

**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
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ABSTRACT

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

Latihan ilmiah ini membincangkan penilaian penggunaan B2B online di kalangan pemilik perniagaan di Bayan Lepas, Pulau Pinang. Kajian ini melibatkan 103 orang sample yang dipilih menggunakan persampelan penilaian. Mereka bukan sahaja ditanya mengenai penilaian terhadap B2B, malah factor yang mempengaruhi mereka dalam menggunakan B2B. Daripada analisis yang di lakukan, persepsi sample terhadap B2B ialah kurang menghampiri positif. Analisis juga menunjukkan pembolehubah tidak bersandar (keyakinan, pengalaman dan pengetahuan, perkhidmatan dan sikap) tidak berhubungan secara signifikan dengan pembolehubah bersandar (penggunaan B2B online). Walaupun terdapat peniaga-peniaga yang mempunyai pengetahuan terhadap perniagaan atas talian dan menjalankan perniagaan melalui online tetapi masih ramai yang kurang yakin dengan penggunaannya. Dan masih ramai yang kurang pengetahuan terhadap B2B. Kesimpulannya, B2B kurang mendapat tempat di hati para peniaga di Bayan Lepas, Pulau Pinang.

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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

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LIST OF ABBREVIATIONS

B2B	Business-to-business
Ha	Hypothesis alternative
Ho	Hypothesis null
ICT	Information and communication technology
IIUM	International Islamic University Malaysia
IT	Information technology
UUM	Universiti Utara Malaysia
SPSS	Statistical Package for Social Science

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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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