Title of Thesis	A STUDY OF COLLEGE STUDENTS' PERCEPTION IN OPERATING AN ONLINE BUSINESS
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ABSTRACT

Online business has become a trend for most young entrepreneurs nowadays to sell products and services. In considering that operate business using the Internet is still at the early stage of development in Malaysia, there are know little about the perception of young people toward adopting this new business channel and factors that motivate their idea towards it. The purpose of this study is to examine the perception of college students towards operating an online business in Miri. For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. The data are collected and analysed using simple statistic method.

The result reveals that most of respondents have an average interest to operate online business. Most of the respondents are interested to operate an E-commerce store. Majority of the respondents are motived by creativity especially in selling their own product and services. Besides, majority of the respondent had an opinion that technology knowledge is the biggest challenge to operate online business. However, most of the respondents would do a research in online to get knowledge about operating an online business. For example, respondent will search about the skills to enhance their creativity and problem solving in the Internet.

The researcher suggests several recommendations from the results. The percentage level of an interest on online business among college student could improve if the colleges itself could

provide teaching or coaching class on Internet business. Besides, they could choose to use the Internet roles as their personal method too. College student can prepare themselves to construct a fresh products or items before doing online business. Besides that, College student can consider starting with a small scale for online business. For instance, social media such as blogs, Instagram, Facebook etc. or create a group chat. The finding also suggests college student to attend business classes and seminars or to get consultation from a person who had successful doing online business.

Future research could investigate the working adults' perception towards online business in Miri. Besides that, further explore the perception of college student in other division of Sarawak and could discover the perception of college student in other state of Malaysia then compare result to note any differences among state in Malaysia.