ANALYZING THE IMPACT OF ESERVICE PLATFORM FOR SHOPEE BUSINESS OWNERS IN KLANG VALLEY

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BY

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A final year project submitted in partial fulfilment of the requirement for the degree of

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 11,003 words.

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LIST OF ABBREVIATIONS

TAM	Technology Acceptance Model
IDT	Innovation Diffusion Theory
SEM	Structural Equation Modelling
DFTZs	Digital Free Trade Zones
IVs	Independent Variables
DV	Dependent Variable
MSMEs	Micro, Small, and Medium Enterprises
RII	Relative Importance Index
SMEs	Small and Medium Enterprises
COD	Cash-On-Delivery
TRA	Theory of Reasoned Action
PBC	Perceived Behavioral Control
IT	Information Technology
PLS-SEM	Partial Least Squares Structural Equation Modelling

PREFACE

This research project has been prepared as part of my final year project submitted in partial fulfilment of the requirement for the degree of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman under the supervision of Puan Ezatul Emilia binti Muhammad Arif. This study aimed to provide valuable findings and empirical result about the impact of the eService Platform for Shopee Business Owners in Klang Valley. The objective of this research is to investigate the impacts of the eService Platform on platform-based business in the e-commerce industry in Malaysia by using an integrated TAM and IDT model. This study aims to investigate the relationships between convenience, reliability, privacy security and perceived behavioral control with business intention to adopt the eService Platform.

ABSTRACT

This study investigates the factors influencing business owners' intention to adopt the eService Platform within Digital Free Trade Zones (DFTZs) in Malaysia, focusing on Shopee as the primary platform. Drawing on the Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT), this study examines four independent variables (IVs): convenience, reliability, privacy security, and perceived behavioral control. Quantitative methods were used to collect data, including a structured survey distributed among 394 micro, small, and medium enterprises (MSMEs) business owners in Klang Valley. Structural equation modelling (SEM) via SmartPLS evaluated the relationship between the variables. The results show that reliability, privacy security, and perceived behavioral control significantly influence the businesses' intention to adopt the eService Platform. Perceived behavioral control is also significantly influenced by privacy security, highlighting how it influences business owners' trust in the platform. However, convenience was found to have no significant impact on adoption intention. These findings emphasize improving user support, reliable infrastructure, and privacy safeguards to encourage adoption. Offers business owners actionable insights, recommendations, and value propositions; offers policymakers a policy direction, practical steps, and broader impact; and offers platform providers like Shopee to enhance the platform, advise targeted marketing, and educational initiatives may use the study's practical insight to improve the digital trading ecosystem and overcome barriers to adoption. Recommendations for enhancing this study are diversifying survey language options to different business owners, adding more factors for more profound research in this sector, including perceived risk and cost-effectiveness, and expanding to other geographical areas and e-commerce platforms like out of Malaysia or even though Lazada, Taobao, and Amazon to make the research in this sector more reliable and valid.

Keywords: eService Platform, Digital Free Trade Zones (DFTZs), Shopee, Perceived Behavioral Control, Cross-Border Trade

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

1.1 Research Background

In recent years, the dynamics of international trade have been drastically altered by the growing market globalization and the emergence of digital technology. According to Keane et al. (2021), digital projects created by Internet companies like Alibaba in China have received positive reception from the Malaysian government. This has caused Malaysia's digital platforms and eServices to mushroom significantly. Despite Taobao's wide accessibility and competitive pricing, it faces intense competition from Malaysia e-commerce platforms such as Shopee and Lazada, which have established a strong presence and attract a significant share of local customers. Malaysian consumers enjoy knowing that they have more comprehensive, price-conscious platform selections. In Malaysia, Shopee also plays an important role in Klang Valley as an economic hub, with its high population density and robust business environment. Shopee also has unique selling points with features such as localized marketing strategies, user-friendly interfaces and a logistics network that precisely suits Klang Valley consumers' demographic. However, Shopee also addresses challenges such as competition saturation, logistics bottlenecks, or consumer behavior in Klang Valley that are unique compared to other regions in Malaysia. According to Keane et al. (2021), the varied platform selections allowed businesses in Malaysia to participate in cross-border e-commerce. The government's decision to appoint Jack Ma, founder of Alibaba, as Malaysia's digital economy advisor was a strategic move. This decision would improve the country's revenue and international recognition, especially by establishing the eService Platform as one of Alibaba's hubs in Southeast Asia (Tham & Kam, 2019).

Digital Free Trade Zones (DFTZs) are redefining traditional trade barriers like tariffs, regulatory inequalities, and logistical barriers. The DFTZs, as a hub for global logistics, offers ancillary services like finance and training and operates online service platforms with features like commercial inspections and automated customs clearance (Naughton, 2020). DFTZs can be divided into three essential components: the Fulfillment Hub, Satellite Service Hub, and eServices Platform. These zones' objectives seek to simplify and improve cross-border trade by utilizing cutting-edge technologies, advanced digital infrastructures, and legal frameworks for the digital economy. For example, Malaysia's DFTZ, in collaboration with Alibaba, provides SMEs access to global e-commerce platforms, streamlined customs procedures, and efficient logistics, enabling them to reach international markets more easily. Alibaba also announced that it included deals between Ant Financial and Malaysia's Commerce International Merchant Bankers Berhad (CIMB) and Maybank (Flood et al., 2022).

1.2 Research Problem

There are a few problems with market businesses' trust and ability to access technological advancements and the adoption of eService platforms. First, the overall result of Musarat et al.'s (2024) research shows that the cost management category had the highest Relative importance index (RII). This concerns the heavy upfront expenses of implementing digital technologies, standards, and specifications (Al-Ashmori et al., 2022). Digital technology adoption sometimes necessitates large upfront expenditures, particularly in industries like e-commerce or digital trade zones. This covers costs for software integration, infrastructure changes, and adhering to new digital standards and requirements. Furthermore, the most significant issue was the lack of awareness in learning new courses in digitalization (Musarat et al., 2024). Stated differently, many individuals or business owners may not know the significance of digital skills training programs, courses, and tools that can help them grow or expand their businesses. The lack of demand from business owners requiring digitalization was another major obstacle (Musarat et al., 2024). In essence, the general rate of digital adoption stays slow if business

owners do not value or prioritize the necessity of digital tools and technology in their operations. This research investigates whether adopting the eService Platform could impact businesses planning to expand into international trade.

1.3 Research Objectives and Research Questions

1.3.1 Research Questions

- How does convenience influence the intention of business owners on the Shopee platform to adopt the eService Platform?
- How does reliability impact the intention of business owners on the Shopee platform to adopt the eService Platform?
- How does privacy security affect the intention of business owners on the Shopee platform to adopt the eService Platform?
- How does perceived behavioral control shape the intention of business owners on the Shopee platform to adopt the eService Platform?

1.3.2 Research Objectives

- To examine convenience's effect on the intention of business owners on the Shopee platform to adopt the eService Platform.
- To examine the role of reliability in influencing the intention of business owners on the Shopee platform to adopt the eService Platform.
- To examine the influence of privacy security on the intention of business owners on the Shopee platform to adopt the eService Platform.
- To examine how perceived behavioral control impacts the intention of business owners on the Shopee platform to adopt the eService Platform.

1.4 Research Significance

This research on "Analyzing the Impact of eService Platform for Shopee Business Owners in Klang Valley" significantly impacts international trade businesses. It can show that businesses with the technology's advancements and adoption can help them enhance trade efficiency and security. eService Platform also provides businesses with the tools and infrastructure to compete globally. It helps businesses understand economic impact by analyzing how the eService Platform influences trade volumes and helps them understand their role in expanding international trade and economic growth. Shopee's eService Platform distinguishes itself from rivals such as Lazada and Taobao with its user-centric features, strong seller support systems, and localized approach. Shopee also prioritises a mobile-first strategy with an intuitive interface designed for both customers and sellers, in contrast to Lazada, which has a more formalized and structured platform. Additionally, Shopee incorporates elements that improve user engagement and make the shopping experience more dynamic, such as in-app games, live streaming, and personalized suggestions. By providing service in local languages and making sure that its payment mechanisms consider regional preferences, such as Cash-On-Delivery (COD) choices, Shopee focuses on hyper-localization in contrast to Taobao, which targets cross-border markets with a broader assortment of international items. The distinctive features of the Klang Valley, a region known for its thriving economy and dense urban small and medium enterprises (SMEs) population, are addressed by Shopee's eService Platform. In contrast to other parts of Malaysia, the Klang Valley is home to a wide variety of SMEs that need specialized solutions to survive in the competitive marketplace of e-commerce.

The following chapter will delve into the models and variables selected for this research to thoroughly analyze how the eService Platform transforms Malaysia's trade landscape by focusing on key independent variables such as ease of use (convenience), dependability (reliability), privacy security, and perceived behavioral control. We aim to assess their effects on trade volumes, cost efficiency, and market access. This comprehensive analysis will provide valuable insights into how the eService Platform can unlock cross-border growth, streamline international

trade processes, and facilitate market expansion for businesses operating within these zones. In short, the study offers practical implications for policymakers and businesses striving to leverage the eService Platform for global competitiveness.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter focuses on the research model chosen to facilitate the study. The Innovation Diffusion Theory (IDT) and the Technology Acceptance Model (TAM) are two models adopted for this study. Through this model, variables were chosen to be evaluated.

