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UNIVERSITI
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MARA

THE CUSTOMER MAKES BUSINESS COMPANY PERFORMS BETTER.
A QUANTITATIVE STUDY OF ONLINE CUSTOMER SERVICE
EFFECTIVENESS IN MOTHERHOOD.COM.MY WEBSITE

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CHAPTER 1: INTRODUCTION

BACKGROUND OF STUDY

"There is a great deal of information being published today and discussed on the topic of total quality management, continuous quality improvement, customer service, and customer satisfaction. Proponents of these topics or approaches to conducting business tend to emphasize the importance of conforming to specifications, keeping the process in control, meeting requirements, giving customers what they want and handling complaints effectively. Despite the proliferation of books, articles, videos, seminars, and conferences on these subjects and approaches, none of them is central to a successful business" (Nguyen, Trong Son Tung, 2014).

Today's start-up companies must manage a strange paradox: In the race to win market share and its promise of profit. Purchase at the physical store has been changed to online shopping as it supports the people lifestyle nowadays. Based on Brettel and Spilker-Attig, 2010, there are cognitive studies of cultural differences in attitudes toward online purchasing and advertising, beliefs and consumer socialization. The understanding of customer purchasing behavior is important for a successful business. A company interested in building a solid, loyal customer base uses an approach different from that of a company interested in simply building market share. By providing the best for the customer, it not just only providing positive feedback from the customer but also impact a good performance for business sales and profit. Customer service for online shopping is very important to get through the customer request and complaints. From the services, the understanding about the customer needs and wants.

PROBLEM STATEMENT

According to Brodie et al., 2013, consumers who are engaged in these online brand communities tend to be more loyal customers and be more satisfied with, and more trusting toward, the brand owner. Loyalty building requires the company to emphasize the value of its products or services and to show that it is interested in building a relationship with the customer.

NUREN is a start-up company located at Jaya One, Petaling Jaya. This company provides 2 types of business which is Wedding.com.my and Motherhood.com.my. This company has been established in 2014 and the motherhood platform was newly started in 2016. Overall 50 employees, this company has operated effectively since it begun. Motherhood.com.my is an online platform for pregnant mom/mothers to get the preparation item for their baby/kids and even for their selves also. This website provides the product specification and how customer to order while the social media is used for the marketing/promotion activities. The membership card is given to the customer after they sign up with Motherhood.com.my and they can enjoy promotions that provide for them.

Customer does feedback/complaints once they having problems with their orders or service through the social media. Marketing operations or customer service team will conduct the problems to control the image of the company itself. Therefore, this study is to explain the effectiveness of Online Customer Service in Motherhood.com.my. In particular, this study aims to discover the customer satisfaction, status consumption, and business performance that specify the effectiveness of online customer service.

RESEARCH OBJECTIVES

i. Main Objective

To understand the effectiveness of online customer services in Motherhood.com.my.

ii. Specific Objective

- To identify the relationship between customer satisfaction and online customer service.
- To examine the relationship between status consumption and online customer service.
- To determine the relationship between business performance and online customer service.

RESEARCH QUESTIONS

1. Is the online customer complaint significantly affecting the customer engagement in Motherhood website?
2. Is the customer satisfaction significantly affecting the business performance?

SCOPE AND LIMITATION OF THE STUDY

The main limitation of the study was the time constraint. There are also problems such as:

- 1) Findings of the survey are based on the assumption that the respondents have given correct information.
- 2) Securing permission from the organization to carry out the study.
- 3) