

**THE EVALUATION OF THE CRITICAL
SUCCESS FACTORS THAT INFLUENCE
UNIVERSITY STUDENTS' INTENTION
TO ADOPT MOBILE COMMERCE IN
KLANG VALLEY**

BY

FELLANIA BONA PUTRI

**THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE DEGREE OF
MASTER IN BUSINESS ADMINISTRATION**

in the

Faculty of Management and Information Technology

UCSI UNIVERSITY LIBRARY

**UCSI University
MALAYSIA**

March 2012

ABSTRACT

Mobile commerce was primarily expected to experience a significant growth due to several reasons, such as the rapid increase of mobile device adoption and the obvious advantages of anytime-anywhere connectivity. Like other Asian Nations such as Singapore, Japan and Korea, Malaysia has started on the adoption of mobile commerce, but still at infancy stage. The purpose of this research is to study empirically the relationship between perceived usefulness, perceived ease of use, perceived behavioral control, personal innovativeness and social influence to the intention to adopt mobile commerce. The measurement of the variables in this research used the 5 point scales.

This research employed the quantitative methodology to examine the relationship between independent variables and dependent variable. Data was collected from 300 respondents using questionnaire. The finding show that personal innovativeness has the strongest influence on intention to adopt mobile commerce ($\beta=0.974$) and social influence has negative relationship on intention to adopt mobile commerce ($\beta=-0.043$). Other variables found to be having weak power of relationship with intention to adopt mobile but still having the positive relationship to intention to adopt mobile commerce. Understanding these factors provide insights and feedback for service

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providers and vendors in drafting managerial strategy on how to improve their performance in order to increase the level of intention to adopt mobile commerce applications and services and standout in the highly competitive business environment.