2.1 Digital Free Trade Zones (DFTZs)

There has been extensive research on Digital Free Trade Zones (DFTZs) and how they affect international trade. Business owners' adoption of DFTZs is influenced by several factors, including perceived behavioral control, privacy security, convenience (ease of use), and reliability. By giving businesses in Malaysia the chance to use a platform that boosts competitiveness and market access, it aims to position Malaysia as a central logistical hub for international markets (ASEAN Business News, 2018). Additionally, it aims to create a global ecosystem that stimulates innovation in the digital economy and e-commerce.

DFTZs are an innovative response to the challenges posed by traditional trade barriers, leveraging digital technology to simplify cross-border transactions. China is a country that has innovated and contributed towards the establishment of DFTZs. Alibaba is seen to be expanding its business successfully globally with the help of facilities established via DFTZs. By creating these facilities, Malaysia's fast expansion of digital platforms and services has also significantly influenced the country's digital landscape. This change in digital infrastructure has fundamentally transformed how businesses operate in the country, offering consumers a more

comprehensive selection of e-commerce platforms such as Taobao, Shopee, and Lazada and enhancing the price between competitors.

2.2 Cross-Border Growth

Cross-border growth describes how businesses extend into foreign markets beyond the boundaries of their native countries. This can entail engaging in joint ventures, exporting commodities, establishing overseas subsidiaries, or purchasing businesses abroad. Using China as an example, cross-border e-commerce plays a significant role, allowing it to extend its businesses to open and promote the optimal trade structure (Chen et al., 2024). With the innovation technology revolution, digital technology is the main factor that drives the development of the digital economy. On the other hand, cross-border e-commerce has provided opportunities for businesses and consumers to have more convenient and multiple channels to purchase products from overseas (Chen et al., 2023).

2.3 eService Platform

The distribution of services through new media, like the Web, is called e-Services (Chung, 2003). This includes value-added services, high-service content products, personalized PCs, and pure online service delivery. A user-friendly, customer-focused platform for digitizing eServices platform that is pre-built and based on the best available low-code technology (OutSystem, n.d.). Through this component, the DFTZs aim to improve the access of small and medium-sized enterprises (SMEs) to a dynamic supply chain environment that is often only available to significant businesses (ASEAN Business News, 2018). eService platforms apply to various sectors, such as e-commerce, banking, healthcare, and government. For instance, in Malaysia, the nation's digital economy is expected to grow more quickly because

of the establishment of the Multimedia Super Corridor (MSC) (Multimedia Super Corridor (MSC), n.d.). It is a special economic zone created to help the nation's digital economy flourish and the creative ecosystem of IT and IT-enabled industries. To promote digital adoption, entrepreneurship, and innovation throughout the nation, MIDA collaborates with the Malaysia Digital Economy Corporation (MDEC). Businesses that fulfil the prerequisites and can support these national development objectives are awarded the MSC Malaysia Status with favourable tax breaks.

2.4 Underlying Theories

2.4.1 Innovation Diffusion Theory (IDT)

IDT theory disputes that “potential users make decisions to adopt or reject an innovation based on beliefs they form about the innovation” (Agarwal & Prasad, 2007). Everett M. Rogers developed IDT, which investigates the variables influencing a person's acceptance of a new technology or innovation (Rogers et al., 2008). Five innovation characteristics, such as relative advantages, complexity, compatibility, observability, and trialability, are presented by IDT as prerequisites to any intention to adopt. One of the prior studies has indicated that IDT has adequate explanatory ability to predict people's adoption of new IT and creative business models in organizational and personal situations (Xu & Lu, 2022). Research conducted by Wu and Chiu (2015) tackles the two issues regarding IT innovation capacities by utilizing the theoretical justifications presented by the IDT. In the research, IDT could offer valuable perspectives for comprehending the spread of diverse IT innovations. At the end of the research, IDT provides a fresh perspective on what is essential to fostering the spread of IT innovation.

For this study, IDT will be used to assess the willingness of businesses to adopt innovation to facilitate their intention to expand into cross-border e-commerce.

2.4.2 Technology Acceptance Model (TAM)

The Technology Acceptability Model (TAM) is one model that may be used to forecast if new technologies will be accepted by users (Putri et al., 2023). The TAM model was developed by Davis et al. (1989) and is widely used in studies to attain high validity. Fishbein's Theory of Reasoned Action (TRA) is the foundation for TAM. The fundamental tenet of TRA is that a person's attitude and conduct are influenced by how they interpret and react to circumstances. TAM causes the TRA model to gain two essential components. The two primary ideas are perceived usefulness and perceived simplicity of use. According to TAM, these two factors influence a person's adoption of an IT system. Perceived utility, ease of use, and behavioral intention to use are among the TAM's constructs before the change. Behavioral intention to use indicates a willingness to do a specific activity. In research by Wallace and Sheetz (2014), perceived utility, ease of use, and utilisation were investigated using an improved Technology Acceptance Model (TAM). Ease of use, therefore, positively and directly influenced perceived usefulness. For this study, TAM will be used to justify the willingness of businesses to accept innovation to facilitate their acceptance to adopt more innovative digital technologies to their business.

2.5 Review of Variables

2.5.1 Convenience

Convenience is considered one of the foundations underlying perceived behavioral control (Tsai & Tiwasing, 2021). A high convenience indicates that it positively influences business owners' intention to adopt the eService Platform due to streamlined customs procedures and faster shipping. This belief can drive business owners' intention to adopt an eService Platform that brings significant convenience to them. The clear advantage of offering IoT-based package lockers is convenience for the customer, as Bulmer et al. (2018) noted in this study. Furthermore, convenience helps business owners increase their willingness to adopt the eService Platform. Therefore, convenience can lead to decision-making processes and is directly related to the effects on adoption.

For this study, convenience will be used to examine the convenience brought to businesses adopting innovation to facilitate their intention to expand into cross-border e-commerce and solve the cost management of a business. Convenience can help businesses that struggle with cost control. They may reduce the time, effort, and resources needed for cross-border trading by using eService Platforms to streamline processes like logistics, customs clearance, and documentation. Convenience can lead to cost savings in several ways, such as automation of processes, faster transactions, and optimized resource allocation.

2.5.2 Reliability

Reliability is one of the essential drivers in the enhanced technology sector, as it reflects the business owners' intention to adopt the eService Platform (Tsai & Tiwasing, 2021). Reliability in the e-commerce process, inventory management, and customer service associated with the eService Platform builds trust among business owners. A strong relationship was observed between the reliability and the intention to adopt the eService Platform features into their Shopee operations. In Tsai & Tiwasing's (2021) research, referrals for dependability indicate how much users trust the smart locker's delivery service, and the findings indicate that perceived behavioral control is favourably impacted by reliability. The eService Platform will significantly impact the intention to adopt by focusing on reliability and trust. In short, Reliability is essential because it increases businesses' trust in using new technologies and participating in DFTZs.

For this study, reliability will be used to investigate the businesses that rely on adopting innovation to facilitate their intention to expand into cross-border e-commerce and solve the research problem stated above businesses' trust and ability to access technological advancements and the adoption of eService platforms. With an emphasis on reliability, this study seeks to determine if businesses have trust that the eService Platforms will operate without problems in delivering precise data and manage transactions without frequent mistakes or interruptions.

2.5.3 Privacy Security

Yuen et al. (2019) stated that privacy security is one of the most significant factors affecting business owners' willingness to adopt the eService Platform, as business owners rate privacy security as a critical factor in deciding to adopt the eService Platform. Strong privacy and data security standards not

only boost confidence but also improve business owners' intention to adopt the eService Platform efficiently. The results of Yuen et al. (2019) show that privacy security features can improve users' privacy by eliminating human contacts and enabling users to take control of their information management. By focusing on privacy security, business owners can enhance their businesses in the global marketplace. In short, privacy security directly boosts the adoption of the eService Platform in businesses.

For this study, privacy security will be used to determine the businesses' privacy security when adopting innovation to facilitate their intention to expand into cross-border e-commerce and solve the businesses' trust and ability to access technological advancements and the adoption of eService platforms. By concentrating on privacy security, this study investigates how successfully eService Platforms apply security features, including encryption, access restrictions, and data privacy regulations. These features are crucial for attracting businesses to adopt technological advancements and participate in the eService Platform.

2.5.4 Perceived Behavioral Control

Perceived Behavioral Control (PBC) refers to a person's perception of how easy or difficult it is to carry out specific behaviors depending on their confidence in their ability to overcome challenges and obtain the resources they need (Ajzen, 2002). A high PBC means that business owners with higher confidence in their ability to adopt the eService Platform systems are likelier to adopt. According to Tsai & Tiwasing's study from 2021, how resources are constrained and perceived for engaging in personal actions will affect how such behaviors are assessed, and customers' impression of behavioral control positively influences their propensity to use digital lockers for last-mile logistical delivery. Focusing on PBC can highlight business owners' confidence in their ability to manage the eService Platform

requirements and operations. In short, PBC is crucial in affecting business owners' intention to adopt the eService Platform.

