested that different people have different thoughts of definition but they still defined the e-service quality with similar basic meaning.

According to the previous study by Al-Nasser (2015), we can see that currently in the online shopping platforms, there is an increase in the number of measurements. Not only that, there are a lot of studies trying to develop their major dimensions on our subtopic, e-service quality which can be linked through the online environment. Examples of the studies are by Yang et al., 2004 in the context of online shopping sites, Gounaris et al., 2005 on online retailing, and Surjadaja et al., 2003 in the context of e-service. There are many major dimensions that have been discussed such as in terms of security, responsiveness, and reliability. All of these dimensions are important

elements that need to be prioritized in any business organization to ensure that their e-service quality can influence the consumer purchase decision on e-commerce platforms.

In the recent study by Limwirya et al., 2023, suggested that there are few indicators of e-service that have been applied on this study topic. For example, the efficiency, privacy or security, fulfillment or reliability, site aesthetic, responsiveness, and ease of use. As we can see, some of the indicators have been mentioned in the above paragraph in the section of major dimensions such as the security, responsiveness, and reliability. In this recent study, we learned more about the function of the dimensions that have been mentioned and from here, we know that most of it can develop a positive relationship on influencing the purchase decision on e-commerce platforms. This directly can relate with our current research which is the relationship of e-service quality with factors influencing the consumer purchase decision on e-commerce platforms.

According to the previous study by R. Septiana (2020), who proclaimed it clearly stated that e-service quality is an essential tool for an organization as the needs of the customer are channeled automatically through the usage of the internet or from social media platforms. If e-service quality is not being prioritized by the company, it will be the biggest challenge for them to maintain the satisfaction of the customer in purchasing on the e-commerce platform (Paulo et al., 2019). Gounaris et al., (2010) stated that delivering the customer excellent experience in terms of service will make them repurchase and turn into becoming loyal customers to the company. Sharma and Lijuan (2015), stated that the key to be successful on e-commerce platforms is the website quality in terms of the system, information, and e-service must be at a good level. This shows that e-service quality needs to be maintained and improved as it is an important element that can influence the consumer purchase decision on e-commerce platforms.

2.3.4   Online Advertising

Online advertising is the practice of promoting goods and services to a specific market using digital platforms and channels. It includes a range of forms, such as video commercials, social network ads, display ads, and search engine marketing, all aimed at capturing consumers' attention and influencing them to take desired actions. Online advertising, according to Smith and Zook (2011), uses the internet's wide reach and interactive nature to build customized and targeted campaigns that provide firms a more direct and quantifiable way to communicate with their audience.

Several studies have explored the intricate relationship between online advertising and purchase decisions in the realm of e-commerce. First, Liang and Huang (1998) investigated the impact of online advertising on consumer attitudes and behaviors, emphasizing the influential role of online promotional efforts in shaping purchase decisions. Their findings highlighted a positive correlation between exposure to online ads and consumers' inclination to make online purchases. Similarly, Wang and Sun (2010) also suggested the effectiveness of online advertising in influencing consumer perceptions and trust, underscoring the importance of building trust through online communication channels. Their study revealed that a positive perception of online ads significantly influenced consumers' trust, subsequently impacting their purchase decisions.

Moreover, Smith and Yang (2004) conducted a comprehensive analysis of the role of online advertising in the consumer decision-making process, examining how different types of online ads affect consumers' information processing and decision outcomes. Their study identified that the interactive nature of online advertising, particularly in the form of user-generated content and reviews, plays a crucial role in shaping consumer opinions and purchase intentions. Additionally, Chang and Thorson (2004) focused on the influence of online advertising content

and creativity on consumer responses, finding that creative and engaging online ads significantly contributed to positive attitudes and, subsequently, increased likelihood of making a purchase.

In a more recent study, Liu and Shrum (2002) explored the impact of online advertising on consumer decision-making by examining the role of emotional responses in the advertising process. Their findings suggested that emotional engagement with online ads played a pivotal role in shaping consumers' perceptions and attitudes, ultimate influencing their purchase decisions. Considering the insights from these previous studies, it is hypothesized that a positive exposure to online advertising, particularly when the content is creative, engaging, and builds trust, will have a significant positive impact on consumer attitudes and perceptions, ultimately influencing their purchase decisions in the context of e-commerce.

2.4 HYPOTHESIS STATEMENT

H0: There is no relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

H1: There is a relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

H0: There is no relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

H2: There is a relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

H0: There is no relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

H3: There is a relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

From H1 until H3, all of these are our alternative hypotheses while the H0 is our null hypothesis. In our research, all hypotheses that we made have a positive relationship between the independent variables and dependent variables of the study.

2.5   CONCEPTUAL FRAMEWORK
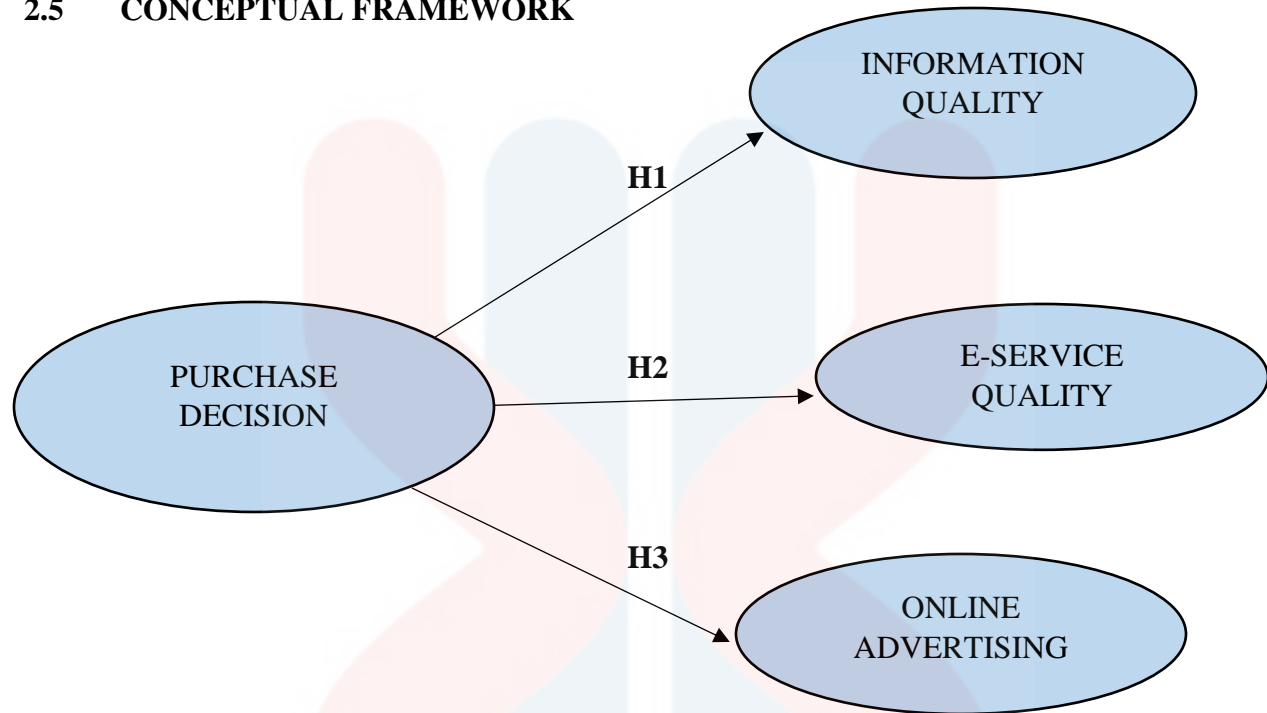
Source: Sunaina Singh, 2023.

Figure 2.1: Conceptual Framework of Factors Influencing Consumer Purchase Decision on E-Commerce Platforms Among Undergraduate Students at Universiti Malaysia Kelantan

Figure 2.1 shows the conceptual framework that has been developed by us in order to find the factors influencing the consumer purchase decision on e-commerce platforms. From this figure, there are three independent variables that we choose for this study which is information quality, e-service quality and online advertising. For the dependent variable, we only choose to study about the factors influencing the consumer purchase decision on e-commerce platforms. As we can see, all of the independent variables that we have are related and have a relationship with the dependent variable.

2.6   CONCLUSION

To conclude this section after studying the literature, students of Universiti Malaysia Kelantan found that they often buy goods on e-commerce platforms. The proposed theoretical framework is built on a literature review. This researcher examines the relationship between all independent variables in this study, namely information quality, e-service quality and online advertising, in influencing Universiti Malaysia Kelantan students to make purchasing decision on e-commerce platforms. The next chapter discusses the many methods used to reveal and contribute to the knowledge gained from this study.

CHAPTER 3: RESEARCH METHODS

3.1   INTRODUCTION

One approach to methodically addressing the research challenge is through research technique (Mimansha Patel, 2019). It might be viewed as a science that studies how scientific research is conducted. Research methodology denotes the rationale behind the process of developing theory, which serves as a procedural framework for the study (Remenyi et al., 1998). A researcher's choice of research paradigm influences their methodological choices. The research paradigm directs not only the choice of methods for collecting and analyzing data, but also the selection of alternative theoretical approaches (Sayer, 1922). In this chapter, several methods have been used to complete this study. This study also includes several aspects such as research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables and procedure for data analysis.

3.2   RESEARCH DESIGN

Research is a methodical and meticulous approach to problem-solving and knowledge acquisition (Bhattacharyya, 2006; Thomas et al., 2011). Another way to characterize research is as a methodical process of expanding human understanding. According to Gratton and Jones (2010) and Kumar (2008), it should provide a novel addition to the corpus of current knowledge or provide a solution to a problem. Aims, uses, goals, intentions, and plans within the realistic constraints of space, time, money, and the researcher's availability are the main concerns of design (Hakim, 2000). Research design reflects the ideas of the researcher. By connecting the research through a structural plan that demonstrates how all the important components of the research collaborate to try to answer the research questions, it helps avoid dissatisfaction. The research methodology is defined by (Leedy and Ormrod 2001; Williams, 2011) as the comprehensive

procedures a researcher uses to start a research project. Consequently, in order to obtain results, a quantitative research method works with quantifying and analyzing variables. According to Malcolm et al., 2022, quantitative research is any study in which the coded and gathered data may be expressed as a numerical value. Studies that gather data and code it as words, on the other hand, would be considered qualitative research. A cross-sectional study is a kind of research design where data is gathered at one time from a large number of different participants. Cross-sectional research involves the observation of variables without any manipulation (Lauren Thomas, 2020). A questionnaire was also conducted and distributed to students of Universiti Malaysia Kelantan (UMK) to obtain data and results to complete this study.

3.3   DATA COLLECTION METHODS

Methods of data collection refer to the systematic processes and techniques used to gather information and data for a specific study or investigation. These methods are crucial in research for several reasons. Firstly, they help researchers obtain accurate and reliable data, ensuring the validity of their findings. Secondly, the choice of data collection method can influence the scope and depth of the research. For instance, qualitative methods like interviews and observations provide rich, detailed insights, while quantitative methods like surveys yield numerical data for statistical analysis. Additionally, the choice of data collection method should align with the research objectives and the nature of the research question. Therefore, selecting appropriate methods is essential for collecting relevant data. (P.Gill, 2008) In this research, the data collection methods we used are primary data and secondary data.

