



**EFFECT OF E-SERVICE QUALITY TOWARDS CUSTOMER  
SATISFACTION ON CUSTOMER LOYALTY;  
EVIDENCE FROM SABAH, MALAYSIA**

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allāh, the Most Gracious, the Most Merciful

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## ABSTRACT

This thesis aims to empirically investigate the relationship among e-service quality, customer satisfaction and customer loyalty of online shoppers in Kota Kinabalu, Sabah. 150 questionnaires had been distributed randomly for online shoppers, however only 119 data of respondents were used due to outliers. The hypotheses were tested by employing structural equation modelling. To test the dimensionality of the e-service quality, the 6 dimensions of e-service quality which are efficiency, fulfilment, privacy, responsiveness, contact, and website design were employed. In addition, factor analysis was employed to test the strength of the 6 dimensions of e-service quality. The findings in this study found that e-service quality has a positive significant impact on customer satisfaction as the mediator of e-service quality on customer loyalty. In terms of customer satisfaction, it gives a positive significant relationship towards customer loyalty. Both e-service quality and customer satisfaction give a positive significant effect towards customer loyalty. However, this study found out that only four dimensions out of six dimensions of e-service quality are strong and give a good indicator which are efficiency, fulfilment, privacy, and responsiveness.

**Keywords :** E-service quality, customer satisfaction, customer loyalty, factor analysis, Sabah.