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The effects of attitude on the intention to use Pahang Mart Portal: An evidence from Malaysia during MCO

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Abstract. The use of online shopping has been gaining interest, particularly after the outbreak of the Covid 19 epidemic. However, if this system is not fully used then the government and the service provider will suffer losses. Therefore, this study aims to identify the role of attitude in explaining the acceptance of online shopping among consumers in Malaysia. This study is a quantitative study that uses non-probability sampling techniques. A total of 127 respondents were successfully collected. Findings prove that attitude has a significant relationship with the acceptance of online shopping. The implications of the study are also discussed

1. Introduction

The usage of online business portal has increased recently because of the changes in consumer's shopping behaviour. From a 2020 survey by Statista survey website, it found that 90 percent of Malaysian respondents preferred to shop from e-commerce platforms. Therefore, many businesses and government agencies have use online portals as a way of communication and business transactions. Pahang Mart Portal is an example of online business portal that was initiates by Pahang Government during Movement Control Order (MCO) and was introduce in April 2020. As the user intention to use plays an important role for successful and effective implementation of Pahang Mart Portal, thus, there is a need to assess user attitude of the online business portal. Therefore, this study will attempt to achieve the objective of identifying the effects of attitude on intention to use Pahang Mart Portal during MCO.

2. Literature review

There are several studies that investigate the effects of attitude on intention to use technology. In a study that was conducted among college students on shopping online by [1] found that online



shopping behaviour was affected by users' attitude. Another study by [2] in the context of technology in grocery shopping shows that attitude plays a significant partial mediator.

In a study by [3] the classic TAM (Technology Acceptance Model) was utilized to determine the factors that contribute to the behavioural intention. The study found that attitude influence intention of multimedia usage among school teachers. Another research of [4] the technology adoption model was enhanced to illustrate the factors affecting Google Applications' adoption of collaborative learning. The proposed theoretical framework was tested using data from all participants that sponsored project work using Google Applications. Key construct of the TAM are the main factors affecting the technology's adoption, according to the research findings. In addition, the subjective norm expressed by peers is found to have a substantial effect on the relationship between attitude and technology adoption.

In a study by [5], it is seen that e-learning system was significantly influenced by students attitude. Another research by [6] found that attitudes plays a significant role as a mediator between the linkages of outstanding beliefs and behavioural intention

A study on mobile payment acceptance by [7] has found that attitudes is one of the determinants of the future intention to use this technology. In a study by [8] on factors contributing to the acceptance of e-banking, TAM and TPB was combined with other external factors. Result shows that there is a significant relationship between the variables and intention to use online banking.

Another study title, the imperative of influencing citizens' attitude towards adoption and use by e-government [9], shows that citizens' attitude towards the use of e-government is the most important determinant of citizens' intention to adopt and utilise e-government services. Furthermore, in study by [10] has found that attitude has significant effect toward blog use for learning.

Therefore, we propose the following hypothesis:

H1: Attitude has a positive effect on intentions to use Pahang Mart Portal.

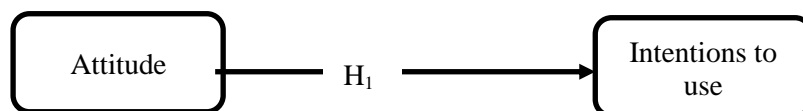


Figure 1: Research model

3. Methodology

This study aims to identify the active role in explaining the acceptance of the PahangMart portal system. The instrument used in this study was adapted from previous studies. The scale used is a Likert scale starting from 1 strongly disagree up to 5 Strongly agree. We chose this scale based on the norms used by social science researchers as can be seen in the study of [11], [12], [13] and many more. As for the data collection procedure, we are utilizing non-probability sampling technique. We chose this sampling because we couldn't find a sampling frame and it is not easy to obtain. A total of 127 respondents were agreed to participate in this study. This study was conducted via online platform to meet the rules and regulation during MCO. we use Google form as a platform to distribute questionnaires. We have completed a complete questionnaire in an Excel worksheet for the purpose of filtering invalid data.

4. Data analysis

Since there is only one variable in the study model, then, the statistics used to test the research hypothesis is simple linear regression. the findings of the study have proven that attitude plays a positive and significant role in explaining which to use Pahang Mart portal ($\beta=0.80$, $p<0.05$). which explained about 59% of the variance. See Table 1 and Table 2

Table 1: variance explained

R	R Square	Adjusted R Square	Std. Error of the Estimate
.806 ^a	.649	.646	.46014

Table 2: Hypothesis testing

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
.831	.055	.806	15.210	.000

5. Discussion

As explained in the literature review section, there are several previous studies that also examine the role of attitude in explaining the use of online shopping. The findings of this study have proven that attitude plays an important and significant role in explaining the users's acceptance of online shopping. These findings also prove that attitude is a very important factor in explaining human intentions in behavior. This means that if a person's attitude about something is positive, they prefer to consider it. The findings of this study are in line with the cross-sectional study conducted by [14] which found that a positive attitude can shape the individual technology acceptance. This findings study however need to be examined carefully because there are some areas that need to be improved especially from the point of view of sampling. since this sampling uses non-probability sampling then the findings of this study cannot be generalized to the entire population

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