3.3.1   Primary Data

Primary data collection methods are research techniques used to gather original data directly from sources. Common methods include surveys, interviews, observations, experiments, and questionnaires. (Marta Costa, 2022) In this study, we are using google form to distributing sets of questionnaires to the target population randomly to complete by the students. Google forms is a free web tool for collecting information quickly and conveniently. In addition, the use of the Google form link has time saving and accurate data gathering benefits. The questionnaire is a structured set of questions designed to collect data or information from respondents. The questionnaire is prepared related to our three main factors influencing the consumer purchase decision on e-commerce platforms. To make sure the data obtained are correct, we will only allow the students of Universiti Malaysia Kelantan (UMK) to answer the questionnaire because in this questionnaire our target is only to focus on students of UMK.

3.4   STUDY POPULATION

The study aims to investigate the factors influencing consumer purchase decisions on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan including three campuses which are located in Pengkalan Chepa, Jeli and Bachok. The study population for this research target the students of Universiti Malaysia Kelantan which consists of students who have made consumer purchase decision on e-commerce platforms. According to data available on Universiti Malaysia Kelantan website, the total number of students who have enrolled at Universiti Malaysia Kelantan (UMK) is 12,699 students. The reason why we aim to target only students of Universiti Malaysia Kelantan is because UMK students are readily accessible which makes easier for us to collect data. Students who have different academic backgrounds and experiences, which can enrich the research and lead to a more comprehensive understanding of consumer behavior on e-commerce platforms.

3.5   SAMPLE SIZE

Sample size is the process of choosing individuals, organizations, or locations from a larger population that a researcher intends to study. Sample size refers to the number of observations or data points collected from a population to represent it adequately. Ensuring the right sample size is essential to achieve statistically significant results. The sample size of this study is focused on students in Universiti Malaysia Kelantan and by using google form to distribute and collect the questionnaires. Based on Krejcie & Morgan's (1970) calculation formula, we plan to select a minimum 373 respondents from the UMK students to investigate the factors influencing consumer purchase decision on e-commerce platforms. The sample size is calculated by using the formula as below:

$$n = \frac{x^2 Np(1-P)}{e^2(N-1) + x^2 p(1-p)}$$

n = sample size

N = population size

e = acceptable sampling error

x^2 = chi-square of degree of freedom 1 and confidence 95% = 3.841

p = proportion of population (if unknown, 0.5)

Therefore,

$$n = \frac{(3.841)(12{,}699)(0.5)(1-0.5)}{(0.05^2)(12{,}699-1) + (3.841)[(0.5)(1-0.5)]}$$

$$= \frac{12{,}194.21}{32.71}$$

$$= 373 \text{ respondents}$$

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

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Source: Krejcie & Morgan, 1970

Figure 3.1: Sample Size of Krejcie & Morgan's (1970)

3.6   SAMPLING TECHNIQUES

For this study, the sampling techniques used are convenience sampling. It is categorized as one of the non-probability sampling strategies. According to Alison (2005), convenience sampling can be defined as the method used by the researchers in choosing the respondents for their research study in which their target respondent is the person that they feel is convenient to approach. By using convenience sampling, all Universiti Malaysia Kelantan students can be chosen according to who is convenient to us. For us, the target respondent can be chosen from our own friends, random UMK students that we can get through sharing the questionnaire on the social media platform, and the UMK students that we think are convenient to be approached and ready to take part in answering the questionnaire. For this study, 373 students from Universiti Malaysia Kelantan

are the minimum number of respondents that we need to achieve. The data that we need to collect from them by using the convenience sampling techniques are important in our research study.

According to Louise (2020), there are many advantages and disadvantages if we are using convenience sampling. Examples of this sampling technique advantages are it is easy to use and can help the researchers like us to collect the data faster. At the same time, this gives the researchers a chance to save their time in collecting the data. It is because the convenience sampling lets the researchers freely choose any person from the target population that is convenient to them. From here, one of the biggest disadvantages that might occur in collecting the data is a high level of bias as the researchers are free to choose any target respondent that is convenient to them. This also might cause the information that we collect not accurate as we might receive false data. In conclusion, this sampling technique will still be one of the choices by the researchers as the research can be done faster and it is an inexpensive method.

3.7   RESEARCH INSTRUMENT DEVELOPMENT

For this study, we use survey questionnaires as the instrument tool for the data collection that we can obtain from the respondents. We will use the Google Form to develop the survey questionnaire. For this research, the questionnaire will be written in English and Malay language. In this questionnaire, it will be divided into three sections: demographic information in section A, dependent variable in section B, and independent variable in section C. Under section A, we will divide it into seven parts of questions as shown in Table 3.2. For this section, we give a few options for the respondent to choose their own answer. In section B and section C, the Likert scale will be applied in order to collect the data about the variable's questions. In this study, the odd Likert scale type will be used which have 5-points of ranging scale from strongly disagree which is number one until strongly agree which is number five. From this scale, the researcher can know the attitude, behavior and opinion of the respondent towards the question whether they are agreeing with it or disagree. In some cases, there are respondents that will choose neutral as their choice which is positioned in number three. In Dr. Sc.Francis Okumu Omillo research (2019), we can see the citation from Junior and Costa, (2014) which said that the process to develop Likert scale is simple, easy to be read, and it also helps to produces psychometric consistency after respondents fill the questionnaire. This is the reason most of the researchers use this method for the survey questionnaire. The questionnaire will be distributed to the students of Universiti Malaysia Kelantan (UMK) who is our target respondent. This research source is primary sources because the data collected from the questionnaire is categorized as first-hand information.

Table 3.1: Likert Scale

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

Table 3.2: Overview Questionnaire Design of Demographic Information

Section A: Demographic Information	
Questionnaire Item	**Option**
Gender	Male / Female
Age	18-21 years old / 22-25 years old / 26 and above
Race	Malay / Chinese / Indian / Others
Years	Year 1 / Year 2 / Year 3 / Year 4
Faculty	Faculty of Entrepreneurship & Business (FKP) / Faculty of Creative Technology & Heritage (FTKW) / Faculty of Veterinary Medicine (FPV) / Faculty of Agro Based Industry (FIAT) / Faculty of Earth Science (FSB) / Faculty of Hospitality, Tourism & Wellness (FHPK) / Faculty of Architecture & Ekistics (FAE) / Faculty of Bioengineering & Technology (FBKT) / Faculty of Language Studies & Human Development (FBI) / Faculty of Data Science & Computing (FSDK)

How often do you buy product on e-commerce platform?	Never / Rarely (Once a year or less) / Occasionally (2-5 times a year) / Monthly / Weekly / Daily
Which e-commerce platform do you prefer to use?	Lazada / Shopee / Zalora / Tokopedia / Amazon / eBay / Alibaba / Others

Table 3.3: Overview Questionnaire Design of Independent and Dependent Variables

Section B: Independent Variables		
Variables	**Questionnaire Item**	**References**
Information Quality	I prefer to buy products from the e-commerce platform that have positive online reviews.	Chung-Tzer Liu, 2022
	The e-commerce platform provides accurate and reliable information about the products.	
	The information provided on the website is clear and easily understood.	

	The reputation of the source of information on e-commerce platforms is adequate.	Benjamin Chan Yin-Fah, 2010
	When shopping online, I often purchase at the website which can provide me with more information of product and selection.	Osman Syuhaily et al., 2010
	The information from website has encourage me to buy more and recommended the products or services to others.	
E-Service Quality	My online transactions are always accurate.	Mohammad Younus Hossain, 2011
	I receive prompt responses to my requests by e-mail or other means.	
	I feel safe in my online transactions.	
	I felt secure in providing sensitive information (e.g., credit card number) for online transactions.	

	I felt the risk associated with online transactions is low.	
	E-service quality bring convenient for me.	Chan Yong Rou, 2023
Online Advertising	I did not want to reach a conclusion about the advertised product too quickly.	Si et al., 2023
	I wanted to know more about the advertised product before the conclusion is confidently drawn.	
	I wish I could have more information available to judge the advertised product.	Si et al., 2023
	The advertised products were relevant to my needs.	
	I trust that the products received will be exactly as advertised during the live streaming.	Zhu et al., 2023

	I have confidence in the authenticity and reliability of the products and services recommended in this live streaming.	
Section C: Dependent Variables		
Variables	**Questionnaire Item**	**References**
Purchase Decision	I decided to buy a product when you are sure the quality is good	Aisyah et al., 2021
	I decided to buy the product on e-commerce platform as much to review.	
	I have become accustomed to buying products online at e-commerce platform during the Covid-19 pandemic.	
	I will recommend the products I buy at e-commerce platform to my relatives, if the product meets my expectations.	

	If I am satisfied with the product I bought at e-commerce platform, then I will repurchase.	

3.8   MEASUREMENT OF THE VARIABLES

As we know, there are four types of measurement level which is nominal data, ordinal data, interval data, and ratio data. For this study, these measurement level that being apply are:

a)   Nominal Data:

This occurs in section A as in that section, the question is about the demographic information of the respondents. Researchers use the nominal data because it can be applied to label the variables without giving numerical value. This data also cannot be arranged according to the sequence, and it is impossible to measure the value of the data by using mathematical operation (Taylor. S, 2023).

b)   Ordinal Data:

This occurs in section B and C, with the Likert scale being applied to get the opinion from the respondent whether they strongly disagree, disagree, neutral, agree, and strongly agree. The variables under ordinal data can be arranged into a few categories according to its level or also known as rank order (Bhandari. P, 2020).

3.9   PROCEDURE FOR DATA ANALYSIS

3.9.1   Reliability Analysis

A thorough analysis of the internal components of the measurement and its dimensions is carried out, using a universal reliability analysis method. This analysis has many things, including calculating the different standard methods used to determine statistical reliability, revealing complex relationships between statistical factors, and finally evaluating the consistency of the instrument. As part of the evaluation process, the reliability of the research is carefully evaluated through the calculation of Cronbach's Alpha, which establishes a significant correlation between the scores of each respondent and the underlying factors. Obviously, a low Cronbach's alpha serves as an indicator of increased reliability, indicating a strong relationship between descriptive and explanatory variables. Importantly, these quantitative findings can be effectively applied to subsequent research efforts, thereby enhancing the scope and depth of future studies.

Table 3.4: Cronbach Coefficient of Alpha

Cronbach's Alpha	Internal Consistency
0.9 > 1.0	Excellent
0.8 > 0.9	Good
0.7 > 0.8	Acceptable
0.6 > 0.7	Questionable
0.5 > 0.6	Poor
0 > 0.5	Unacceptable

3.9.2   Pilot Test Analysis

A pilot test is a small study done before the actual test. Therefore, before distributing the questionnaire to the respondents, the instrument will be tested. This is to test whether the question asked is easy to understand and reasonable. The questions will be distributed using Google documents and shared further with 30 respondents in order to test and evaluate the tool for better performance. The time to do this test will be one week to see the level of its effectiveness.

3.9.3   Descriptive Analysis

Descriptive analysis is a useful method used to better describe and summarize data, thereby making it easier to access and understand for researchers, ultimately improving decision making. This research tool is designed to analyze the data effectively through the lens of percentage and frequency, using three methods of central purpose, namely mode, median and mean, to provide a complete understanding of the dataset. Therefore, the survey included questions about various demographic aspects such as age, gender, ethnicity, year of birth and the rate of adoption of non-financial transactions. These demographic events are systematically combined in section A of the questionnaire, allowing a comprehensive analysis of the relevant factors. By using the power of descriptive analysis, research strives to support its broad objectives, ensuring that the study's objectives are achieved with precision and depth.

