ASSESSING ONLINE B2B UTILIZATION AMONG
BUSINESS OWNERS IN BAYAN LEPAS PULAU
PINANG

By
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The Project Paper Submitted to the College of Business in Partial
Fulfillment to the requirements for the Degree of Master of Science
(Management)
Universiti Utara Malaysia
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This project paper discusses the assessing online B2B utilization among businesses owners in Bayan Lepas, Pulau Pinang. This study involves 103 respondents who were selected via judgement sampling technique. They were asked not only on their assessing towards B2B but also the factors influencing them to use B2B in running their businesses. The analyses show that the samples’ perceptions towards B2B are not nearly positive while the independent variables (confident, experience and knowledge, service and attitude) listed in the model do not significantly correlate with the dependent variable (B2B online usage). Even though there are so many businesses owners know the online transaction and run their business through online but they still could not have a confident and knowledge regarding B2B. In the nutshell, B2B is not really popular among businesses’ owners in Bayan Lepas, Pulau Pinang.
ABSTRAK

ACKNOWLEDGEMENT

This Master thesis was written as a part of my education at the Science Management at Northen University of Malaysia (UUM). After approximately three months of researching and writing, the thesis was completed in June 2011.

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Writing this research has been both challenging and truly rewarding in term of developing me and my knowledge within this area. I hope that this thesis will do the same for readers and create an interest in reading about the Assessing Online B2b Utilization Among Business Owners In Bayan Lepas Pulau Pinang.

University Utara Malaysia, June, 2011

Noornasirah Binti Nasri

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# TABLE OF CONTENT

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
<td>i</td>
</tr>
<tr>
<td>PERMISSION TO USE</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>iii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>v</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>x</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>xi</td>
</tr>
<tr>
<td>LIST OF ABBREVIATIONS</td>
<td>xii</td>
</tr>
<tr>
<td>LIST OF APPENDIX</td>
<td>xiii</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

1.0 CHAPTER INTRODUCTION 1

1.1 BACKGROUND OF THE STUDY 1

1.1.1 Online Business 2
1.1.2 E-Commerce 3
1.1.3 Business-to-Business Online (B2B) 4
1.1.4 B2B Online in Islamic Perception 6
1.1.5 B2B Online in Malaysia 8
1.2  PROBLEM STATEMENT  

1.3  RESEARCH QUESTIONS  

1.4  RESEARCH OBJECTIVES  

1.5  SIGNIFICANCE OF THE STUDY  

1.6  SCOPE OF THE STUDY  

1.7  LIMITATIONS OF THE STUDY  

1.8  TERMINOLOGY DEFINITION  

CHAPTER 2: LITERATURE REVIEW  

2.0  CHAPTER INTRODUCTION  

2.1  HISTORY OF B2B  

2.2  DEFINITION OF B2B  

2.3  FUNCTION OF B2B IN BUSINESS  

2.4  FACTOR ASSESSING B2B UTILIZATION  
   2.4.1 Confidence  
   2.4.2 Experiences & Knowledge  
   2.4.3 Services  
   2.4.4 Attitude
CHAPTER 3: RESEARCH METHODOLOGY

3.0 CHAPTER INTRODUCTION 31
3.1 RESEARCH DESIGN 31
  3.1.1 Type of Research 31
  3.1.2 Type of Study 31
  3.1.3 Time Dimension 32
  3.1.4 Research Environment or Study Setting 32
3.2 THEORETICAL FRAMEWORK 32
3.3 RESEARCH VARIABLES 33
3.4 LIST OF RESEARCH HYPOTHESES 33
3.5 PILOT STUDY 34
3.6 TYPES OF ANALYSIS 37
  3.6.1 Statistical Analysis 37
  3.6.2 Analysis Tools 38

CHAPTER 4: DATA ANALYSIS AND FINDING

4.0 CHAPTER INTRODUCTION 39
4.1 DATA COLLECTION 39
  4.1.1 Data Collection Approaches 39
  4.1.2 Types of Data 40
4.2 SAMPLING DESIGN 40
  4.2.1 Population and Sample 40
  4.2.2 Sample Selection Procedure 40
  4.2.3 Sample Size 41
4.3 RESEARCH INSTRUMENTS 41

