

The Factors Influencing Customer Trust in Online Shopping

Provided by Groupon HQ Malaysia

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JULY 2014



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PERLIS**

DECLARATION OF ORIGINAL WORK

I, UMAR FITRI BIN RAZALI,

Hereby declared that,

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: fitri

Date: 03/07/2014

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Signature: _____

A handwritten signature in black ink, appearing to read 'Nur Amira Binti Hashim', is written over a horizontal line.

Date: _____

03/07/2014

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ABSTRACT

The purpose of this study is to investigate the influence factors of consumer trust in online shopping provided by Groupon HQ Malaysia. In this study it will help the organization to increase their productivity and organization performance in the online industry.

As the Internet is widely used by consumers nowadays, the number of web users grows daily and has surpasses 500 million marks. However not all of the users make and involved in online purchases. Trust is the main factor behind the scenario. Therefore this paper discusses the result of factors that influence the customer trust in online shopping. Analysis of survey responses based on 196 respondents from the consumers of Groupon HQ Malaysia itself found that the most of the variables; reputation of company, privacy protection, security protection and service quality in the study significantly influenced the customer trust.

Keywords: Customer Trust, Online Shopping, Internet, Reputation, Privacy, Security, Service Quality