

UNIVERSITI TEKNOLOGI MARA

**CONSUMER SATISFACTION TOWARDS ONLINE
SHOPPING AMONG AT UiTM SEREMBAN**

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AUTHOR'S DECLARATION

I hereby declare that the work in this research project entitled "Consumer Satisfaction toward Online Shopping among Students at UiTM Seremban 3" was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and the result is from my own work, unless otherwise indicated or acknowledge as referenced work. This research project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi Mara, regulating the conduct of my study and research.


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ABSTRACT

There are eight domain of consumer satisfaction towards online shopping, namely website design, security, information quality, payment method, e-service quality, product quality, product variety and delivery service. The purpose of this study is to identify the consumer satisfaction towards online shopping between gender and faculties. A total of 396 respondents which students at UiTM Seremban. The collected data were tested with the descriptive, independent *t*-test and One-way ANOVA. Independent *t*-test is to determine consumer satisfaction towards online shopping among students between genders. While One-way ANOVA is to examine consumer satisfaction towards online shopping among students between faculties.

Keywords: *Website design, Security, Information Quality, Payment Method, e-Service Quality, Product Quality, Product Variety, Delivery Service*

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