For this study, PBC will be used to evaluate businesses adopting innovation to facilitate their intention to expand into cross-border e-commerce and solve the lack of awareness in learning new courses in digitalization. For instance, if business owners believe they have enough skills and resources to adopt eService Platforms, their behavioral control will be high, increasing the likelihood of adoption.

2.5.5 Businesses' Intention to Adopt eService Platform

According to the Cambridge Dictionary (n.d.), an intention is anything you want to achieve or have intended to do. It also refers to businesses' expectations about their ability to conduct a specific conduct. The intention can be influenced, most critically, by perceived behavioral control. The research conducted by Teng et al. (2024) used behavioral intention to examine the link between the following variables: faith in government, technology, and conducive conditions; effort expectation, performance expectancy, social influence, perceived security worry, and privacy concern. The willingness to utilize innovative city services in Malaysia is ultimately positively correlated with social influence, hedonic motivation, performance expectation, effort expectancy, and confidence in technology. However, perceived security and privacy issues negatively correlate with Malaysia's desire to use innovative city services. For this study, Businesses' Intention to adopt the eService Platform will be used to test the relationship between ease of use (convenience), dependability (reliability), privacy security, and perceived behavioral control.

2.6 Hybrid Innovation Diffusion Theory (IDT) and Technology Acceptance Model (TAM)

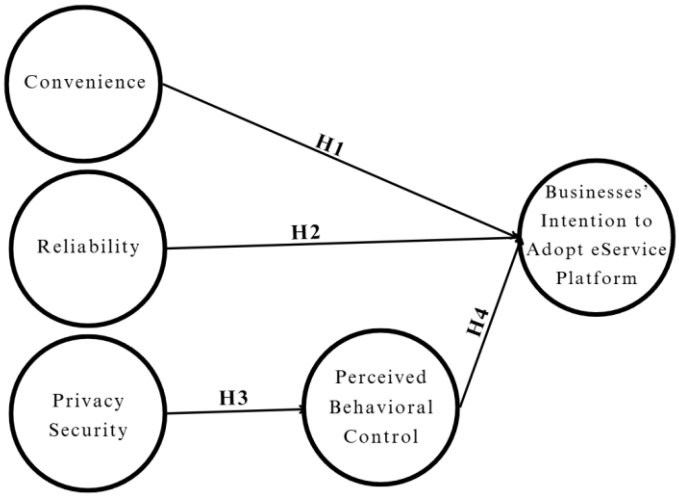
Numerous noteworthy research on information technology (IT) and information systems (IS) have made extensive use of the Innovation Diffusion Theory (Karahanna et al., 1999). IDT is directly related to TAM and is used to determine the elements influencing people's acceptance of new technology (Rogers et al., 2008). The diffusion process is how an invention progressively finds its way via specific channels among the members of a social system. Innovation may be described as a concept, method, or item that a person or other adoption unit considers unique. In another way, communication can be considered "innovation diffusion" since it involves creating information. A unique development process called "innovation diffusion" makes it feasible to comprehend how a person or organization is evolving while integrating innovations. The five main features of innovation diffusion theory are trial ability, complexity, compatibility, relative advantage, and observables (Rogers, 1983). The relative advantage is that new products benefit consumers more than existing ones. Compatibility is the alignment between an innovation's value, past performance, and user desires. Complexity is the degree to which consumers find it challenging to understand and use innovation. The frequency or degree to which an invention may be effectively tested is called its trial ability. Its observability is the extent to which the invention is apparent to others. These features explain the users' adoption and decision-making process.

The most utilized innovation adoption model is the Technology Acceptance Model (TAM), which was put out by Bagozzi and Davis (Bagozzi et al., 1992). According to the TAM hypothesis, two cognitive elements influencing people's adoption of information systems are their perceived ease of use and usefulness (Agag & El-Masry, 2016). Perceived ease of use is the degree to which a system does not involve much labour. In contrast, perceived usefulness is the degree to which a user feels that using a particular system would enhance their job performance (Davis et al., 1989). Numerous research studies have examined the variables influencing people's utilization of new technology using this model

(Venkatesh & Davis, 2000). A person's perception of a technology's usefulness determines how much they think it will improve their ability to complete tasks. How easily a user perceives a particular technology to be utilized is known as ease of use (Tung et al., 2008). These factors may be considered during system requirement analysis and subsequent phases of system development, and they are also simple for system developers to fully understand. Significant empirical evidence has been shown to support TAM in understanding why consumers adopt different kinds of technology. As an example, consider new media (Workman, 2014), cell phones (Joo & Sang, 2013), and services based on technology (Zhu & Chan, 2014). These research results demonstrate that essential factors influencing consumers' technology adoption are perceived usefulness and ease of use.

For this study, the purpose of using a hybrid of IDT and TAM is to examine the intention of business owners to adopt the eService Platform to expand their business through cross-border e-commerce.

2.7 Proposed Conceptual Framework



The conceptual model illustrates the interaction between independent and dependent variables (DV and IV) and how different factors influence the decision to employ the eService Platform for international commerce. The Technology Acceptance Model (TAM) and the Innovation Diffusion Theory (IDT) were the conceptual frameworks used to describe this study. The Technology Acceptance

Model (TAM) examined the relationship between views of new technology's usefulness and its ease of use and acceptance. To examine the adoption of different technologies, the TAM has been expanded to incorporate other factors in several studies (Marangunic & Granic, 2015). "Potential users make decisions to adopt or reject an innovation based on beliefs they form about the innovation," according to the IDT theory (Agarwal & Prasad, 2007).

2.8 Hypotheses Development

2.8.1 Relationships Between Convenience and Businesses' Intention to Adopt eService Platform

The hypothesis for this relationship is the convenience of the eService Platform (DFTZs Components) on international trade. I want to test the relationship between intention to use eService Platform and convenience to understand how convenience impacts businesses' perceptions of their ability to use eService Platform and can provide critical insights into their decision-making process. This hypothesis suggests that when businesses find eService Platform convenient, they are more likely to believe they have control over their ability to use them, ultimately increasing their intention to adopt eService Platform. Tsai conducts research titled "Customers' Intention to Adopt Smart Lockers in last-mile Delivery Service: A Multi-theory Perspective." In this research, they conducted the survey and tested the hypothesis that ease of use positively affects perceived behavioral control (Tsai et al., 2021). At the end of the survey, the results show a positive impact on international on the convenience of DFTZs. I am testing this relationship to understand better how the ease of using the eService Platform affects businesses' confidence in their ability to adopt and use these platforms. This relationship is vital because it highlights the importance of

convenience in shaping businesses' intention to adopt the eService Platform, which directly impacts their intention to engage with DFTZs. At the end of the results, I forecast a positive relationship between the intention to adopt the eService Platform and the convenience of international trade.

H1: There is a significant relationship between convenience and businesses' intention to adopt the eService Platform.

2.8.2 Relationships Between Reliability and Businesses' Intention to Adopt eService Platform

The hypothesis for this relationship is the reliability of eService Platform on international trade. I want to test the relationship between the intention to use the eService Platform and reliability because it is crucial to understand how the reliability of the eService Platform impacts businesses' sense of control over their ability to use these systems effectively. This hypothesis suggests that if businesses see DFTZs as reliable regarding system performance, consistency in services, and dependable infrastructure, they will feel more capable of successfully using the eService Platform, leading to a stronger intention to adopt them. Tsai researches the title "Customers' Intention to Adopt Smart Lockers in last-mile Delivery Service: A Multi-theory Perspective." In this research, they conducted the survey and tested the hypothesis that dependability positively affects perceived behavioral control (Tsai et al., 2021). At the end of the survey, the results show a positive impact on international trade and the reliability of the eService Platform. I am testing this connection to understand better how the eService Platform's reliable and consistent performance affects companies' trust in their capacity to utilize these platforms. This relationship is crucial because it highlights the importance of reliability in shaping businesses' intentions, directly impacting their intention to adopt DFTZs. At the end of the results, I forecast a positive relationship between the intention to adopt the eService Platform and its reliability in international trade.

H2: There is a significant relationship between reliability and businesses' intention to adopt the eService Platform

2.8.3 Relationships Between Privacy Security and Perceived Behavioral Control

This association assumes that privacy security has a positive effect on perceived behavioral control. I want to investigate this link because firms in eService Platform need to feel secure in their abilities to regulate their trade operations, and maintaining privacy and security is crucial to that confidence. This hypothesis suggests that if businesses perceive the eService Platform as secure in protecting sensitive data and ensuring privacy, they will feel more capable of using the platforms effectively, which could increase their intention to adopt and use the eService Platform. I am testing this relationship to understand how the assurance of privacy and security within the eService Platform influences businesses' confidence in their ability to control and manage their trading activities. This relationship is crucial because it highlights the importance of privacy and security in shaping businesses' perceived control, directly affecting their intention to adopt the eService Platform. At the end of the results, I forecast a positive relationship between perceived behavioral control and privacy security on the eService Platform.

