

**ACCEPTANCE OF E-COMMERCE AMONG LIBYAN STUDENTS IN IUKL
USING TECHNOLOGY ACCEPTANCE MODEL (TAM)**

**By
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KUALA LUMPUR**

**This thesis submitted in partial fulfillment as the requirement for the Master in
Information Technology (Management) in the Faculty of Creative Media and
Innovative Technology**

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DECLARATION

I declare that this Thesis, entitled "Acceptance of E-commerce among Libyan students in IUKL using technology Acceptance model (TAM), is my original work except for quotations and citations which have been duly acknowledge. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Infrastructure University Kuala Lumpur or at any other institution.

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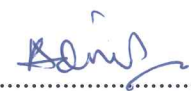
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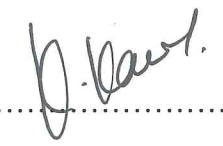


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ABSTRACT

Abstract of thesis presented to the Senate of Infrastructure University Kuala Lumpur in fulfilment of the requirement for the degree of Master in Information Technology.

ACCEPTANCE OF E-COMMERCE AMONG LIBYAN STUDENTS IN IUKL USING TECHNOLOGY ACCEPTANCE MODEL (TAM)

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Advancement in technologies makes life less complexity and allows users to do many tasks over the internet. Electronic commerce (E-commerce) is one of the applications of internet technologies, it draws on many applications such as electronic funds transfer, mobile commerce, Internet marketing, chain management, electronic data interchange, and online transaction processing. Libyan Students whom got the chance to travel oversea and get involving in e-commerce application may have the acceptance of e-commerce, however this acceptance can only have verified based on data collection from certain place that has Libyan students such as at Infrastructure University Kuala Lumpur (IUKL). The aim of this study is to analyze the collected data to measure the acceptance of Libyan students in e-commerce applications. The methodology of the study is based on quantitative research approach using Technology Acceptance Model (TAM). There are four parameters to be studied in order to evaluate the acceptance of E-commerce by Libyan students at (IUKL), as follow, perceived usefulness (PU), perceived ease of use (PEOU), trust (T) and social influence (SI). Online survey

questionnaire is used as the data collection method. The output of the data analyzing shows that there is highly correlation between the four factors and people acceptance of e-commerce technology. As well, the output is supported the hypothesis of the study. The study shows that; all hypothesis is supported with less than 0.05 of ANOVA test. Statistical Package for Social Sciences (SPSS) is used as the software analyzer of the study.

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List of abbreviation

Abbreviation	Meaning
E-commerce.	Electronic commerce
PU.	Perceived Usefulness
PEOU.	Perceived Ease of Use
T.	Trust
SI.	Social Influence
ICT.	Information and Communication Technology
SPSS.	Statistical Package for Social Sciences

CHAPTER 1

INTRODUCTION

1.1 Background

The digital world is getting crowded. The number of Web sites has skyrocketed into the millions as companies supplement their traditional merchandising avenues with electronic commerce. The global Internet audience continues to grow steadily, with the worldwide base of broadband Internet users (including fixed and wireless) in the 3.2 billion range as 2016 began (Hochman, D., 2006). This vast base of high speed Internet users encourages businesses to innovate in order to offer an ever-evolving array of online services. Sectors that are growing very rapidly online include the sale of entertainment products, event tickets, travel, apparel and consumer electronics. Even groceries have moved into the fast lane, as online grocery sales are growing quickly in the U.S. Thanks to a growing list of same-day delivery options. The most powerful trends on the Internet include access via wireless devices, the migration of entertainment to the web and cloud-based software as a-service. Consequently, e-commerce firms that offer high value at low prices are well-positioned to prosper.

E-commerce is abbreviation of Electronic commerce, is referring to selling or buying products or services through the network, primarily the Internet using electronic devices such as computers, mobile, tablets, and so on. Advancing in technologies makes life less complexity and allows users to do many tasks over the internet. E-commerce is one of the applications of internet technologies, it draws on many applications such as electronic funds transfer, mobile commerce, Internet marketing, chain management, electronic data interchange, and online transaction processing. Most of the electronic business nowadays uses the World Wide Web (WWW) and other technologies as well such email or fax (MK, 2008).

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