4.4 DATA ANALYSIS SUMMARY 43
   4.4.1 Demographic Profiles 43
   4.4.2 Descriptive Statistics 49
   4.4.1 Inferential Statistics 49

4.5 FINDING 50

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 RECOMMENDATION 53

5.2 CONCLUSION 54

REFERENCE 55

APPENDICES 63
# LIST OF TABLES

<table>
<thead>
<tr>
<th>TABLES</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1: Cronbach’s Alpha Values</td>
<td>36</td>
</tr>
<tr>
<td>Table 4.1: Reliability Analysis</td>
<td>42</td>
</tr>
<tr>
<td>Table 4.2: Age of Businesses Owners</td>
<td>43</td>
</tr>
<tr>
<td>Table 4.3: Gender of Businesses Owners</td>
<td>44</td>
</tr>
<tr>
<td>Table 4.4: Business Income Per Month</td>
<td>44</td>
</tr>
<tr>
<td>Table 4.5: Level Education of Businesses Owners</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.6: Marital Status of Businesses Owners</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.7: Type of Business Running</td>
<td>46</td>
</tr>
<tr>
<td>Table 4.8: Major Form of Business</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.9: Know About B2B</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.10: Frequency of Online Transaction Making</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.11: Mean and Standard Deviation for Independent Variables</td>
<td>49</td>
</tr>
<tr>
<td>Table 4.12: Correlation between Independence Variables and Dependence</td>
<td>51</td>
</tr>
<tr>
<td>Variable</td>
<td></td>
</tr>
</tbody>
</table>
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>FIGURES</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1.1: Four Categories of E-Commerce</td>
<td>4</td>
</tr>
<tr>
<td>Figure 1.2: Internet Users and Buyers in Malaysia</td>
<td>8</td>
</tr>
<tr>
<td>Figure 1.3: Online Customer by Age Group in Malaysia</td>
<td>9</td>
</tr>
<tr>
<td>Figure 3.1: Theoretical Framework</td>
<td>33</td>
</tr>
<tr>
<td>Figure 4.1: Normal P-P Plot On Frequency Of Online Transaction</td>
<td>50</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------</td>
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<tr>
<td>B2B</td>
<td>Business-to-business</td>
</tr>
<tr>
<td>Ha</td>
<td>Hypothesis alternative</td>
</tr>
<tr>
<td>Ho</td>
<td>Hypothesis null</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and communication technology</td>
</tr>
<tr>
<td>IIUM</td>
<td>International Islamic University Malaysia</td>
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<tr>
<td>IT</td>
<td>Information technology</td>
</tr>
<tr>
<td>UUM</td>
<td>Universiti Utara Malaysia</td>
</tr>
<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
</tr>
</tbody>
</table>
LIST OF APPENDIXES

Appendix A: Questionnaires
Appendix B: Pearson Product-Moment Correlation Analysis
CHAPTER 1: INTRODUCTION

1.0 Chapter Introduction

The first chapter introduces the topic of the research. Among others, it discusses the background of the study and the purpose of carrying out the research. Besides that, the chapter also clarifies its limitation.

1.1 Background of the Study

Information and knowledge have become key strategic resources, upon which organizations across all industries make their decisions. Trends that have made information systems of strategic importance include globalization and competitive pressures for increased quality with lower costs (Chen, 2002; Clarke, 2001; Laudon & Laudon, 2006). Since internet introduced in the market field, it become necessity to businesses owners running their business through online. Because they believe that it will gain a high profit with low business capital and easy to conduct.

In the global business environment, businesses should see the enhanced role of electronic business as particularly increasing the importance of information systems. The Internet with its open environment, and other networks have made it possible for the organization to access and exchange enormous amounts of electronic information both inside in the organization and around the world with minimal time resulting in lower communication and coordination costs (Niwe, 2008). Most of people access the internet as their daily routine to search the information or send a mail message.
The contents of the thesis is for internal user only

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