

UNIVERSITI TEKNOLOGI MARA

**DIMENSION OF E-SERVICES QUALITY
INFLUENCING ONLINE PURCHASE
INTENTION AT CJ WOW SHOP**

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ABSTRACT

Nowadays, home shopping has become one of the interactive ways to shop. There are various methods that customers may use to make purchases and one of the methods is through the Internet. This study adapted SERVQUAL dimensions into E-SERVQUAL which consisting of 5 most highlighted dimensions in the previous studies. The 5 dimensions of E-SERVQUAL are efficiency, fulfilment, security, aesthetic and responsiveness. The study will identify the relationship and how the dimensions will affect the online purchase intention of CJ Wow Shop customers. The responses was gathered from 101 customers of CJ Wow Shop, responding to the items based on their previous experiences. The result obtained from the survey was that they were positively agreed on most of the statements from each dimension. The result indicated that there are significant positive relationship between E-SERVQUAL dimensions with online purchase intentions. Among all dimensions, website efficiency and website security has the positive relationship with online purchase intentions and at the same time summarizing good response from the customers showing that they have experienced the efficiency and security through their purchasing journey on CJ Wow Shop website. Thus, only 37% of variance was determined for the independent variables to represent the online purchase intentions.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	i
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
CHAPTER ONE: INTRODUCTION	
1.1 Preamble	1
1.2 Background of the Study	1
1.3 Background of the Industry	3
1.4 Background of Company	4
1.5 Problem Statements	6
1.6 Research Objective	8
1.7 Research Question	8
1.8 Scope of Study	9
1.9 Significant of the Study	9
1.9.1 To CJ Wow Shop	9
1.9.2 To the Home Shopping Industry Summary	9
1.9.3 To the Universiti Teknologi Mara (UiTM)	9
1.9.4 To the Researcher	10
1.10 Limitations of Study	10
1.11. Definition of Terms	10
1.11.1 TV Home Shopping	10
1.11.2 E-Commerce	11
1.11.3 Shopping Frequency	11
1.11.4 Target Audience / Market	11
1.11.5 E – Services	11

1.11.6	Efficient and reliable services	12
1.11.7	Fulfilment	12
1.11.8	Security / trust	12
1.11.9	Site Aesthetic	13
1.11.10	Responsiveness	13
1.12	Summary	13

CHAPTER TWO: LITERATURE REVIEW

2.1	Preamble	14
2.2	Background of Research Area	14
2.3	Concept and Definition	16
2.3.1	Service Quality	16
2.3.2	E-Services	19
2.3.3	Website Efficiency	20
2.3.4	Website Fulfilment	21
2.3.5	Website Security	23
2.3.6	Website Aesthetic	24
2.3.7	Website Responsiveness	25
2.3.8	Purchase Intention	27
2.3.9	Operationalisation Map	29
2.4	Strategic Tools	34
2.4.1	SWOT Analysis	34
2.4.2	Area of SWOT Analysis	34
2.4.3	Process to perform SWOT analysis	35
2.4.4	Application of SWOT analysis	36
2.5	Academic Construct	38
2.6	Summary	39

CHAPTER THREE: METHODOLOGY

3.1	Preamble	40
3.2	Research Design	40
3.3	The Sampling Design	40
3.4	Data Sources	41