3.9.4   Normality Test Analysis

To ensure the validity and reliability of statistical findings, it is imperative to employ meticulous data analysis techniques, particularly when dealing with parametric experiments that rely heavily on normal data distributions. However, in addition to conventional methods, an array of sophisticated statistical tools, including the Kolmogorov-Smirnov statistic, the Lilliefors statistic, the Shapiro-Wilk statistic, as well as measures of skewness and kurtosis, are often utilized to assess the robustness of data in various research contexts. These statistical indicators play a pivotal role in evaluating the adequacy of the p-p map, a graphical test method commonly employed for hypothesis evaluation (Melee, 2018). Consequently, the comprehensive utilization of both analytical and graphical approaches in data assessment contributes to a comprehensive understanding of the underlying normality of the data distribution.

3.9.5   Spearman Correlation

Spearman's correlation coefficient can be used to examine statistical correlations or interactions between two continuous variables to learn how Universiti Malaysia Kelantan (UMK) students use e-commerce platforms to make selections about what to buy. In statistics, the Spearman correlation coefficient has values between +1 and -1, inclusive, where 1 denotes a perfect positive connection, 0 denotes no link at all, and -1 denotes a severe negative correlation. It is frequently employed as a measure to evaluate how strongly two variables are linearly dependent on one another.

Grading Standards	Correlation Degree
$\rho = 0$	no correlation
$0 < |\rho| \le 0.19$	very week
$0.20 \le |\rho| \le 0.39$	weak
$0.40 \le |\rho| \le 0.59$	moderate
$0.60 \le |\rho| \le 0.79$	strong
$0.80 \le |\rho| \le 1.00$	very strong
1.00	monotonic correlation

Figure 3.2: Grading Table of Spearman Correlation Coefficient (p)

3.10   CONCLUSION

In this chapter, we have delved into various aspects of research methodology, including research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, and the procedure for data analysis. These elements play a crucial role in conducting a comprehensive study, and they have been carefully considered to ensure the quality and reliability of the research conducted. The purpose of this chapter is to assist in guaranteeing the accuracy and dependability of the data that is gathered. This is due to the fact that methods typically involve steps and rules for gathering and evaluating data, which reduce the possibility of bias and inaccuracy (Astha Maheshwari, 2019).

In conclusion, the methodology outlined in this chapter provides a robust framework for conducting the research on factors influencing consumer purchase decision on e-commerce platforms. By carefully considering the research design, data collection methods, study population, sample size, sampling techniques, instrument development, measurement of variables, and data analysis procedures, the study aims to produce valuable insights that contribute to the existing body of knowledge in this field. The systematic approach and attention to detail are critical for ensuring the research's validity and reliability, ultimately leading to meaningful and impactful findings.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1   INTRODUCTION

The outcomes of the data analysis technique covered in the preceding chapter are examined in this chapter. We employed a set of instruments called the Statistical Package for Social Science (SPSS) to examine the information gathered. The results that need to be presented include the preliminary analysis, respondent demographics, descriptive analysis, validity and reliability tests, normalcy tests, and Spearman's correlation coefficients. The Cronbach's alpha approach was used to verify the reliability study. Descriptive analysis is used in the study of the respondents' demographic profile data. Lastly, the significance of the link between the quality of the information, e-service, and online advertising that impact consumer purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan (UMK) was evaluated using Spearman's correlation.

4.2   PRELIMINARY ANALYSIS

A pilot test, also known as a pilot study or feasibility study, is a small-scale preliminary test conducted to evaluate the feasibility, time, cost, risk, and adverse events associated with a specific project or activity before it is implemented on a larger scale. In various fields, including research, business, and technology, pilot tests are commonly used to identify and address potential issues or challenges that may arise during the full-scale implementation of a project (Julia Simkus, 2023). Furthermore, the study aims to evaluate the safety of treatments or interventions, potential recruits, investigate randomization and blinding procedures, enhance the researchers' familiarity with study methodologies, medications, and interventions, and furnish estimates for sample size computation. This review focuses on the misconceptions and the moral implications of the pilot test. This review also introduces the concept of interpreting pilot test findings (Junyong In, 2017).

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This study uses a pilot test by taking 30 respondents from Universiti Malaysia Kelantan (UMK) students. To get an acceptable amount of Cronbach's Alpha, it must be 0.7 and above. If the amount of Cronbach's Alpha is less than that, then it will be questionable, poor or unacceptable and at the same time it is invalid.

Table 4.1: Results Reliability Cronbach's Alpha for the Variables

Variables	Number of Item	Cronbach's Alpha	Remarks
Information Quality (IV)	6	0.848	Good
E-Service Quality (IV)	6	0.881	Good
Online Advertising (IV)	6	0.743	Acceptable
Purchase Decision (DV)	5	0.781	Acceptable

The amount of data that has been analyzed from dependent variables and independent variables has been shown in the table above. Because the analyzed data had a Cronbach's Alpha of more than 0.7, it was deemed credible. The first independent variable, which is information quality, was found to be very reliable (6 items; a = 0.848). The second independent variable, e-service quality, was also found to be very good and reliable (6 items; a = 0.881). While the last independent variable which is online advertising was found to be acceptable and reliable (6 items; a = 0.743) while the dependent variable that is purchase decision is also accepted and trusted (5 items; a = 0.781).

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

The demographic profile of respondents is represented by the data in this chapter including of age, gender, race, years of study, faculty, how often do you buy products on e-commerce platforms and which e-commerce platforms do you prefer to use?

4.3.1 Number of respondents based on age.

Table 4.2: Age Group of Respondents

AGE	FREQUENCY	PERCENTAGE (%)
18 – 21 years old	50	13.2
22 – 25 years old	303	81.2
26 years old and above	20	5.4
TOTAL	373	100.0
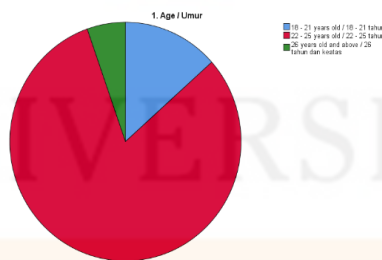
Figure 4.1: Age

Table 4.2 display the number of respondents based on age and they are from various age groups at Universiti Malaysia Kelantan. Among the 373 respondents, majority of the respondents are from age 22 – 25 years old with a total of 303 respondents (81.2%). Moreover, 50 respondents from age 18 – 21 years old who are an attempt for our questionnaire with 13.2%. Lastly, the minority of the respondents are from age 26 years old and above with a total of 20 respondents (5.4%).

4.3.2 Number of respondents based on gender.

Table 4.3: Gender Group of Respondents

GENDER	FREQUENCY	PERCENTAGE (%)
Male	138	37.0
Female	235	63.0
TOTAL	373	100.0
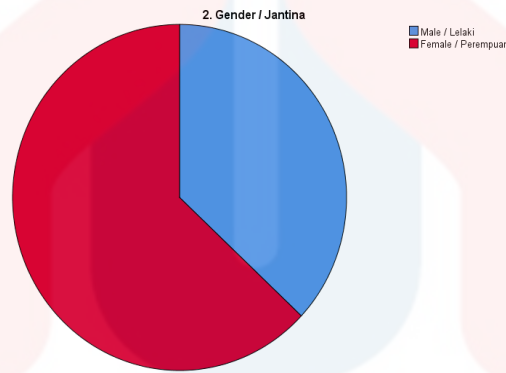
Figure 4.2: Gender

Table 4.3 shows that the number of respondents based on gender. In this study, the highest frequency of gender is female which is 235 respondents with 63.0% and the remaining are male with 138 (37.0%) of respondents.
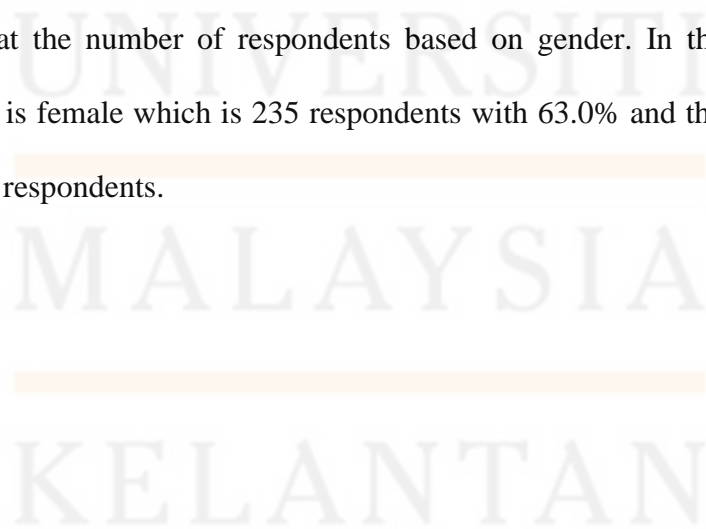
4.3.3   Number of respondents based on race.

Table 4.4: Race Group of Respondents

RACE	FREQUENCY	PERCENTAGE (%)
Malay	238	63.8
Chinese	82	22.0
Indian	50	13.4
Iban	1	.3
Kadazandusun	1	.3
Bugis	1	.3
TOTAL	373	100.0
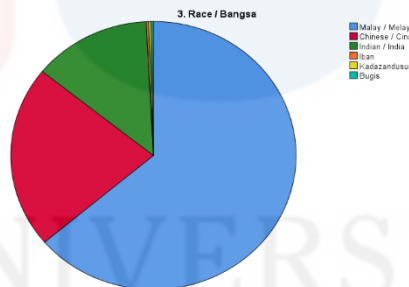
Figure 4.3: Race

Table 4.4 represents that the number of respondents based on race group. The highest number of respondents are Malay race with a total of 238 (63.8%) respondents among other races. Next, followed by number of Chinese race respondents are 82 respondents with (22.0%). Moreover, number of respondents by Indian race are 50 respondents with (13.4%). Lastly, the other races such as Iban, Kadazandusun and Bugis shared the same number of respondents which is 1 with (0.3%).

4.3.4   Number of respondents based on years of study.

Table 4.5: Years of Study Group of Respondents

YEARS OF STUDY	FREQUENCY	PERCENTAGE (%)
1	28	7.5
2	36	9.7
3	64	17.2
4	245	65.7
TOTAL	373	100.0
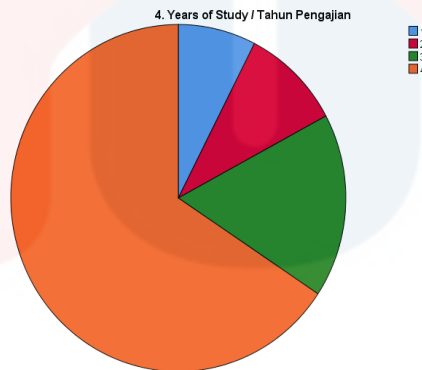
Figure 4.4: Years of Study

Table 4.5 demonstrate the number of respondents based on years of study. Among the 373 respondents, majority of the respondents are from year 4 with a total of 245 respondents (65.7%). After that, 64 respondents from year 3 who are an attempt for our questionnaire with (17.2%). Other than that, the number of respondents by year 2 are 36 respondents with (9.7%). Lastly, the minority of the respondents are from year 1 with a total of 28 respondents (7.5%).

4.3.5 Number of respondents based on faculty.

Table 4.6: Faculty Group of Respondents

FACULTY	FREQUENCY	PERCENTAGE (%)
Faculty of Entrepreneurship & Business (FKP)	304	81.5
Faculty of Creative Technology & Heritage (FTKW)	5	1.3
Faculty of Veterinary Medicine (FPV)	2	.5
Faculty of Agro Based Industry (FIAT)	4	1.1
Faculty of Earth Science (FSB)	3	.8
Faculty of Hospitality, Tourism & Wellness (FHPK)	35	9.4
Faculty of Architecture and Ekistics (FAE)	4	1.1
Faculty of Bioengineering & Technology (FBKT)	4	1.1
Faculty of Language Studies & Human Development (FBI)	9	2.4
Faculty of Data Science & Computing (FSDK)	3	.8
TOTAL	373	100.0
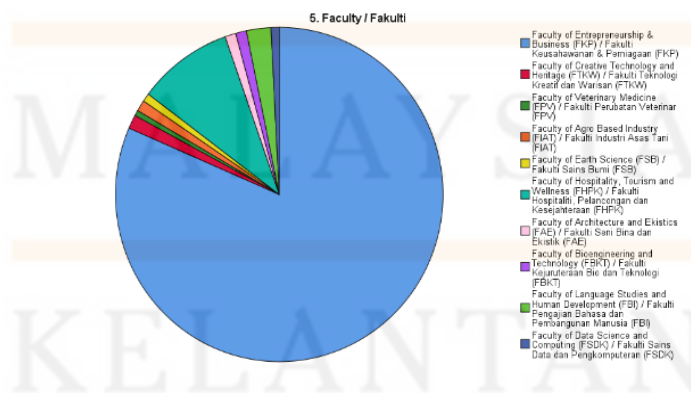
Figure 4.5: Faculty

From the table 4.6, it shows all the faculty in Universiti Malaysia Kelantan. Among the 373 respondents, Faculty of Entrepreneurship & Business (FKP) recorded the highest number of respondents which is 304 (81.5%) meanwhile Faculty of Veterinary Medicine (FPV) recorded the lowest number of respondents which is 2 with (0.5%).

4.3.6 Number of respondents that choose on how often they buy products on e-commerce platform.

Table 4.7: How often do you buy products on e-commerce platforms?

How often do you buy products on e-commerce platforms?	FREQUENCY	PERCENTAGE (%)
Never	2	.5
Rarely (Once a year or less)	68	18.2
Occasionally (2-5 times a year)	157	42.1
Monthly	103	27.6
Weekly	31	8.3
Daily	12	3.2
TOTAL	373	100.0
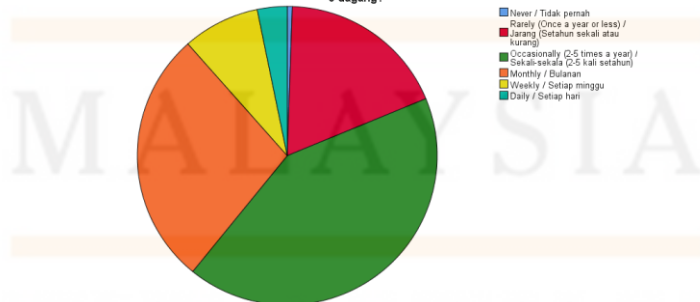
Figure 4.6: How often do you buy products on e-commerce platforms?

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Table 4.7 displays the number of respondents that choose on how often they buy products on e-commerce platforms. 157 respondents (42.1%) which is the highest number choose "occasionally (2-5 times a year)". Then, followed by "monthly" recorded the second highest respondents which is 103 respondents with (27.6). Lastly, the lowest number of respondents with total of 2 respondents with (0.5%) choose "never".

4.3.7 Number of respondents that choose the e-commerce platforms they prefer to use.

Table 4.8: Which e-commerce platforms do you prefer to use?

Which e-commerce platforms do you prefer to use?	FREQUENCY	PERCENTAGE (%)
Lazada	56	15.0
Shopee	279	74.8
Zalora	10	2.7
Tokopedia	4	1.1
Amazon	4	1.1
eBay	6	1.6
Alibaba	5	1.3
Others	9	2.4
TOTAL	373	100.0
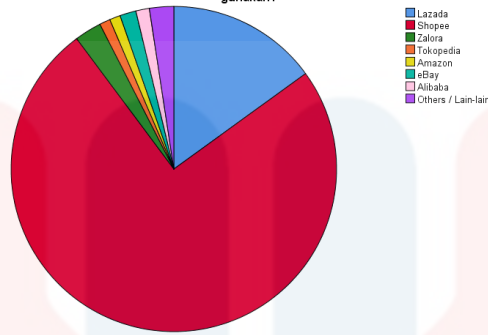
Figure 4.7: Which e-commerce platforms do you prefer to use?

Table 4.8 above shows the number of respondents that choose the e-commerce platforms they prefer to use. Shopee recorded the highest number of respondents which is 279 respondents with 74.8%. Meanwhile, Tokopedia and Amazon recorded the lowest number of respondents, also shared the same number of respondents which is 4 respondents (1.1%).

4.4   DESCRIPTIVE ANALYSIS

In our research project, there are three independent variables and one dependent variable. Our independent variable are information quality, e-service quality, and online advertising. The dependent variable that we choose is purchase decision on e-commerce platforms. In this section, we also give the mean, standard deviation (SD), and the population (N) of the questionnaires for each variable. The highest mean on the table shows that most of the respondents agreed with the questionnaire item. On the other hand, the lowest standard deviation (SD) shows that the stability of questionnaire item's idea (Sediqi, 2022). All of these variables and its questionnaires are measured by using the five-point of Likert Scale. The range in this measurement are started with strongly disagree, disagree, neutral, agree, and strongly agree.

Table 4.9: Likert Scale

Likert-Scale Description	Likert-Scale	Likert Scale Interval
Strongly Disagree	1	1.00 – 1.80
Disagree	2	1.81 – 2.60
Neutral	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly Agree	5	4.21 – 5.00

4.4.1 Independent Variable 1: Information Quality

Table 4.10: Descriptive Analysis of Information Quality

No.	Information Quality	Mean	SD	N
1	I prefer to buy products from the e-commerce platform that have positive online reviews.	4.71	.543	373
2	The e-commerce platform provides accurate and reliable information about the products.	4.54	.731	373
3	The information provided on the website is clear and easily to understood.	4.60	.683	373
4	The reputation of the source of information on e-commerce platforms is adequate.	4.60	.642	373
5	When shopping online, I often purchase at the website which can provide me more information of product and selection.	4.68	.581	373
6	The information from website has encourage me to buy more and recommended the products or services to others.	4.66	.607	373

Table 4.10 is about the descriptive analysis of information quality. In this table, we have six types of questionnaires items for this independent variable. From this table, we can see that most of the respondent are agree and prefer to buy products from the e-commerce platform that have positive online reviews. It is because this questionnaire item got the highest mean value (4.71) with the lowest standard deviation (0.543). The second highest mean with the value of 4.68 (SD = 0.581) are the respondent agree when they are doing shopping through online platform, they often purchase at the website which can provide them more information of product and selection. Next, the respondents agree with the information from website has encourage them to buy more and recommended the products or services to others which the value of the mean is 4.66 (SD = 0.607). On this table also, we can see that there are two questionnaire items which have the same amount of mean value which is 4.60. The questionnaire items are the reputation of the source of information on e-commerce platforms is adequate (SD = 0.642), and the information provided on the website is clear and easily to understood (SD = 0.683). The lowest questionnaire item that had been agreed by few respondents are the e-commerce platform provides accurate and reliable information about the products with the mean value of 4.54 (SD = 0.731).

4.4.2 Independent Variable: E-Service Quality

Table 4.11: Descriptive Analysis of E-Service Quality

No.	E-Service Quality	Mean	SD	N
1	My online transaction is always accurate.	4.49	.728	373
2	I receive prompt responses to my requests by e-mail or other means.	4.47	.728	373
3	I feel safe in my online transactions.	4.43	.743	373
4	I felt secure in providing sensitive information (e.g. credit card number) for online transactions.	4.29	.938	373
5	I felt the risk associated with online transactions is low.	4.38	.857	373
6	E-service quality bring convenient for me.	4.61	.654	373

Table 4.11 is about the descriptive analysis of e-service quality. In this table, we have six types of questionnaires items for this independent variable. From this table, we can see that most of the respondents are agree that e-service quality bring convenient for them. It is because this questionnaire item got the highest mean value (4.61) with the lowest standard deviation (0.654). The second highest mean with the value of 4.49 (SD = 0.728) are the respondent agree that their online transaction is always accurate. There is also another item that have same value of standard deviation with the second item which is the respondents are agree where they receive prompt

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responses to their requests by e-mail or other means which the value of the mean is 4.47 (SD = 0.728). Next, some of them also agree that they feel safe in their online transactions with the mean value of 4.43 (SD = 0.743) while they also felt the risk associated with online transactions is low with the mean value of 4.38 (SD = 0.857). The lowest questionnaire item that had been agreed by few respondents are they felt secure in providing sensitive information (e.g. credit card number) for online transactions with the mean value of 4.29 (SD = 0.938).

4.4.3 Independent Variable: Online Advertising

Table 4.12: Descriptive Analysis of Online Advertising

No.	Online Advertising	Mean	SD	N
1	I did not want to reach a conclusion about the advertised product too quickly.	4.62	.600	373
2	I wanted to know more about the advertised product before the conclusion is confidently drawn.	4.60	.646	373
3	I wish I could have more information available to judge the advertised product.	4.67	.574	373
4	The advertised products were relevant to my needs.	4.65	.623	373
5	I trust that the products received will be exactly as advertised during the live streaming.	4.57	.714	373
6	I have confidence in the authenticity and reliability of the products and services recommended in this live streaming.	4.58	.693	373

Table 4.12 is about the descriptive analysis of online advertising. In this table, we have six types of questionnaires items for this independent variable. From this table, we can see that most of the respondents are agree that they wish they could have more information available to judge the advertised product. This questionnaire item got the highest mean value (4.67) with the lowest

standard deviation (0.574). The second highest mean with the value of 4.65 (SD = 0.623) are the respondent agree that the advertised products were relevant to their needs. Some of the respondents also agree where they did not want to reach a conclusion about the advertised product too quickly where the value of the mean is 4.62 (SD = 0.600). Next, some of them also agree that they wanted to know more about the advertised product before the conclusion is confidently drawn with the mean value of 4.60 (SD = 0.646) while they have confidence in the authenticity and reliability of the products and services recommended in this live streaming with the mean value of 4.58 (SD = 0.693). The lowest questionnaire item that had been agreed by few respondents are they trust that the products received will be exactly as advertised during the live streaming with the mean value of 4.57 (SD = 0.714).

4.4.4 Dependent Variable: Purchase Decision

Table 4.13: Descriptive Analysis of Purchase Decision on E-Commerce Platforms

No.	Purchase Decision	Mean	SD	N
1	I decided to buy a product when you are sure the quality is good.	4.71	.581	373
2	I decided to buy the product on e-commerce platforms as much to review.	4.56	.772	373
3	I have become accustomed to buying products online at e-commerce platform during the Covid-19 pandemic.	4.65	.637	373
4	I will recommend the products I buy at e-commerce platform to my relatives, if the product meets my expectations.	4.66	.600	373
5	If I am satisfied with the product I bought at e-commerce platform, then I will repurchase.	4.72	.553	373

Table 4.13 is about the descriptive analysis of purchase decision on e-commerce platforms. In this table, we have five types of questionnaires items for this dependent variable. From this table, we can see that most of the respondents are agree that if they are satisfied with the product they bought at e-commerce platform, then they will repurchase it. This questionnaire item got the highest mean value (4.72) with the lowest standard deviation (0.553). The second highest mean with the value of 4.71 (SD = 0.581) are the respondent agree that they decided to buy a product

when they are sure the quality is good. Some of the respondents also agree where they will recommend the products they buy at e-commerce platform to their relatives, if the product meets their expectations where the value of the mean is 4.66 (SD = 0.600) while they have become accustomed to buying products online at e-commerce platform during the Covid-19 pandemic with the mean value of 4.65 (SD = 0.637). The lowest questionnaire item that had been agreed by few respondents are they decided to buy the product on e-commerce DECISIs as much to review with the mean value of 4.56 (SD = 0.772).

4.5   VALIDITY AND RELIABILITY TEST

This section examined the validity of the study's questionnaire, which stands in for the independent variables of information quality, e-service quality, and online advertising, as well as the dependent variable of purchase decision. Beginning with section B and moving through the next sections until the last section, this section examined and reported the Cronbach's Alpha of each question for each variable in each section of the questionnaire. This reliability test was performed in order to ascertain whether the questionnaire's questions remained reliable after 373 real respondents' replies were gathered. In contrast, prior to the questionnaire being distributed, the pilot test only gathered 30 replies from 30 respondents in order to assess the reliability of the questions.

Table 4.14: Results on Reliability Cronbach's Alpha for the Variables

Variables	Number of Item	Cronbach's Alpha	Remarks
Purchase Decision (DV)	5	0.910	Excellent
Information Quality (IV)	6	0.915	Excellent
E-Service Quality	6	0.931	Excellent
Online Advertising	6	0.928	Excellent

The reliability of the pilot test could be used to determine the genuine dependability of the questionnaire. According to Table 4.14, the customer purchasing decision's Cronbach's Alpha coefficient was 0.910, indicating a good coefficient value. As a result, the inquiries made regarding this variable are trustworthy and legitimate. Next, the excellent coefficient values of 0.915, 0.931, and 0.928 for information quality, e-service quality, and online advertising, respectively, are also demonstrated by these independent variables. All of the questions selected for this variable are legitimate and trustworthy because of the coefficient produced for the questions having great consistency and stability.

4.6   NORMALITY TEST

In this section, we did the normality test for all of the data by using the Kolmogorov-Smirnov Test and Shapiro-Wilk Test. In this test, Sig. value or also known as the p-value can help us analyzing whether the data is normal or deviate. If the Sig. value is above than 0.05, it means the data is normal. On the other hand, if the value is below 0.05, it means the data is totally deviate (Laerd Statistics, 2018). From the result of normality test that can be seen in table 4.15, we found that the data for all variable are not normal and deviate as all of it are below than 0.05. The result that we got are 0.000 for all independent and dependent variables.

Table 4.15: Result of Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Information Quality	.303	373	.000	.730	373	.000
E-Service Quality	.241	373	.000	.808	373	.000
Online Advertising	.279	373	.000	.731	373	.000
Purchase Decision	.333	373	.000	.682	373	.000

a. Lilliefors Significance Correction

Source: SPSS Output

4.7   SPEARMAN CORRELATION

In situations when the data does not follow a normal distribution, nonparametric tests are typically employed. A nonparametric statistical method for determining the rank-ordinal correlation, or relationship between two ordinal variables namely purchase decision (dependent variable) and information quality, e-service quality and online advertising (independent variable), is Spearman rank-order correlation. If both variables are measured on an interval or ratio scale, but one of the variables is converted into a dichotomous variable with two categories, the biserial correlation is applied (P.Verma, 2019).

Table 4.16: The Magnitude Relationship of Spearman's Rho Correlation Value

Spearman (ρ)	Correlation Value

> 0.70	Very Strong
0.40 – 0.69	Strong
0.30 – 0.39	Moderate
0.20 – 0.29	Weak
0.01 – 0.19	Negligible

Table 4.17: Spearman's Rho Correlation Coefficient Result

			Information Quality	E-Service Quality	Online Advertising	Purchase Decision
Spearman's rho	**Information Quality**	**Correlation Coefficient**	1.000	.712**	.866**	.814**
		Sig. (2-tailed)	.	0	0	0
		N	373	373	373	373
	E-service Quality	**Correlation Coefficient**	.712**	1.000	.720**	.694**
		Sig. (2-tailed)	0	.	0	0
		N	373	373	373	373
	Online Advertising	**Correlation Coefficient**	.866**	.720**	1.000	.823**
		Sig. (2-tailed)	0	0	.	0

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	N	373	373	373	373
Purchase	**Correlation**	.814**	.694**	.823**	1.000
Decision	**Coefficient**				
	Sig. **(2-** **tailed)**	0	0	0	.
	N	373	373	373	373

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

Source: SPSS Output

Table 4.17 presents the results of the spearman's rho correlation coefficient, which indicate a positive relationship between all variables—the dependent variable being the purchase decision, and the independent variables being the information quality, e-service quality, and online advertising—and consumer purchase on e-commerce platforms among University Malaysia Kelantan students. This suggests that the dependent variable is greatly impacted by changes in the independent variable. As a result, the researcher accepts this result, which will be covered in more detail in the following section.

4.8   HYPOTHESES TESTING

In this study, the Spearman Correlation Cefficient is used to analyses the correlation between independent variables and dependent variable and aim to examine the significance of the relationship between three hypotheses. Independent variables include information quality, e-service quality and online advertising while dependent variables include purchase decisions. The Spearman correlation coefficient is a statistic that is used to evaluate how strongly and in what way two variables are monotonically related.

4.8.1   Relationship Between Information Quality and Purchase Decision

Table 4.18: Result of Spearman Correlation Analysis between Information Quality and Purchase

Decision

Correlations				
			Purchase Decision	Information Quality
Spearman's rho	**Purchase Decision**	Correlation Coefficient	1.000	.814**
		Sig. (2-tailed)	-	.001
		N	373	373
		Correlation Coefficient	.814**	1.000

	Information	Sig. (2-tailed)	.001	-
	Quality	N	373	373

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

Source: SPSS Output

H1: There is a relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Based on the table above shows the relationship between information quality and purchase decision. There is a high positive relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan, which (r=0.814, p= 0.001) shows a very strong correlation value between the two variables. Therefore, hypothesis 1 is accepted.

4.8.2 Relationship Between E-Service Quality and Purchase Decision

Table 4.19: Result of Spearman Correlation Analysis between E-Service Quality and Purchase

Decision

Correlations			Purchase Decision	E-Service Quality
Spearman's rho	**Purchase Decision**	Correlation Coefficient	1.000	.694**
		Sig. (2-tailed)	-	.001
		N	373	373
	E-Service Quality	Correlation Coefficient	.694**	1.000
		Sig. (2-tailed)	.001	-
		N	373	373

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

Source: SPSS Output

H2: There is a relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Based on the table 4.19, p value is 0.001 shows there is a relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at

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Universiti Malaysia Kelantan. While the spearman's rho correlation value with 0.694 shows that there is a strong correlation value between e-service quality and purchase decision. Therefore, hypothesis 2 is accepted.

4.8.3 Relationship Between Online Advertising and Purchase Decision

Table 4.20: Result of Spearman Correlation Analysis between Online Advertising and Purchase

Decision

Correlations			Purchase Decision	Online Advertising
Spearman's rho	**Purchase Decision**	Correlation Coefficient	1.000	.823**
		Sig. (2-tailed)	-	.001
		N	373	373
	Online Advertising	Correlation Coefficient	.823**	1.000
		Sig. (2-tailed)	.001	-
		N	373	373

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

Source: SPSS Output

H3: There is a relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Based on the table 4.20 shows there is a high positive relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan with the value p=0.001, r=0.823 which also shows a very strong correlation value between the two variables. Therefore, hypothesis 3 is accepted.

4.9   SUMMARY

In conclusion, chapter 4 conducts a literature study and survey in order to gather information on the factors that influencing Universiti Malaysia Kelantan students' e-commerce buying decisions. Software known as the Statistical Package for Social Science (SPSS) was used to assemble and evaluate the outcomes of certain data collected from 373 respondents. Results from SPSS include descriptive analysis, validity and reliability tests, normalcy tests, respondent demographics, preliminary analysis, and Spearman's rho correlation coefficient. To address every study hypothesis, hypothesis testing is also employed. The researcher therefore discovered that every investigation hypothesis was approved. Thus, this elucidates the robust correlation seen between the two variables under investigation, namely the independent and dependent variables.

CHAPTER 5: DISCUSSIONS

5.1 INTRODUCTION

This chapter will cover the key findings, discussion hypothesis, implications, limitations and recommendations or suggestions for future research. In key findings, it will explain the result of the hypothesis. There are three hypotheses that have been used to discuss and supported by earlier research. This chapter also will provide some implications that can be useful for relevant people and organizations. In addition, there are some limitations faced that will also be discussed. There are also some recommendations or suggestions for further research that will be discussed in this chapter. Lastly, the end of this chapter will conclude with a summary of the whole research.

5.2 KEY FINDINGS

This study has successfully determined the factors that influence consumers purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan. The overall result analysis carried out from SPSS software reflects that most of the respondents strongly agreed and agreed with the information quality, e-service quality and online advertising. There are three factors that have been identified, one of the factors show moderate e-service quality influences on consumer purchase decision which is r=0.694. Meanwhile, there is a high positive and very strong correlation value between information quality, online advertising and purchase decision with r=0.814 and r=0.823 respectively.

Table 5.1: Summary of Hypothesis Testing Result

Research Objectives	Hypothesis Result	Finding
i. What is the relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan?	p=0.000 (p<0.01) r=0.814	There is a relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.
ii. What is the relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan?	p=0.000 (p<0.01) r= 0.694	There is a relationship between e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.
iii. What is the relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan?	p=0.000 (p<0.01) r= 0.823	There is a relationship between online advertising and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Source: Output SPSS

5.3   DISCUSSIONS

The ideas employed in this study will be covered in more detail in this chapter. The purpose of the hypothesis is to design a statistical test that may be used to confirm if the hypothesis derived from a sample of data is accurate for the entire population. In conclusion, a hypothesis is examined in order to determine the connection between two data sets. The hypothesis may also be tested with observations of a process represented by a collection of random variables. Testing statistical hypotheses is a method of statistical inference.

5.3.1   Hypothesis 1

H1: There is a relationship between Information Quality and Purchase Decision on E-Commerce Platforms among Undergraduate Students at Universiti Malaysia Kelantan.

According to table 5.1, there is a relationship between information quality and purchase decision on e-commerce platforms in this study. For hypothesis 1, the study may conclude that there is a relationship between information quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Research in the field of consumer behavior consistently underscores the pivotal role of information quality in shaping purchase decision. According to various authors in the domain, such as Zeithaml et al., 2002 and Parasuraman et al., 2005, the accuracy, reliability, and relevance of information significantly influence consumer trust and satisfaction. High-quality information not only builds credibility but also empowers consumers to make well-informed decision by providing a comprehensive understanding of products or services. The usability of information, as emphasized by authors like Bhattacherjee (2001), contributes to positive user experiences, fostering a sense of confidence in consumers. Moreover, the quality of information supplied has a direct correlation with the decrease in perceived risk connected with the purchase, which fosters a

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more favorable atmosphere for consumers to make decision. The studies of Schiffman and Kanuk (Sudaryono, 2014: 210) as well as Li and Kannan (2014) shed light on this topic and demonstrate how information customization and dependability foster repeat business and customer loyalty. Essentially, writers agree that high-quality information plays an important part in the decision-making process of consumers by forming opinions, building confidence, and eventually impacting the results of purchasing decision.

