



**DETERMINANTS OF ELECTRONIC COMMERCE ADOPTION: CASE STUDY AMONG
SMALL AND MEDIUM ENTERPRISE (SME) IN KLANG VALLEY**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *atiqah*

Date: 11 July 2017

TABLE OF CONTENT

CHAPTER 1	INTRODUCTION	
	1.1 Overview	1
	1.2 Background of The Study	1
	1.3 Problem Statement	3
	1.4 Research Objective	6
	1.5 Research Question	6
	1.6 Significance of the Study	6
	1.7 Limitation of Study	7
	1.7 Definition of Terms	8
CHAPTER 2	LITERATURE REVIEW	
	2.1 Introduction	10
	2.2 Adoption of E-commerce	10
	2.3 Top Management support and knowledge	11
	2.4 Resources constraint	13
	2.5 Relative Advantage	15
	2.6 Compatibility	16

	2.7	Complexity	17
	2.8	Theoretical framework	19
	2.9	Statement of Hypothesis	20
CHAPTER 3		DATA AND METHODOLOGY	
	3.1	Introduction	21
	3.2	Research Design	21
		3.3.1 Type of Investigation	
		3.3.2 Study Setting	
		3.3.3 Time Horizon	
		3.3.4 Research Strategy	
		3.3.5 Extent of Research Interference	
	3.3	Sampling Design	22
		3.3.1 Target Population	
		3.3.2 Sample Size	
	3.4	Data Collection	22
		3.4.1 Questionnaire Development	
	3.5	Data Analysis	24

ABSTRACT

The purpose of this study to determine the factors effect adoption of e-commerce by Small and Medium Enterprise (SME) in Klang Valley. A conceptual framework comprises of five (5) factors (relative advantage, compatibility, complexity, top management support and knowledge and resources constraint). A multivariate likert-scale questionnaire (scale from 1 - 5) has been developed. A sample of 103 respondents has been used from SME in Klang Valley to collect data using SPSS 20. Multiple regression generated to test hypothesis and to establish the causal effect of relative advantage, compatibility, complexity, top management support and knowledge and resources constraint on adoption of e-commerce. Regression analysis was conducted to establish the relative advantage, compatibility, complexity, top management support and knowledge and resources constraint on adoption of e-commerce. The result of the research shows that relative advantage, compatibility, and top management support and knowledge has significant and positive impact on adoption of e-commerce. Therefore this duty concluded that relative advantage, compatibility, and top management support and knowledge would increase adoption of e-commerce among SME in Klang Valley. Therefore, the government should take initiatives and pay more attention to promote e-commerce among SME because SME is economic backbone for the country.