H3: There is a significant relationship between privacy security and perceived behavioral control**.**

2.8.4 Relationships Between Perceived Behavioral Control and Businesses' Intention to adopt eService Platform

Perceived behavioral control on businesses' intention to adopt the eService Platform in this business is the hypothesis underlying this relationship. To ascertain whether businesses believe they can use the eService Platform effectively and how that sense of control translates into their actual intention to adopt and use the eService Platform, I want to examine the relationship between perceived behavioral control and businesses' intention to use the eService Platform. This hypothesis suggests that when businesses believe they can control and manage their operations within the eService Platform, they are more likely to intend to use it. Qureshi researches the title "Investigating industry 4.0 technologies in logistics 4.0 usage towards sustainable manufacturing supply chain". In this research, they conducted the survey and tested the hypothesis that Perceived behavioral control impacts word-of-mouth (Qureshi et al., 2024). At the end of the survey, the results show that perceived behavioral control is more than word of mouth. I am testing this relationship to understand how confident businesses are in effectively utilizing the eService Platform and how this confidence translates into their intention to adopt it.

H4: There is a significant relationship between perceived behavioral control and businesses' intention to adopt the eService Platform

2.9 Conclusion

The literature reviews, and hypotheses are discussed and examined. The research method will be discussed in the following chapter.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The specifics of the research methods used in this study are covered in this chapter.

3.1 Research Philosophy

A framework of presumptions and perspectives on the advancement of knowledge is known as research philosophy. Using positivist research philosophy, which is linked to the philosophical viewpoint of natural scientists, this study attempts to provide law-like generalizations by addressing an observable social reality. Since the deductive technique may be used to evaluate research hypotheses through measurement and observation, it is applied in this study (Saunders et al., 2009).

3.2 Research Design

Research design is to provide an appropriate framework for research. A critical phase in the research design process is choosing the research strategy, which determines how vital data will be obtained for the study (Sileyew, 2019). Numerous writers have suggested and created research methods, which may be divided into quantitative and qualitative (Pandey et al., 2023). For this study, quantitative research methods will be used to discuss the information gathered in this study. I

am using the quantitative research method because it allows me to objectively and numerically assess factors, including attitudes, actions, and intentions. I can quantify how many businesses are willing to adopt the eService Platform based on various factors.

3.2.1 Quantitative Research Method

The majority consider the quantitative research methodology to be the standard scientific method. To arrive at systematic, generalizable, and replicable conclusions, hypotheses must be tested, and objective data must be gathered (Tukur, 2023). This study used quantitative data analysis approaches to meet its goals. Quantitative research comprises a methodical examination of phenomena using statistical or computational tools and processes in addition to gathering numerical data (Pandey et al., 2023). A survey questionnaire will be used to carry out this investigation. The objective-focused discipline of quantitative research is particularly well-suited to circumstances in which quantifiable measurements of variables are available, and population percentages may be utilized to derive conclusions. The information is gathered carefully and fairly (Ghafar, 2024).

3.3 Data Collection Method

The data collection approach is a competitive, long-term, actionable, and practical means to achieve the aims of academic study. To solve the research problem, data is gathered from samples and units of analysis using a systematic, scientific, and scholarly manner (Ganesha & Aithal, 2022). This study employed primary sources to gather its data.

3.3.1 Primary Data Collection

Primary data are sometimes called field measurements, observations, or statistics generated from the field, whereas secondary data are documented or not directly collected by the researcher. Data might be categorized depending on whether they were explicitly collected for a researcher's specific study. Bello (2023) refers to it as the primary data. They must be previously unpublished, unique, genuine, reliable, and lawful (Ganesha & Aithal, 2022). Therefore, the primary data collection method for this study is essential because it aims to support the relationships between the adoption of the eService Platform and businesses' intention to expand into cross-border e-commerce with innovative facilities. A survey is a standard method of gathering primary data. This study uses Google Forms as the primary data collection tool. The key benefit of primary data is that because they are collected in a way specifically intended to address a given research issue, they are best suited to providing an answer to it (Bello, 2023).

3.4 Sampling Design

3.4.1 Target Population

The target audience is a specific subset or segment of the overall population that is the primary focus of a marketing strategy, research endeavor, or intervention. It represents a more exclusive group of individuals who meet specific criteria or possess specific attributes. The foundation for

determining the target audience is a particular program's study question or objectives (Willie, 2023). This research focuses on the target audience of Micro, Small and Medium Enterprises (MSMEs) Shopee business owners in Klang Valley.

3.4.2 Sampling Frame and Sampling Location

The list of sample units that the sample is taken is known as the sampling frame. An ideal frame has all population components specified individually just once and excludes any other unnecessary components (Vicente, 2023). The sample of this study selected to represent the target population is the MSMEs business owners in Klang Valley, Malaysia. The decision is based on various vital considerations. Klang Valley is one of the regions in Malaysia with the greatest concentration of enterprises, and it is also home to the most significant number of company owners in the nation. Major cities include Kuala Lumpur, Selangor, and portions of Putrajaya are included in the Klang Valley. It functions as Malaysia's commercial and financial centre as it is the most populous and economically active region.

Additionally, this research required potential respondents such as MSMEs business owners, directors of the company, or those from the higher levels of the management structure, such as managers. To attain this, a question about the respondents' positions in the company was included in the survey under the demographic section.

The data related to this study was collected at the sampling location. However, this study had a specific location: Klang Valley and Google Form was used as an online survey platform to distribute the questionnaire.

3.4.3 Sampling Elements

Sampling elements refer to the unit in a population that is being analyzed. This research recognizes the company's owners, directors, and managers in Klang Valley, Malaysia, as the sample. Therefore, they were selected to fill out the questionnaire.

3.4.4 Sample Technique

The present research used non-probability sampling. Non-probability sampling is a technique used when it is difficult to predict which member of the population will be included in the sample (Bhardwaj, 2019). The snowball sampling method is suitable for this study, as it is difficult to reach the target population mentioned above. This method might be helpful because there is no complete list of company owners utilizing or contemplating the eService Platform or because the target demographic is difficult to contact. Suppose MSMEs business owners know their partners, other MSMEs business owners, or even those on their business social media platform are using the eService Platform. In that case, they can help to recruit more participants by sharing the survey with them. With this method, this research would be able to get more samples.

3.4.5 Sampling Size

Sample size needed to be determined to ensure the efficiency of the data collection. An adequate amount of data must be examined to meet the desired outcomes. The target population is 1,101,725 MSMEs business owners in Klang Valley, Malaysia (Profile of MSMEs in 2015-2023., n.d.).

This indicates that a 95% confidence level that the actual value is within ±5% of the measured value requires 384 or more measurements.

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{E^2}$$

where:

- n = Required sample size.
- Z = Z-score (corresponding to the desired confidence level).
- p = Estimated population proportion (if unknown, often set to 0.5 for maximum variability).
- E = Margin of error (expressed as a decimal).

Confidence level = 95% → Z-score = 1.96 (from the standard normal distribution table)

Margin of error = 5% (or 0.05)

Population proportion = 50% (or 0.5)

Population size = 1,101,725

$$n = \frac{(1.96)^2 \cdot 0.5 \cdot (1-0.5)}{(0.05)^2}$$

$$n = \frac{3.8416 \cdot 0.25}{0.0025} = 384.16$$

3.5 Research Instrument

3.5.1 Questionnaire Design

The survey questionnaire was separated into two sections, and it was designed in English with all close-ended questions.

Section A consists of 5 questions requiring respondents to provide their general demographic information and one short answer question to qualify the respondents based on the target characteristics, such as age, gender, business size, location, and primary service sector.

Section B includes 16 questions about ease of use (convenience), dependability (reliability), privacy security, perceived behavioral control, and intention. This section will use a five-point Likert scale for its measuring items: 1 represents strongly disagree, 2 represents disagree, 3 represents neutral, 4 represents agree, and 5 represents strongly agree.

3.6 Construct Measurement

3.6.1 Origin and Measure of the Construct

The origin of constructs will be illustrated in Figures 3.1 and 3.2 below, obtained from various published literature, with minor modifications where necessary, and have been adopted the existing research instruments as below:

Figure 3.1: Research Instrument and Measurement Scale of Section A

Questions	Options	Construct Management
Gender	Male Female	Nominal Scale
Age	18 to 24 years old 25 to 34 years old 35 to 44 years old 45 to 54 years old 55 and above	Ordinal Scale
Business Size	Micro (1-10 employees) Small (11-50 employees) Medium (51-200 employees) Large (200+ employees)	Ordinal Scale
Location	Klang Valley (Selangor, KL, Putrajaya, Cyberjaya) North Malaysia Others: _____ (please specify)	Ordinal Scale
Primary Service Sector	Retail	Ordinal Scale

	Wholesale Manufacturing Services	

Source: Developed for the research.

Figure 3.2: Research Instrument and Measurement Scale of Section B

Questions	Options	Construct Management
The eService Platform by DFTZs is highly intelligent that causes you have intention to adopt DFTZs.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
The additional features provided in the eService Platform can bring convenience to your business.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
The number of functions provided in the eService Platform by DFTZs, and the coverage is sufficient.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
The operation process of the eService Platform is simple.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I can easily find the location of the international trade by using the eService Platform.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale

The function of eService Platform is greater than traditional way.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
The eService Platform is mature to be internationalised.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
Using eService Platform can keep consumers' personal information confidential.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I feel secure when using eService Platform.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I can control consumers' personal information when using eService Platform.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I feel confident that I will be able to use eService Platform.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I can choose to use eService Platform if I want to.	Strongly Disagree Disagree Neutral	Ordinal Scale

	Agree Strongly Agree	
I have knowledge necessary to use eService Platform.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I intend to use eService Platform to receive more business prospects in the future.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I would recommend eService Platform by DFTZs to my partners.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale
I am planning to use eService Platform by DFTZs often.	Strongly Disagree Disagree Neutral Agree Strongly Agree	Ordinal Scale

Source: Developed for the research.