5.3.2   Hypothesis 2

H2: There is a relationship between E-Service Quality and Purchase Decision on E-Commerce Platforms among Undergraduate Students at Universiti Malaysia Kelantan.

According to the table above, there is a relationship between e-service quality and purchase decision on e-commerce platforms in this study. For hypothesis 2, the study may conclude that there is a relationship e-service quality and purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan.

Within the field of e-commerce, a significant amount of research indicates a somewhat significant but nevertheless apparent correlation between e-service quality and purchasing decisions. E-service quality is defined by important studies like Zeithaml et al., 2002 and Parasuraman et al., 2005, and it includes aspects like user-friendliness, efficiency, dependability, and customization. Together, these factors influence how good the electronic service is seen by customers and how they go about making purchases. Zeithaml et al., 2002 have emphasized the importance of e-service platforms' user-friendliness in fostering a good online environment, enabling smooth navigation, and improving user satisfaction. Furthermore, Parasuraman et al., 2005 stress the value of efficiency and dependability, claiming that prompt service delivery and reliable performance play a major role in fostering consumer confidence. Li and Kannan's (2014)

emphasis on customization serves to further bolster the notion that providing e-services that are customized to meet the unique tastes and demands of each customer has a favorable impact on their decision-making process. Although the link is regarded as modest, it highlights the critical role that e-service quality plays in influencing online customers' attitudes and behaviors, which in turn affects their decisions to participate in electronic commerce.

5.3.3   Hypothesis 3

H3: There is a relationship between Online Advertising and Purchase Decision on E-Commerce Platforms among Undergraduate Students at Universiti Malaysia Kelantan.

This study aims to determine the factors that influence consumer purchase decision on e-commerce platforms among undergraduate students at the Universiti Malaysia Kelantan. Table 5.1 indicates that the alpha coefficient of online advertising on purchase decision is $r = 0.823$ resulting in a high positive connection. This positive quality relationship shows that online advertising is considered an important determinant that can influence the student's purchase decision.

Numerous studies in the realm of marketing and consumer behavior have pointed to a high positive relationship between online advertising and purchase decision. Authors such as Smith and Johnson (2019) emphasize the transformative impact of online advertising in shaping consumer behavior. Online advertisements, when strategically designed and targeted, have been shown to enhance brand awareness, provide relevant product information, and create a persuasive environment conducive to favorable purchase decisions (Smith and Johnson, 2019). The interactive nature of online advertising allows for direct engagement with consumers, enabling a personalized and immersive experience that traditional forms of advertising may not achieve. Moreover, scholars underscore the role of targeted online advertising in influencing consumers at different stages of the decision-making process, from creating initial awareness to facilitating the

final purchase choice (Brown and Davis, 2020). This dynamic interplay between online advertising and consumer decision-making reflects the evolving landscape of e-commerce and the important role that well-executed online advertising strategies play in driving positive purchase outcomes.

5.4 IMPLICATIONS OF THE STUDY

5.4.1 Practical Implications

a. Improve User Experience on E-Commerce Platforms Sites by Firms

Improving the user experience on e-commerce platforms sites among students of Universiti Malaysia Kelantan involves considering several practical implications to align with the factors influencing consumer purchases. Firstly, firms can enhance website navigation and design based on the identified preferences of students. Implementing user-friendly interfaces, intuitive navigation menus, and a visually appealing layout can contribute to a positive user experience, making it easier for students to find and purchase products.

Additionally, optimizing the mobile responsiveness of e-commerce platforms is crucial, as students often rely on smartphones for online activities. Firms should ensure that their websites are seamlessly accessible and provide a smooth browsing and purchasing process across various devices, thereby accommodating the mobile-centric preferences of students. Tailoring product recommendations and personalized content is another practical implication. E-commerce platforms can use the identified factors to refine algorithms that suggest products based on students' interests, previous purchases, and browsing history. This personalized approach can significantly enhance the relevance of product offerings, ultimately influencing purchase decisions positively.

To address the preferences for quick and convenient transactions, firms should focus on streamlining the checkout process. Implementing a one-click checkout option, offering various secure payment methods, and providing clear and transparent information on shipping and delivery can contribute to a hassle-free and efficient transaction process, aligning with the identified factors influencing purchase decisions. Investing in customer support services is essential for building trust. Firms can allocate resources to establish responsive customer service channels, including live chat, email, or helplines. By addressing customer inquiries promptly and effectively, businesses can instill confidence in students, reinforcing trust and positively impacting their overall e-commerce experience.

Lastly, firms can leverage technology to enhance the virtual shopping experience. Implementing augmented reality (AR) or virtual reality (VR) features can allow students to virtually experience products before making a purchase decision. This immersive approach caters to the preferences of visually-driven consumers, contributing to a more engaging and satisfying user experience on e-commerce platforms.

In conclusion, firms aiming to improve the user experience on e-commerce platforms sites among students of Universiti Malaysia Kelantan can benefit from practical implications such as refining website design, optimizing mobile responsiveness, personalizing recommendations, streamlining the checkout process, investing in customer support, and incorporating innovative technologies.

b.   **Importance of Information Quality to E-Commerce Seller**

The importance of information quality to e-commerce sellers, particularly in the context of factors influencing consumer purchases decision on e-commerce platforms among undergraduate students of Universiti Malaysia Kelantan, holds significant practical implications for businesses operating in this space. First and foremost, e-commerce sellers must prioritize accurate and detailed product information. Ensuring that product descriptions, specifications, and images are comprehensive and precise can instill confidence in students making online purchases. Providing high-quality information helps potential buyers to make informed decision, reducing the likelihood of post-purchase dissatisfaction and returns.

Incorporating customer reviews and ratings is another practical implication for e-commerce sellers. Authentic feedback from previous buyers can serve as a valuable source of information for students, influencing their trust and confidence in a particular product. Positive reviews and high ratings contribute to a positive perception of the product's quality, potentially encouraging students to proceed with their purchase.

Transparent and easily accessible policies, such as return and refund procedures, warranty information, and shipping details, are crucial for e-commerce sellers. Clear communication of these policies ensures that students understand the terms of their purchase, fostering trust and mitigating potential misunderstandings. This transparency contributes to an overall positive shopping experience, impacting the decision-making process of students. Investing in secure and user-friendly online platforms is paramount. E-commerce sellers should prioritize the security of personal and financial information, employing robust encryption measures and secure payment gateways. A trustworthy and

secure online environment is essential to alleviate concerns related to privacy and fraud, positively influencing the purchasing behavior of students.

Timely and accurate communication is key for e-commerce sellers. Providing real-time updates on order status, shipping progress, and delivery timelines can enhance the overall customer experience. Students, often accustomed to quick and efficient online interactions, appreciate sellers who prioritize effective communication, contributing to a positive perception of the e-commerce platform and the products offered. Lastly, continuous efforts to monitor and improve information quality based on customer feedback is a practical implication for e-commerce sellers. Regularly updating product information, addressing customer queries, and adapting to changing consumer   preferences contribute to a dynamic and customer-centric approach, ensuring that the information provided remains accurate, relevant, and aligned with the needs of students.

In summary, recognizing the importance of information quality holds practical implications for e-commerce sellers catering to students at Universiti Malaysia Kelantan. Ensuring accurate product information, incorporating customer reviews, maintaining transparent policies, prioritizing online security, communicating effectively, and embracing a continuous improvement mindset can significantly influence the purchasing decision of students in the competitive e-commerce landscape.

c.   Importance of Online Advertising to E-Commerce Seller

The importance of online advertising for e-commerce sellers in the context of influencing consumer purchases among students of Universiti Malaysia Kelantan carries several practical implications that businesses can leverage to enhance their marketing

strategies. Firstly, e-commerce sellers should recognize the significance of targeted advertising campaigns. Tailoring advertisements to resonate with the specific interests, preferences, and behaviors of university students is crucial. By employing demographic and psychographic targeting tools, sellers can maximize the impact of their online advertisements, ensuring that they reach the intended audience with content that is relevant and compelling.

Investing in social media advertising is a practical implication that aligns with the preferences of students. Platforms like Instagram, Facebook, and Twitter are popular among this demographic, providing a direct channel for e-commerce sellers to showcase their products. Incorporating visually appealing content, engaging with users through interactive features, and utilizing influencers who have a strong presence among students can amplify the effectiveness of online advertising efforts. Emphasizing the use of multimedia content in online advertisements is another practical implication. Students often engage more with videos, images, and interactive content compared to text-based ads. E-commerce sellers should focus on creating visually appealing and shareable content to capture the attention of the target audience and encourage them to explore products further.

Strategic partnerships and collaborations with student organizations or influencers within the university community represent a practical implication for e-commerce sellers. Leveraging the influence of trusted figures within the student body can enhance the credibility of online advertisements. Collaborative efforts, such as exclusive discounts or promotions for students, can create a sense of community engagement and drive interest in the advertised products. Implementing data analytics tools to measure the effectiveness of

online advertising campaigns is crucial. E-commerce sellers should regularly analyze metrics such as click-through rates, conversion rates, and return on investment to assess the performance of their advertisements. This data-driven approach enables sellers to refine and optimize their strategies based on real-time insights, ensuring a more efficient allocation of advertising resources.

Considering the mobile-centric behavior of students, e-commerce sellers should ensure that their online advertising is optimized for mobile platforms. Mobile-friendly advertisements, such as responsive display ads and mobile app promotions, cater to the on-the-go nature of students, providing a seamless and convenient experience that aligns with their preferences. In conclusion, the importance of online advertising for e-commerce sellers targeting students at Universiti Malaysia Kelantan suggests practical implications such as targeted campaigns, social media engagement, multimedia content creation, strategic partnerships, data-driven analytics, and mobile optimization. By incorporating these strategies, e-commerce sellers can effectively capture the attention and influence the purchasing decision of the student demographic in the competitive online marketplace.
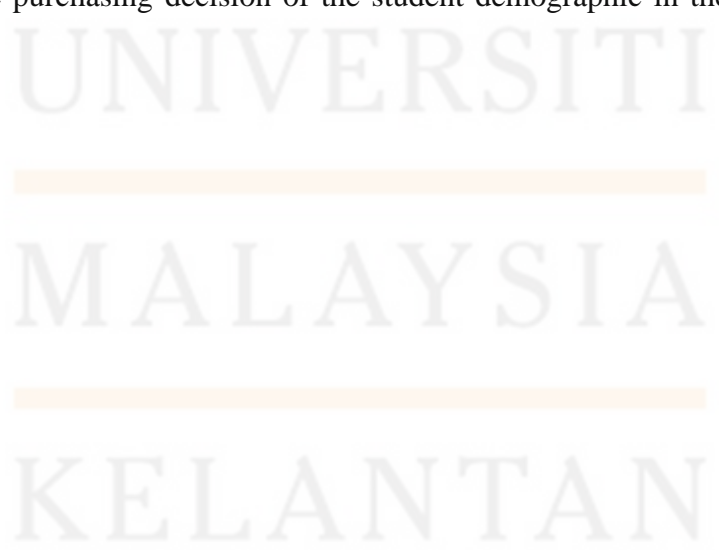
5.4.2   Theoretical Implications

a.   Marketing Perspective

The study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan carries notable theoretical implications, especially within the realm of marketing perspective theory, with a focus on online advertising.

Theoretical contributions arise from the study's exploration of the impact of online advertising on students' purchasing decisions. By delving into the specific factors that make online advertising influential, the research can contribute to the refinement and extension of existing marketing theories, particularly those related to digital advertising and consumer behavior. Understanding how online advertising contributes to different stages of the consumer journey, from awareness to post-purchase engagement, can refine existing models that map the dynamic pathways of consumer decision-making. The study's findings may offer insights into how online advertising interventions can be strategically deployed at various touchpoints to optimize their impact on students' purchasing decisions.

Theoretical implications also extend to digital marketing theories, particularly those related to Social Influence Theory and the role of social media in online advertising. By identifying social factors that influence students' responses to online advertisements, the research contributes to the theoretical understanding of how social dynamics shape consumer behavior in the digital landscape. This insight can inform theoretical frameworks exploring the interplay between online advertising, social influence, and peer recommendations.

b. **Quality Perspective**

The study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan carries significant theoretical implications, particularly within the quality perspective theory, focusing on information quality and e-service quality.

From an information quality perspective, the study contributes to the refinement of existing theories by examining how the quality of information influences students' purchasing decisions in the e-commerce context. The findings may enrich theories related to information quality by identifying specific attributes that hold particular significance for university students. This theoretical extension can enhance our understanding of how information quality, encompassing accurate product details and transparent policies, contributes to the perceived credibility and trustworthiness of e-commerce platforms among students.

Moreover, the study aligns with theories related to e-service quality. By exploring the dimensions of e-service quality, such as website usability and responsiveness, the research contributes empirical insights that can inform and enhance theoretical frameworks in this domain. The study may shed light on the specific e-service quality attributes that are critical for students, thus contributing to the ongoing discourse surrounding the development and evaluation of e-service quality models within the e-commerce context.

In conclusion, the study's theoretical implications within the quality perspective theory, focusing on information quality and e-service quality, contribute to the refinement

and enrichment of existing theories. The findings may enhance our understanding of information quality and e-service quality within the e-commerce landscape, offering insights that can guide theoretical advancements and practical implementations for businesses targeting students at Universiti Malaysia Kelantan.

5.5   LIMITATIONS OF THE STUDY

a.   Formulation of Research Aims and Objective

The formulation of research aims and objectives for the study on factors influencing consumer purchases on e-commerce platforms among students at Universiti Malaysia Kelantan is a critical aspect, yet it comes with certain inherent limitations that warrant consideration. One limitation is the potential oversimplification of the research objectives. The complex nature of consumer behavior in the e-commerce context may not be fully encapsulated by a set of predefined aims and objectives. Students' purchasing decisions can be influenced by multifaceted factors, and the predetermined objectives might not account for all the intricacies involved, limiting the depth and granularity of the study.

The specificity of the research aims and objectives could potentially restrict the exploration of unforeseen factors. If the predefined objectives are too narrow or rigid, there may be a risk of overlooking influential aspects that were not initially considered. This limitation might hinder the study's ability to provide a comprehensive understanding of the various elements shaping consumer purchasing behaviors among students. The generalizability of the research aims and objectives may be constrained by their formulation. The specific context of Universiti Malaysia Kelantan and its student population may limit the applicability of the findings to broader demographic groups or

other cultural contexts. Failure to account for the diversity of student backgrounds and experiences may constrain the external validity of the study.

Additionally, the clarity and effectiveness of the formulated aims and objectives may be influenced by potential biases in their creation. If the research design team holds preconceived notions or assumptions about the factors influencing consumer purchases, these biases may inadvertently shape the formulation of aims and objectives, potentially leading to a skewed or incomplete representation of the phenomenon under investigation.

In conclusion, while formulating research aims and objectives is a crucial step in designing a study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan, researchers should be mindful of the limitations associated with potential oversimplification, static nature, specificity, generalizability constraints, and biases in the process. Addressing these limitations can enhance the robustness and relevance of the study, allowing for a more comprehensive exploration of the complex dynamics involved in student online shopping behaviors.

b. **Implementation of Data Collection Method**

The implementation of the data collection method for the study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan introduces certain limitations that warrant consideration and acknowledgment. One limitation pertains to the reliance on self-reported data through surveys or questionnaires. Students may provide responses based on recall bias or social desirability, potentially influencing the accuracy of the collected information. The

subjective nature of   self-reported data introduces the possibility of response distortion, which may compromise the internal validity of the study and limit the precision of the identified factors influencing consumer purchases.

The choice of a specific data collection method, such as surveys, may result in a snapshot perspective of consumer behavior. Surveys provide a momentary glimpse into students' preferences and purchasing habits but may not capture the dynamic and evolving nature of online shopping behaviors over time. This limitation might hinder the study's ability to uncover trends and changes in consumer preferences within the e-commerce landscape. Sampling bias represents another potential limitation in the implementation of the data collection method. If the sample is not representative of the diverse student population at Universiti Malaysia Kelantan, the findings may lack generalizability. For instance, relying solely on participants from a particular faculty or demographic group could introduce selection bias, limiting the study's external validity and the extent to which the findings can be applied to the broader student community.

The timing and duration of data collection also present challenges. A study conducted during a specific academic semester or holiday period might not capture the full spectrum of student purchasing behaviors, as these may be influenced by seasonal factors, academic schedules, or financial considerations. The limited timeframe for data collection may restrict the study's ability to provide a comprehensive understanding of the factors influencing consumer purchases across different contexts. Furthermore, the chosen data collection method may not fully capture non-verbal cues or contextual details that could enhance the depth of understanding. Observational methods or qualitative approaches might provide richer insights into the nuances of online shopping behaviors

among students but might be overlooked if the study primarily relies on quantitative data collection methods.

In conclusion, the implementation of the data collection method for the study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan is subject to limitations related to self-reported data, the snapshot nature of surveys, sampling biases, timing considerations, and the potential omission of non-verbal and contextual details. Recognizing and addressing these limitations is crucial for interpreting the findings accurately and enhancing the overall robustness of the research.

c.   Sample Size

The determination of an appropriate sample size for the study on factors influencing consumer purchases on e-commerce platforms among students of Universiti Malaysia Kelantan is a crucial aspect of research design; however, it introduces certain limitations that must be acknowledged. One potential limitation is the risk of a small sample size affecting the generalizability of the findings. If the sample size is limited, the study may not capture the diversity of student perspectives and behaviors. The characteristics of a smaller sample might not adequately represent the broader student population at Universiti Malaysia Kelantan, compromising the external validity of the study and limiting the extent to which the findings can be applied to a larger context.

Another limitation associated with sample size is the potential for sampling bias. If the selection process is not randomized or is confined to a specific group of students, such as those from a particular faculty, the results may not be representative of the entire

student body. This bias could lead to skewed conclusions about the factors influencing consumer purchases, as the sample might not mirror the heterogeneity present among all students at the university. The variability in sample size across different demographic groups within the student population may introduce limitations related to subgroup analysis. If the study aims to explore factors influencing consumer purchases based on characteristics such as gender, age, or socioeconomic status, insufficient sample sizes within specific subgroups could result in less reliable or inconclusive findings. Robust subgroup analyses may require larger sample sizes to draw meaningful and statistically significant conclusions.

Furthermore, the potential for a small sample size to impact statistical power should be considered. A smaller sample may limit the ability to detect subtle but meaningful effects or associations between variables. This limitation could reduce the study's ability to draw confident conclusions about the strength and significance of the identified factors influencing consumer purchases among students. In conclusion, while determining the sample size is a critical consideration in research design, the study on factors influencing consumer purchases on e-commerce platforms among students at Universiti Malaysia Kelantan faces limitations related to generalizability, sampling bias, subgroup analyses, and statistical power when working with a small sample size. Recognizing these limitations is essential for contextualizing the study's findings and understanding the boundaries within which the results can be interpreted.

5.6   RECOMMENDATIONS / SUGGESTION FOR FUTURE RESEARCH

According to the research study that we did, few limitations that we faced in this project as mentioned in 5.5 has been found. There are three limitations has been stated in 5.5 which is the potential for sample bias, difficulty to get cooperation from the UMK student who is the respondents, and the limited amount of research item. After analyses the reasons that cause these limitations occur in our research study, we develop this section to provide few recommendations and suggestion for future research in order to solve all limitations and avoid the future researchers facing the same issue.

For the first limitation, it is recommended for the future researchers to avoid using the convenience sampling (Bhandari. P, 2020). It is because one of the disadvantages of this sampling is it have high level of bias and the bias are not able to be measured (Louise, 2020). For the future research, it is suggested to **use other types of sampling such as stratified random sampling and simple random sampling.** These two types of sampling can help the researchers avoid getting bias in the sample of research. The researchers can also set the criteria of the respondent that they want in order to avoid the different background of respondent being chosen. This idea may need the researcher to put extra efforts on finding the target respondent.

Recommendation for the second limitation is the process that we use to approach the respondent. Communicate with the respondent directly may help to influence them taking part to answer the questionnaire. If the researcher prefers to distribute the questionnaire through social media platform, it is recommended that do not only send it in the group platform like class group in WhatsApp. It is more effective to distribute it directly towards each individual that we target as our respondent. This is because that person who is our target respondent will not have much options to skip the message as we contact them directly in personal chat. Another reason why the

respondent does not want to cooperate to answer the questionnaire is because some survey questionnaires taking too much of the respondent's time and the survey design makes them feel bored. In order to avoid this issue, it is recommended that **to make the survey questionnaire as short as possible, and develop a questionnaire design that are interesting and not boring** (Lopez. J, 2023). For example, the researchers can use any technology features to make the survey looks attractive when the respondent answering it. Besides that, some of the respondents do not give cooperation by answering the question incorrectly. The reason this could happen is because the respondent wants to quickly finish answering the survey questionnaire. The solution for this is same like above where to make the survey questionnaire become short. Not only that, some of the respondents just choose random answer because they do not understand with the questions. The recommendation to solve this issue is researchers should use neutral language so that the respondent can easily understand the questions (Nikolopoulou. K, 2023).

For the last limitation, the researchers can make more research on previous studies to find other items that are suitable to become as variables. In our study, we just only have three independent variables. If the future researchers want to have more variables, it is suggested for them to follow this idea. For example, the future researchers can **add one more independent variable such as electronic word-of-mouth (e-WOM).** It is important to make deep research before adding new variables in order to ensure the new independent variable can have positive relationship with the dependent variable. Adding new items as the variables of the study make the researchers able to expand their view perspective to look into another area.

5.7   OVERALL CONCLUSION OF THE STUDY

In conclusion, this research study was conducted by us in order to find the factors that influencing the consumer purchase decision on e-commerce platforms among undergraduate students at Universiti Malaysia Kelantan. In this study, our group need to determine the relationship between the three independent variables with one dependent variable. The independent variables that we have are information quality, online advertising, and e-service quality while the dependent variable that we use in this study is purchase decision on e-commerce platforms. We need to make research from many previous studies in order to develop the hypothesis statement to determine these variables relationship. In order to collect the data for this study, we are supposed to find 373 respondents among the students of Universiti Malaysia Kelantan from the three campuses. We developed a set of questionnaires on the Google Form and distribute it to the students in campus Kota, Bachok, and Jeli through the social media platform like WhatsApp. In finding the respondents, we used the convenience sampling as our sampling techniques.

We also did the data analysis after we successfully collected the amount of data needed. Statistical Package for Social Science (SPSS) has been used in order to develop the result of the analysis. In this step, we are able to get the result of preliminary analysis, descriptive analysis, and others as shown in chapter 4. SPSS software helps us to determine the relationship between the independent variable and dependent variable by using the Spearman Correlation Coefficient. As a conclusion, the result that we got are the relationship for all independent variables and dependent variable was positive. As there is positive relationship for all variables that we have, this means, all alternative hypothesis that we developed previously are accepted and the null hypothesis are rejected.

Lastly, we found that this research study gave positive implications towards the businesses industry, e-commerce platform, and also educational institutions. Besides implication, we also had faced some limitations when doing this research study. Due to this reason, we provide the recommendation and suggestions for the future research as it might help the future researchers that want to do new research on similar topic. Thus, in order to end this research study, we would like to restate that all independent variables and dependent variable that we choose have positive relationship between each other.

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APPENDIX A – DRAFT OF QUESTIONNAIRES

Dear respondents,

We are final year students of the Bachelor of Entrepreneurship (E-Commerce) program with Honors from the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan conducting a final year research project to fulfill our degree requirements under the supervision of Dr. Nur Izzati Binti Mohamad Anuar. As part of this research, we have prepared the attached questionnaire to get your opinion on the factors that influence cashless transactions on spending behavior. This survey should take around a few minutes to complete and we want to lend some of your time to complete it. All information will be kept confidential and will only be used for academic research purposes. We would greatly appreciate your help in completing all of these surveys. Thank you.

Prepared by:

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2. TAN CHEW MEI (A20A2015)

3. NUR AIN ALWANIE BINTI JEFRRY (A20A2204)

4. NURUL SYAHZANANI BINTI MD TAHIRI (A20A2250)

SECTION A / BAHAGIAN A: DEMOGRAPHIC PROFILE / PROFIL DEMOGRAFIK

INSTRUCTION: Please tick in the blank space provided when answering.

ARAHAN: Sila tandakan pada ruang kosong yang disediakan semasa menjawab

1. Age / *Umur* *

18 - 21 years old / *18 - 21 tahun*

22 - 25 years old / *22 - 25 tahun*

26 years old and above / *26 tahun dan keatas*

2. Gender / *Jantina* *

Male / *Lelaki*

Female / *Perempuan*

3. Race / *Bangsa* *

Malay / *Melayu*

Chinese / *Cina*

Indian / *India*

Others / *lain-lain*

4. Years of Study / *Tahun Pengajian* *

1 ☐

2 ☐

3 ☐

4 ☐

5. Faculty / *Fakulti***

Faculty of Entrepreneurship & Business (FKP)

/ *Fakulti Keusahawanan & Perniagaan* (FKP) ☐

Faculty of Creative Technology and Heritage (FTKW)

/ *Fakulti Teknologi Kreatif dan Warisan* (FTKW) ☐

Faculty of Veterinary Medicine (FPV)

/ *Fakulti Perubatan Veterinar* (FPV) ☐

Faculty of Agro Based Industry (FIAT)

/ *Fakulti Industri Asas Tani* (FIAT) ☐

Faculty of Earth Science (FSB)

/ *Fakulti Sains Bumi* (FSB) ☐

Faculty of Hospitality, Tourism and Wellness (FHPK) ☐

/ *Fakulti Hospitaliti, Pelancongan dan Kesejahteraan* (FHPK)

Faculty of Architecture and Ekistics (FAE)

/ *Fakulti Seni Bina dan Ekistik* (FAE)

Faculty of Bioengineering and Technology (FBKT)

/ *Fakulti Kejuruteraan Bio dan Teknologi* (FBKT)

Faculty of Language Studies and Human Development (FBI)

/ *Fakulti Pengajian Bahasa dan Pembangunan Manusia* (FBI)

Faculty of Data Science and Computing (FSDK)

/ *Fakulti Sains Data dan Pengkomputeran* (FSDK)

6. How often do you buy products on e-commerce platforms platform? / *Berapa kerap anda*

membeli produk di platform e-dagang?

Never / *Tidak pernah*

Rarely (Once a year or less) / *Jarang (Setahun sekali atau kurang)*

Occasionally (2-5 times a year) / *Sekali-sekala (2-5 kali setahun)*

Monthly / *Bulanan*

Weekly / *Setiap minggu*

Daily / *Setiap hari*

7. Which e-commerce platforms do you prefer to use? / *Platform e-dagang manakah yang anda lebih suka gunakan?**

Lazada ☐

Shopee ☐

Zalora ☐

Tokopedia ☐

Amazon ☐

eBay ☐

Alibaba ☐

Others (Please specify): _____ ☐

/ *Lain-lain* (*Sila nyatakan*): _____ ☐

FKP

UNIVERSITI

MALAYSIA

KELANTAN

SECTION B: INDEPENDENT VARIABLE / PEMBOLEHUBAH BEBAS

Please choose your answer to each statement using the following scale:

Sila pilih jawapan anda pada setiap pernyataan menggunakan skala berikut:

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

a) Information Quality / *Kualiti maklumat*

1.	I prefer to buy products from the e-commerce platform that have positive online reviews. / *Saya lebih suka membeli produk dari platform e-dagang yang mempunyai ulasan positif dalam talian.*	1	2	3	4	5
2.	The e-commerce platform provides accurate and reliable information about the products. / *Platform e-dagang menyediakan maklumat yang tepat dan boleh dipercayai terhadap sesuatu produk.*	1	2	3	4	5

3.	The information provided on the website is clear and easily to understood. / *Maklumat yang disediakan di laman web adalah jelas dan mudah difahami.*	1	2	3	4	5
4.	The reputation of the source of information on e-commerce platforms platform is adequate. / *Reputasi sumber maklumat pada platform e-dagang adalah mencukupi.*	1	2	3	4	5
5.	When shopping online, I often purchase at the website which can provide me more information of product and selection. / *Apabila membeli-belah dalam talian, saya sering membeli di laman web yang boleh memberikan saya lebih banyak maklumat tentang produk dan pemilihan.*	1	2	3	4	5
6.	The information from website has encourage me to buy more and recommended the products or services to others. / *Maklumat daripada laman web telah mendorong saya untuk membeli lebih banyak dan mengesyorkan produk atau perkhidmatan kepada orang lain.*	1	2	3	4	5

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b) E-Service Quality / *E-Kualiti Perkhidmatan*

1.	My online transaction is always accurate. / *Urus niaga dalam talian saya sentiasa tepat.*	1	2	3	4	5
2.	I receive prompt responses to my requests by e-mail or other means. / *Saya menerima jawapan segera kepada permintaan saya melalui e-mel atau cara lain.*	1	2	3	4	5
3.	I feel safe in my online transactions. / *Saya berasa selamat dalam transaksi dalam talian saya.*	1	2	3	4	5
4.	I felt secure in providing sensitive information (e.g. credit card number) for online transactions. / *Saya berasa selamat dalam memberikan maklumat sensitif (cth. nombor kad kredit) untuk transaksi dalam talian.*	1	2	3	4	5
5.	I felt the risk associated with online transactions is low. / *Saya berasa risiko yang berkaitan dengan transaksi dalam talian adalah rendah.*	1	2	3	4	5
6.	E-service quality bring convenient for me.	1	2	3	4	5

/ *Kualiti e-perkhidmatan membawa keselesaan kepada saya.*						

c) Online Advertising / *Pengiklanan dalam talian*

1.	I did not want to reach a conclusion about the advertised product too quickly. / *Saya tidak mahu membuat kesimpulan tentang produk yang diiklankan terlalu cepat.*	1	2	3	4	5
2.	I wanted to know more about the advertised product before the conclusion is confidently drawn. / *Saya ingin mengetahui lebih lanjut mengenai produk yang diiklankan sebelum kesimpulan dibuat dengan yakin.*	1	2	3	4	5
3.	I wish I could have more information available to judge the advertised product. / *Saya harap saya boleh mempunyai lebih banyak maklumat untuk menilai produk yang diiklankan.*	1	2	3	4	5
4.	The advertised products were relevant to my needs.	1	2	3	4	5

	/ *Produk yang diiklankan adalah relevan dengan keperluan saya.*					
5.	I trust that the products received will be exactly as advertised during the live streaming. / *Saya percaya bahawa produk yang diterima akan sama seperti yang diiklankan semasa penstriman langsung.*	1	2	3	4	5
6.	I have confidence in the authenticity and reliability of the products and services recommended in this live streaming. / *Saya yakin dengan ketulenan dan kebolehpercayaan produk dan perkhidmatan yang disyorkan dalam penstriman langsung ini.*	1	2	3	4	5

SECTION C: DEPENDENT VARIABLE / PEMBOLEHUBAH BERSANDAR

a) Purchase Decision / *Keputusan pembelian*

1.	I decided to buy a product when you are sure the quality is good. / Saya memutuskan untuk membeli produk apabila saya pasti kualitinya baik.	1	2	3	4	5
2.	I decided to buy the product on e-commerce platforms platform as much to review. / Saya memutuskan untuk membeli produk dalam platform e-dagang sebanyak mungkin untuk menyemak atau memberi ulasan.	1	2	3	4	5
3.	I have become accustomed to buying products online at e-commerce platform during the Covid-19 pandemic. / Saya telah terbiasa membeli produk dalam talian di platform e-dagang semasa pandemik Covid-19.	1	2	3	4	5
4.	I will recommend the products I buy at e-commerce platform to my relatives, if the product meets my expectations. / Saya akan mengesyorkan produk yang saya beli di platform e-dagang kepada saudara-	1	2	3	4	5

		1	2	3	4	5
	mara saya, jika produk itu memenuhi jangkaan saya.					
5.	If I am satisfied with the product I bought at e-commerce platform, then I will repurchase. / Jika saya berpuas hati dengan produk yang saya beli di platform e-dagang, maka saya akan membeli semula.	1	2	3	4	5

APPENDIX B – GANTT CHART

Week Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14
First meeting with supervisor.	███													
Suggestion of proposal title and draft.		███												
Chapter 1: Introduction 1.1 Background of Study 1.2 Problem Statement 1.3 Research Question 1.4 Research Objectives 1.5 Scope of the Study 1.6 Significance of Study 1.7 Definition of Term 1.8 Organizational of the Proposal			███											

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Chapter 2: Literature Review														
2.1 Introduction														
2.2 Underpinning Theory														
2.3 Previous Studies														
2.4 Hypothesis Statement														
2.5 Conceptual Framework														
2.6 Conclusion														
Chapter 3: Research Methods														
3.1 Introduction														
3.2 Research Design														
3.3 Data Collection Method														
3.4 Study Population														
3.5 Sample Size														
3.6 Sampling Techniques														
3.7 Research Instrument Development														
3.8 Measurement of the Variable														

3.9 Procedure for Data Analysis 3.10 Conclusion					■									
Chapter 4: Data Analysis and Findings 4.1 Introduction 4.2 Preliminary Analysis 4.3 Demographic Profile of Respondents 4.4 Descriptive Analysis 4.5 Validity and Reliability Test 4.6 Normality Test 4.7 Spearman Correlation 4.8 Hypotheses Testing 4.9 Summary / Conclusion										■				
Chapter 5: Discussion and Conclusion 5.1 Introduction 5.2 Key Findings 5.3 Discussion											■			

Task																
5.4 Implications of the Study 5.5 Limitations of the Study 5.6 Recommendations/ Suggestion for Future Research 5.7 Overall Conclusion of the Study													███			
Making correction for the entire report PPTA II														███		
Presentation for 6th Multidisciplinary Research on the Entrepreneurship and Business Colloquium																███