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Development of Online Apparel Shopping Website with e-Loyalty Features

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In the Name of Allah, the most Gracious and the most Merciful
May His Blessing be upon the prophet Muhammad s.a.w

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ABSTRACT

Development of Online Apparel Shopping Website with e-Loyalty Features is a web-based online shopping website that uses the e-loyalty design elements to enhance the online apparel shopping system. This website can be applied in any online apparel shopping website as another way to enhance the website according to the researchers that has come out with a loyalty model. It offers many potential benefits, including by introducing the aspect of loyalty needed in online shopping system makes the process of navigating the online shopping system easier, attractive, and eventually gain loyalties. Previous research showed that this approach is at the same time capable in improving the user's trust and satisfaction towards the online shopping web-system especially in the apparel context. In the beginning, the project background were clarified together with the aim and problem statement of the project. Through the problem statement, research question were created in order to access the objectives, scope and significance of the project. Next, collections of data and informative readings such as journals and books were reviewed in order to get a specific insight of e-commerce and e-loyalty altogether with the features and elements according to the model or framework from the Conceptual Model of Online Repurchase Intention by BULUT (2015). According to the data collection from the informative readings, a survey was then conducted with 20 loyal users of an online apparel shopping website and interviews with 3 e-Commerce and web developer expertise in order to get the current elements of e-loyalty located in Selangor area. Based on the result, the website is develop according to the new trend of e-loyalty in online apparel shopping system.

TABLE OF CONTENTS

CONTENT   **PAGE**

CHAPTER ONE: INTRODUCTION

CHAPTER TWO: LITERATURE REVIEW

CHAPTER ONE

INTRODUCTION

This chapter explains the background of the problem which indirectly leads to the problem
statement of this research. Besides that, this chapter also discusses the objectives, scope, and significance of the research.

1.1   Project Background

The internet has made a strong impact on marketing, especially on online shopping services. There are lots of online shopping website provided, but what actually matter is on how an online shopping website can maintain their buyers to continue on spending their money on their services. Thus, according to Straub & Waston (as cited in Yang, 2013), viewing onto website attributes that demonstrate online presentation is vital in measuring website quality that satisfy customers' wants and needs from retailers' websites. The project proposed is mainly focused on how to attract customer to stay loyal to an apparel online website. The term used is "e-loyalty". A study on e-loyalty features is made in order to develop and design a web based online apparel shopping website to know the correct way to develop a design based on e-loyalty in a website. A company is chosen as a part of building the online apparel shopping website named Jushira Collection located in Batu Caves, Selangor. Jushira Collection is a company that sells apparel in a boutique as well as via social network services and messenger as a platform to sell their products. A survey has been conducted with random online apparel shopper. From 50 random survey, 20 of them are