3.6.2 Measurement Scale

This study will employ two different scales. The questions asked and the kind of response the researcher hopes to obtain will determine which scale should be used.

3.6.2.1 Nominal Scale

Since the categories are not naturally ordered, using the nominal scale requires gathering information that may be divided into two or more groups (Shukla, 2023). As a result, respondents are categorized using nominal scale questions rather than statistical data. The demographic data of each respondent, including their gender, is identified using the scale in Section A.

3.6.2.2 Ordinal Scale

An ordinal measurement scale categorizes data using an ordered ranking system (Shukla, 2023). Age group is one of the research's examples. From highest to lowest, the ordinal scale classifies and organizes elements according to their relative value in an ordered link (Allanson & Notar, 2020). The questionnaire in Section B uses a five-point Likert scale to gauge how agreeable respondents are with the assertions made about each research variable. The respondent's alternatives are as follows: 1 represents Strongly Disagree, 2 represents Disagree, 3 represents Neutral, 4 represents Agree, and 5 represents Strongly Agree.

3.7 Data Processing

Data processing requires strong data management techniques, statistical knowledge, and critical thinking skills for interpretation (Kotronoulas et al., 2023). It takes place after data collection and includes all procedures meant to clean and fix the "raw" survey data so that it may be used for dissemination, analysis, and presentation (Psihoda et al., 2022). Before it was disseminated, the questionnaire was checked for grammatical errors, sentence structure errors, and sequence problems to ensure that the research project was complete and of the highest calibre. Data editing, data cleaning, and data coding were all part of the data processing for this investigation.

3.7.1 Data Editing

Data editing is when a researcher adds, subtracts, or changes variables, values, or cases. A few instances of data modification include removing a few outlier cases, changing a figure that looks irrational, and choosing between several metrics (Leahey, 2008). Data will be checked and corrected in this stage for errors or omissions on the questionnaire or during data input to minimize bias and ensure consistency.

3.7.2 Data Coding

The next step is to code the edited data. The process of categorising and assigning code numbers or categories to unprocessed survey data enables it to be used for estimation, analysis, and tabulation (Psihoda et al., 2022).

Figure 3.3: Data Coding for Data Collected

Questions	Options	Coding
Gender	Male Female	1 2
Age	18 to 24 years old 25 to 34 years old 35 to 44 years old 45 to 54 years old 55 and above	1 2 3 4 5
Business Size	Micro (1-10 employees) Small (11-50 employees) Medium (51-200 employees) Large (200+ employees)	1 2 3 4
Location	Klang Valley (Selangor, KL, Putrajaya, Cyberjaya)	1

	North Malaysia Others: _____ (please specify)	2 3
Primary Service Sector	Retail Wholesale Manufacturing Services	1 2 3 4

Source: Developed for the research.

3.7.3 Data Cleaning

Data cleaning is identifying and removing errors and inconsistencies from data to improve its quality. Erroneous data, missing information, and other data might cause problems with the quality of a single data collection. Combining diverse data representations and eliminating superfluous information is important to facilitate accurate and coherent data accessibility (Rahm & Hai Do, 2000).

3.8 Proposed Data Analysis Tools

3.8.1 Descriptive Analysis

Descriptive analysis arranges all the population's data into a graphical form and then summarises it to provide a broad insight. The findings are presented as tables, graphs, charts, or statistics, and they do not draw any conclusions—they summarise or organise the facts on the population under study (Allanson & Notar, 2020). Microsoft Excel was utilized in this study

to evaluate the survey findings and extract demographic information from the respondents.

3.8.2 Inferential Analysis

Inferential statistics uses formal methods based on findings from sample data to derive inferences about the wider population (Allanson & Notar, 2020). PLS-SEM, or partial least squares structural equation modelling, is a popular statistical technique called SmartPLS (Wong, 2013). Since its release in 2005, the program has grown in popularity due to its user-friendly design, sophisticated reporting tools, and availability for free to scholars and researchers. This enables researchers to continuously evaluate correlations between observable and latent variables in a complicated model and conduct numerous robustness checks (Memon et al., 2021). SmartPLS was used for this study's PLS-SEM data analysis because it provides an appropriate built-in graphical user interface. PLS-SEM analysis methods include measurement model evaluation and structural model assessment (Hair et al., 2018).

3.8.2.1 Measurement Model Assessment

Examining the measurement models is the first step in PLS-SEM data analysis. Researchers then must determine whether the measurement models meet all the requirements before evaluating the structural model. Cronbach's Alpha assesses measurement methods' reliability and internal consistency. Hair et al. (2018) propose that Cronbach's Alpha has a reliability value of at least 0.70.

3.8.2.2 Structural Model Assessment

A structural model's collaboration, relationship importance, and explanatory capacity should all be considered. Collinearity is measured using the Variance Inflation Factor (VIF), and VIF values should be 5 or higher to identify the significant collinearity concerns. The significance of the relationship between exogenous and endogenous factors may be ascertained statistically using the p-value method. There is a significant relationship when the p-value is less than 0.05. The model's explanatory power is assessed to determine the variance represented in each endogenous construct using coefficients of determination, such as the R-square. The corresponding R-square values of 0.50, 0.25, and 0.75 are moderate, weak, and significant. R-square values above 0.90 often indicate overfitting (Hair et al., 2018).

3.9 Conclusion

To sum up, the information was ready for analysis. Data interpretation and analysis will be covered in chapter 4.

CHAPTER 4: DATA ANALYSIS

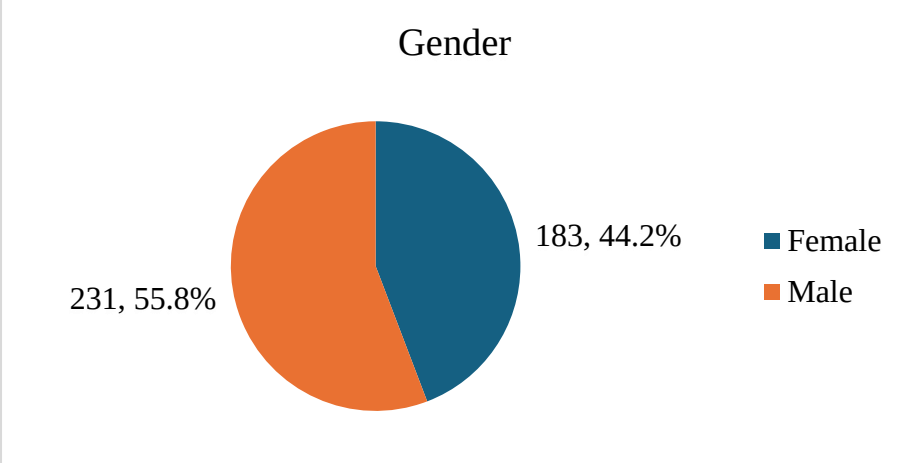
4.0 Introduction

This chapter presents the data analysis patterns and findings relevant to the suggested study topics and hypotheses. Although 414 samples were collected, only 394 were suitable for analysis after the data cleaning.

4.1 Descriptive Analysis

4.1.1 Demographic Analysis

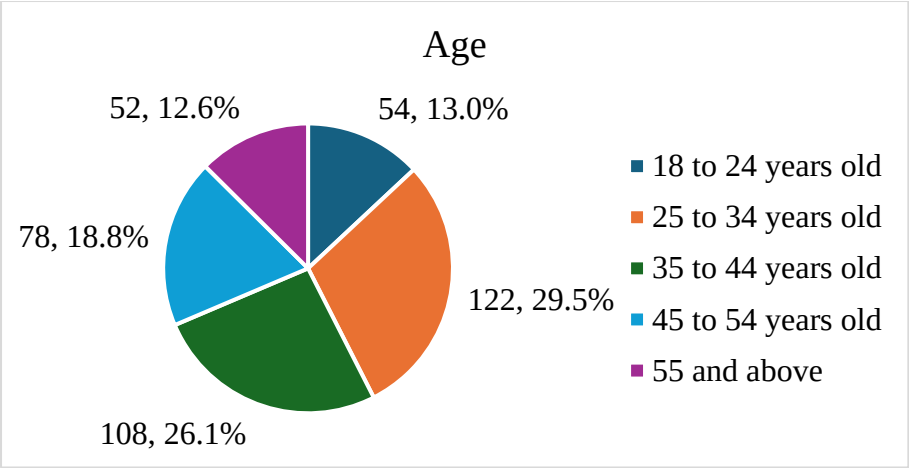
Figure 4.1: Gender



Source: Developed for the research

The respondents' gender is displayed in Figure 4.1. There were 414 respondents: 231 male respondents (55.8% of 414 respondents) and 183 female respondents (44.2% of 414 respondents).

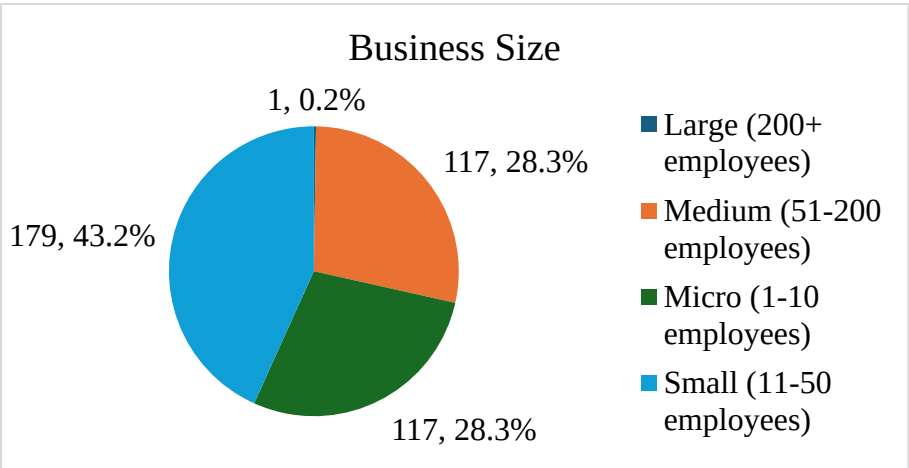
Figure 4.2 Age



Source: Developed for the research

The respondents' ages are shown in Figure 4.2. The largest age group is 25 to 34, accounting for 122 respondents, or 29.5% of the 414 respondents. Additionally, 108 respondents (26.1% of 414) were aged 35 to 44. The number of respondents 55 and above and 18 to 24 years old is similar, with 52 respondents (12.6% of 414 respondents) and 54 respondents (13% of 414 respondents), respectively. The remaining 78 respondents (18.8% of 414 respondents) were 45 to 54 years old.

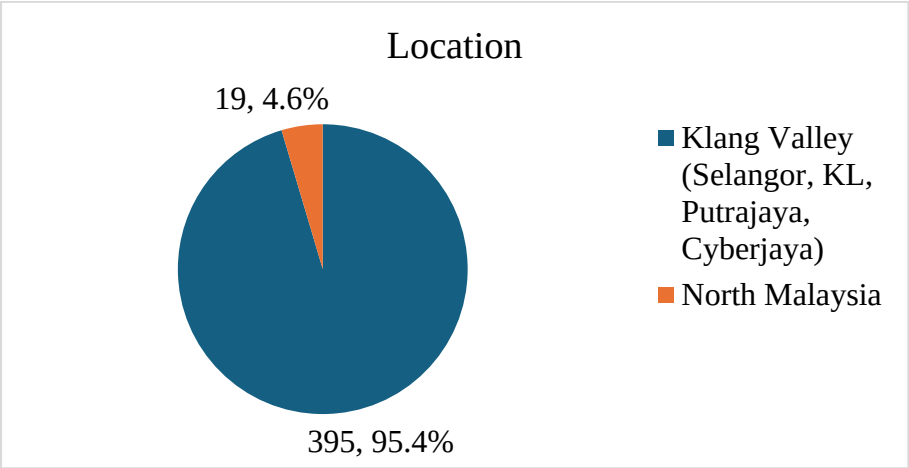
Figure 4.3: Business Size



Source: Developed for the research

The respondents' business size is shown in Figure 4.3. 179 respondents have a small business size, 43.2% of 414 respondents. Additionally, the micro and medium business sizes have the same respondents, 117 (28.3% of 414 respondents). The remaining 1 respondent (0.2% of 414 respondents) was under large business size.

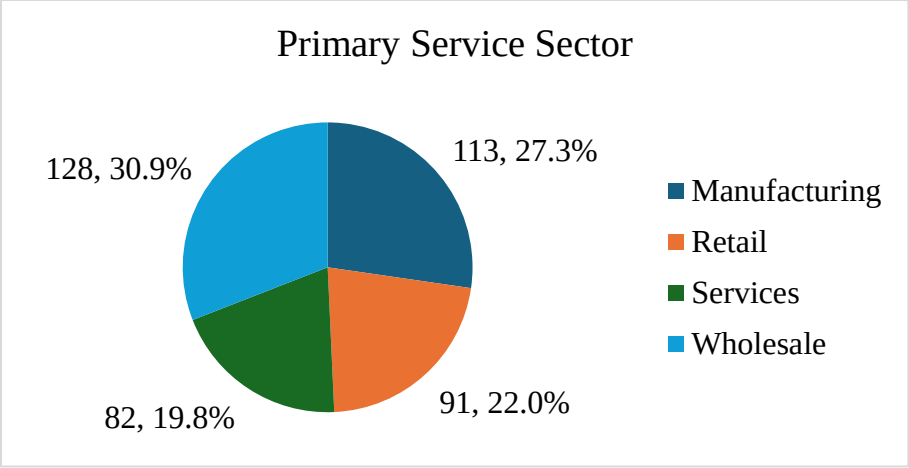
Figure 4.4: Location



Source: Developed for the research

Figure 4.4 shows the respondents' business locations. Most were in the Klang Valley, such as Selangor, Kuala Lumpur, Putrajaya, Cyberjaya, and more. 395 of the 414 respondents' business locations were in the Klang Valley, which is 95.4% of the respondents. The remaining 19 respondents' business locations were in North Malaysia, which is 4.6% of the 414 respondents.

Figure 4.5: Primary Service Sector



Source: Developed for the research

Figure 4.5 above illustrates the primary service sector of respondents. 30.9% of respondents, or 128 of 414 respondents, have provided the wholesale service sector in Klang Valley and North Malaysia. 27.3% of respondents, or 113 of 414 respondents, have provided the manufacturing service sector in Klang Valley and North Malaysia. Lastly, the retail and services sectors have similar respondents, 22% and 19.8%, respectively.

4.2 Inferential Analyses

4.2.1 Measurement Model Assessment

4.2.1.1 Reliability Analysis

Table 4.1: Cronbach's Alpha

	Cronbach's Alpha
Convenience	0.755
Businesses' Intention to adopt the eService Platform	0.842
Perceived Behavioral Control	0.833
Privacy Security	0.849
Reliability	0.883

Source: Developed for the research

The internal consistency of the questionnaire is assessed using Cronbach's Alpha values. Table 4.1 shows that all the variables are within the good and

acceptable values, with more than 0.71 (Taber, 2018). Of the variables, convenience has a value of 0.755, businesses' intention to adopt the eService Platform is 0.842, perceived behavioral control is 0.833, privacy security is 0.849, and reliability is 0.883. The table above shows the output from the SmartPLS.

4.2.1.2 Correlations Analysis

Table 4.2: Correlation Coefficient Result:

	Convenience	Businesses' Intention to adopt the eService Platform	Perceived Behavioral Control	Privacy Security	Reliability
Convenience	1	0.727	0.782	0.768	0.806
Businesses' Intention to adopt the eService Platform	0.727	1	0.89	0.749	0.812
Perceived Behavioral Control	0.782	0.89	1	0.817	0.872
Privacy Security	0.768	0.749	0.817	1	0.867
Reliability	0.806	0.812	0.872	0.867	1

Source: Developed for the research

The degree of association between two variables was investigated using correlation analysis. A strong correlation is defined as a correlation coefficient of more than 0.5, whereas a weak correlation is defined as a correlation value of less than 0.5 (Hair et al., 2019). All the correlation values above are indicated as strong. For instance, Businesses' Intention to

adopt the eService Platform and Convenience, Perceived Behavioral Control and Convenience, Privacy Security and Convenience, and Privacy Security and Businesses' Intention to adopt the eService Platform have correlation values higher than 0.6.

4.2.2 Structural Model Assessment

4.2.2.1 Structural Equation Modelling (SEM)

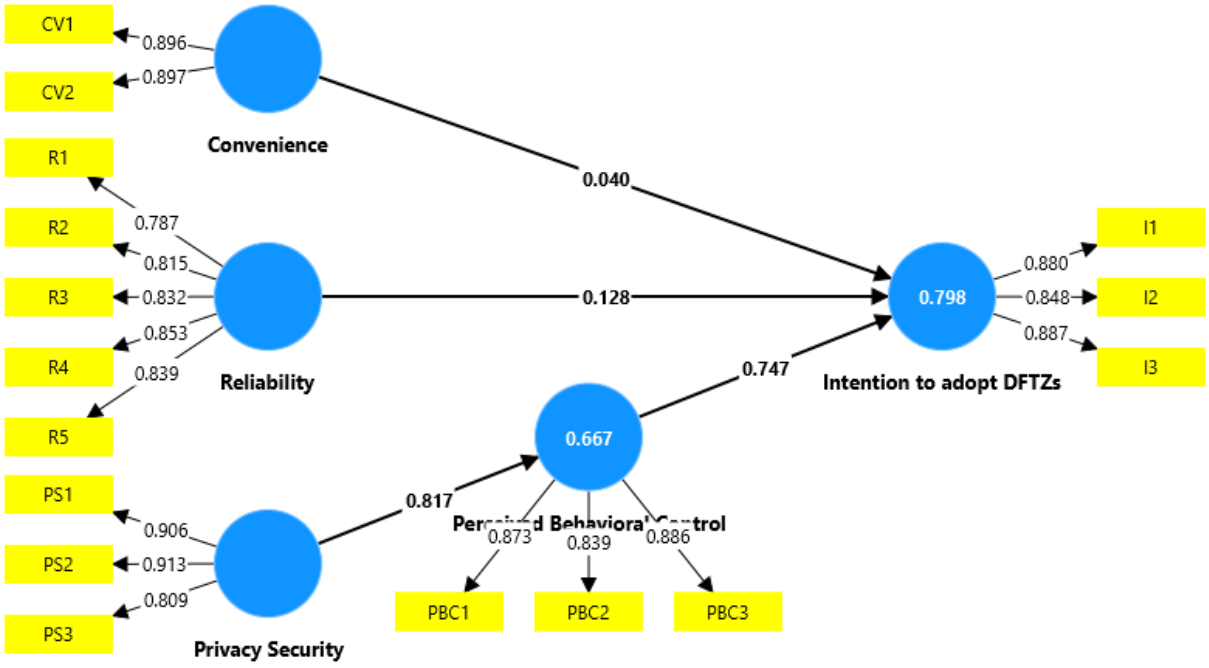


Table 4.3: Path Coefficient (Model 1)

Model 1	Path coefficients
Convenience -> Businesses' Intention to adopt the eService Platform	0.040
Perceived Behavioral Control -> Businesses' Intention to Adopt the eService Platform	0.747
Reliability -> Businesses' Intention to Adopt the eService Platform	0.128

Source: Developed for the research

By the path coefficient value, a model of businesses' intention to adopt the eService Platform developed:

$$\text{Intention} = 0.040\ Convenience + 0.747\ Perceived\ Behavioral\ Control + 0.128\ Reliability$$

0.040 indicates that, while all other factors stay the same, businesses' desire to use the eService Platform will rise by 0.040 for every unit improvement in convenience. A one-unit improvement in perceived behavioral control will result in a 0.747 rise in the businesses' intention to adopt the eService Platform. The businesses' desire to use the eService Platform will grow by 0.128 units due to reliability.

Table 4.4: Path Coefficient (Model 2)

Model 2	**Path coefficients**
Privacy Security -> Perceived Behavioral Control	0.817

Source: Developed for the research

By the path coefficient value, a model of perceived behavioral control developed:

$$\text{Perceived Behavioral Control} = 0.817\ Privacy\ Security$$

A one-unit improvement in privacy security will result in a 0.817 rise in perceived behavioral control.

4.2.2.2 Significance of Relationship

Table 4.5: Model 1 Estimate

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Rejection of Null Hypothesis
Convenience -> Intention to adopt the eService Platform	0.04	0.038	0.041	0.963	0.335	Not Rejected
Perceived Behavioral Control -> Intention to adopt	0.747	0.744	0.058	12.891	0	Rejected

the eService Platform						
Reliability -> Intention to adopt the eService Platform	0.128	0.132	0.06	2.131	0.033	Rejected

Source: Developed for the research

Table 4.5 presents the p-values for each of the variables. It shows that the p-values for reliability and perceived behavioral control are less than a threshold level of 0.05, indicating that reliability and perceived behavioral control significantly affect the businesses' intention to adopt the eService Platform.

On the other hand, the one more variable displayed in Table 4.5, convenience, has p-values greater than 0.05. There is sufficient evidence to indicate that convenience does not affect the businesses' intention to adopt the eService Platform. The respective p-values are 0.335.

Table 4.6: Hypothesis Testing Results (Model 1)

	Hypotheses	**Decision**
H1	There is a significant relationship between convenience and businesses' intention to adopt the eService Platform.	Hypothesis not supported
H2	There is a significant relationship between perceived behavioral control and businesses' intention to adopt the eService Platform.	Hypothesis supported
H3	There is a significant relationship between reliability and businesses' intention to adopt the eService Platform.	Hypothesis supported

Source: Developed for the research

Less than 0.05 H-null is not rejected, and more than 0.05 H-null is rejected. The results of the significant variables and the choice of hypothesis for model 1 are concluded in Table 4.6 above.

Table 4.7: Model 2 Estimate

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Rejection of Null Hypothesis
Privacy Security -> Perceived Behavioral Control	0.817	0.816	0.023	34.858	0	Rejected

Source: Developed for the research

Table 4.7 presents the p-values for the variables. The p-values for privacy security are less than a threshold level of 0.05, indicating that privacy security significantly affects perceived behavioral control.

Table 4.8: Hypothesis Testing Results (Model 2)

	Hypothesis	**Decision**
H4	There is a significant relationship between privacy security and perceived behavioral control**.**	Hypothesis supported

Source: Developed for the research

Less than 0.05 H-null is not rejected, and more than 0.05 H-null is rejected. The results of the significant variables and the choice of hypothesis for model 2 are concluded in Table 4.8 above.

Therefore, the final model of the intention is:

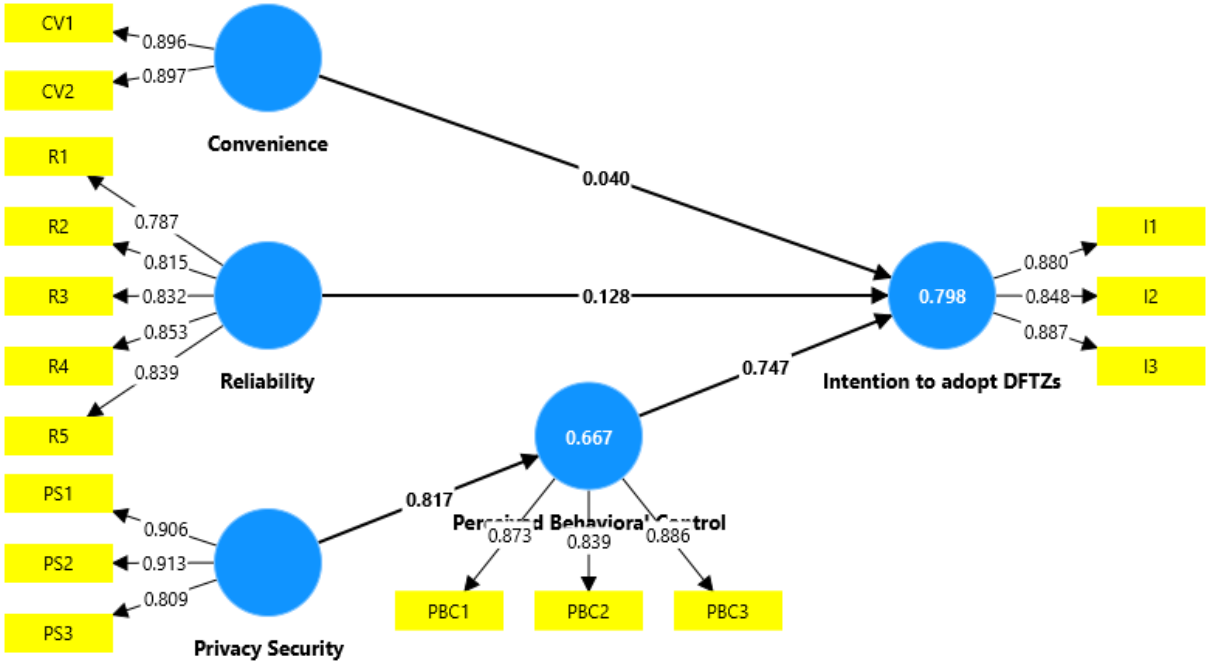
$$\text{Intention} = 0.128\ Reliability + 0.747\ Perceived\ Behavioral\ Control$$

$$\text{Perceived Behavioral Control} = 0.817\ Privacy\ Security$$

The above model shows that businesses' intention to adopt the eService Platform is expected to increase by 0.128 for each one-unit increment in

Reliability. Furthermore, businesses' intention to adopt the eService Platform is expected to increase by 0.747 for each one-unit increment in Perceived Behavioral Control. Moreover, perceived behavioral control is expected to increase by 0.817 for each one-unit increment in Privacy Security.

4.2.2.3 Predictive Analysis



Model 1

R-square = 0.798 shows that the variation in the predictors explains 79.8% of the variation in the businesses' intention to adopt the eService Platform is explained by Convenience, Perceived Behavioral Control, and Reliability. The other 20.2% is explained by factors not included in this study.

Model 2

R-square = 0.667 indicates that the variation in the predictors explains 66.7% of the variation in the Perceived Behavioral Control is explained by Privacy Security. The other 33.3% is explained by factors not within this study.

4.3 Conclusion

This chapter indicates the survey data analysis results. It includes a descriptive analysis of the survey respondents and an inferential analysis of the variables in this study. The hypotheses have been tested.

CHAPTER 5: DISCUSSION, CONCLUSIONS AND IMPLICATIONS

5.0 Introduction

This chapter discusses the study's implications, limitations, and recommendations for further research and sums up the discussion and conclusions drawn from the investigation.

5.1 Summary of Major Findings

Table 5.1: Hypothesis Testing Results

No.	Hypothesis	Result	Decision
H1	There is a significant relationship between convenience and businesses' intention to adopt the eService Platform.	P-values = 0.335	Hypothesis not supported
H2	There is a significant relationship between perceived behavioral control and businesses' intention to adopt the eService Platform.	P-values = 0.000	Hypothesis supported
H3	There is a significant relationship between reliability and businesses' intention to adopt the eService Platform.	P-values = 0.033	Hypothesis supported
H4	There is a significant relationship between privacy security and perceived behavioral control**.**	P-values = 0.000	Hypothesis supported

Source: Developed for the research

Less than 0.05 H-null is not rejected, and more than 0.05 H-null is rejected. The results of the significant variables and the hypothesis's conclusion are shown in Table 5.1. The results show that perceived behavioral control is significantly related to businesses' intention to adopt the eService Platform. This implies that business owners are more likely to adopt the eService Platform if they have more confidence in their ability to manage and use eService Platforms. One study indicates that perceived behavioral control positively impacted the acceptance of Connected Automated Vehicles (CAVs) (Post et al., 2024). Even after adjusting for the examination of CAVs, the study found that perceived behavioral control may also play an important role in raising the acceptance of CAVs. Another research supported by Sun et al. (2022) proves that perceived behavioral control significantly impacts consumers' repurchase intention.

Other results show that reliability is also significantly related to businesses' intention to adopt the eService Platform. This indicates that when businesses have confidence in the eService Platforms' ability to transmit data and conduct transactions without mistakes or disruptions reliably, they are more willing to adopt the eService Platform. This result is also linked with a previous study. The primary assertion is that through the channel of increased perceived value and decreased perceived risk, consumers' intentions are driven by many features of Autonomous Delivery Robots (ADRs), such as compatibility, reliability, privacy security, and ease of use (Koh et al., 2024). Another study demonstrated how many environmental aspects, such as ease of use, privacy security, convenience, and reliability, can influence customer intentions (Tsai et al., 2024).

Privacy security also has a significant relationship with perceived behavioral control. This suggests that businesses' confidence in implementing the eService Platform is directly impacted by privacy security. Business owners are more willing to trust and adopt eService Platforms when their data is guaranteed to be safeguarded. This outcome is supported by previous studies that show that the positive social impact that pushes customers to accept food ADRs was modified by privacy security (Zibarzani et al., 2024). This result is also in line with the findings

of Yeun et al. (2019), who found that reliability is one of the three resources that match the qualities that significantly and favourably impact perceived value.

In short, three hypotheses are supported, but one is not supported. There is no significant correlation between convenience and businesses' intention to adopt the eService Platform, as indicated by the convenience's P-value of more than 0.05. This indicates that although convenience, such as automated procedures and simplified processes, might reduce costs and time, it does not directly influence businesses' decisions to adopt the eService Platform. It may also be caused by the fact that during the data collection, the survey was sent to traditional business owners who did not adopt any technologies in their business. According to Chelvarayan et al.'s (2022) research on the adoption of e-wallets among Malaysian University students, ease of use, which is closely related to convenience, has no significant impact on the intention to use e-wallets. Another research study, supported by Biradawa (2019), stated that there is no significant impact between consumer convenience and e-banking adoption. The bank fees associated with e-banking transactions are a key barrier for bank consumers from using e-banking systems. These results suggest that in certain situations, outside variables like price, unfamiliarity with technology, or cultural opposition may reduce the perceived value of ease. According to the present study, traditional business owners may place a higher value on additional concrete advantages like reliability, privacy security, or support systems, which might further diminish the perceived significance of ease. This emphasizes how important it is to have an advanced understand of the elements influencing the adoption of technology, especially among less tech-savvy people.

5.2 Implications of the Study

Considering the eService Platform, this study has significant consequences for business owners, policymakers, and platform providers such as Shopee Malaysia. The result highlights how important it is for business owners to implement the eService Platform to take advantage of cross-border opportunities, which are driven

by important elements and independent variables like convenience, reliability, privacy security, and perceived behavioral control on dependent variables (businesses' intention to adopt the eService Platform). By concentrating more emphasis on these elements, international market entrance may be made easier, increasing operational effectiveness and competitiveness.

Policymakers may use the findings to inform policies and programs that improve the digital trading ecosystem, emphasizing fostering trust and lowering privacy and security obstacles. Furthermore, this study recommends mitigating worries about perceived control and reliability. Educational campaigns and support initiatives should highlight how the eService Platform streamlines logistics and provides access to international trade.

Platform providers like Shopee may increase confidence and adoption by improving user experience with strong privacy safeguards and effective support systems. To encourage more Small and Medium-sized Enterprises (SMEs) to participate in digital trade, focused marketing campaigns might emphasize the practical advantages and convenience of the eService Platform.

5.3 Limitations of the Study

In this section, the researcher will highlight the work. The researcher must acknowledge a study's limitations, as these might set the requirements of the investigation and guarantee that the study's findings can be applied in the appropriate setting for which it was designed.

5.3.1 Establish a Language Barrier to Collect Data

One of the restrictions of Analyzing the Impact of eService Platform for Shopee Business Owners in Klang Valley is the language barrier for data collection. A questionnaire that is only available in one language, like English, might cause confusion and a misunderstanding of the question, which might compromise the accuracy of the data. Since respondents' language preferences and competence levels differ, Malaysia is an international nation with a diverse linguistic environment. For instance, confusion and a misinterpretation of the questionnaire may result from business owners who have difficulty comprehending the questions due to their poor command of English. Furthermore, this can result in inaccurate data gathering, which would compromise the validity and reliability of the study's conclusions.

5.3.2 Limited Construct Variables

Limited construct variables refer to all important constructs or variables related to the study issue that are not fully represented in a study. This might result in insufficient or shallow analysis and conclusions. This limitation may impact the current study because of the time constraints. Although limiting the number of components is crucial, the study's results lack validity and reliability since it overlooked the complex relationships between factors that might significantly affect consumer behavior and the effects of social media ads. The unexpected conclusion that convenience and businesses' intention to adopt the eService Platform are not significantly correlated may potentially be explained by these limitations. Although most business owners agree that convenience is a significant advantage, traditional business owners who may not have much experience with digital tools may place more importance on pressing issues like cost, support systems, or measurable reliability than on more abstract benefits like

streamlined procedures. Hence, it is possible that several of the variables and conceptions that were employed in this study, such as ease of use (convenience), dependability (reliability), privacy security, and perceived behavioral control, may not be sufficiently examined.

5.3.3 Geographical Limitation

The geographical limitation of this study is that it focuses solely on platform-based MSMEs in Malaysia, specifically those on the Shopee Platform and business owners in Klang Valley. It limits the findings' applicability in many geographical and cultural situations. The adoption of the eService Platform might vary significantly across different regions due to varying levels of digital infrastructure, cultural attitudes towards technology, and local business practices. For instance, rural areas or regions with lower levels of digital literacy may confront unique obstacles compared to metropolitan areas like Klang Valley. Furthermore, regional regulations, financial incentives, and technology capability may all impact adoption rates, which could be different when comparing countries globally.

5.4 Recommendations for Future Research

The researchers will offer suggestions for more advancements for the following studies in this sector. Based on the current analysis of this study, this part seeks to assist future researchers in enhancing their work. This section also seeks to assist them in the research, publishing better research, and drawing conclusions.

5.4.1 Make a Variety of Questionnaire Sets in Various Languages

The researchers can create many sets of questionnaires in various languages and let respondents select their preferred language for data collection to overcome the language barrier problem in data collection for future studies. However, using several languages in a single questionnaire might cause misunderstandings, especially for responders who speak different languages and have different degrees of ability. Offering language help or translation services to individuals who require them can reduce this problem and improve data accuracy. To avoid misunderstandings and guarantee accurate responses, it is necessary to understand how important it is to translate the questionnaire questions precisely.

5.4.2 Implement More Construct Variables for Future Studies

Future studies on the businesses' intention to adopt the eService Platform should include more construct variables to improve their adoptability and solidity. Variables such as perceived risk, cost-effectiveness, and technology readiness could provide a deeper understanding of factors influencing adoption. Perceived risk may capture concerns about transaction safety and data security. Cost-effectiveness may demonstrate that the adoption of the eService Platform is financially feasible, particularly for smaller businesses. Technology readiness measures a business's readiness to incorporate digital platforms.

5.4.3 Explore More Wider Range of Geographical Areas and E-Commerce Platforms

Future research should expand by examining a more extensive variety of geographic regions and e-commerce platforms to improve the ability to apply and usefulness of results. An understanding of regional variations in the adoption of digital trade is limited by concentrating just on Klang Valley business owners and the Shopee platform. Expanding to rural areas, other states of Malaysia, or even neighbouring countries would enable capturing various adoption-influencing elements, including local market dynamics, digital literacy, and infrastructure. Furthermore, comparing the features of other e-commerce platforms, including Taobao and Lazada, will allow business owners to make better judgments.

5.5 Conclusion

In summary, the findings indicated that businesses' intention to adopt the eService Platform in Shopee Malaysia was positively impacted by perceived behavioral control, privacy security, and dependability (reliability). Specifically, businesses' intention to adopt the eService Platform on Shopee Malaysia was shown to be most influenced by privacy security and perceived behavioral control. The research might investigate how firms in different industries are affected by perceived behavioral control and privacy security, offering a more in-depth understanding of issues unique to a particular industry. Studies might also look at how user experience design affects adoption and trust since user-friendly interfaces can increase perceived behavioral control. The study also highlights the significant implications for business owners, policymakers, and platform providers like Shopee Malaysia in the context of the eService Platform. Lastly, future studies could examine how specific legislation, such as training initiatives, affect the adoption of eService Platforms and give helpful advice for policymakers and platform providers.

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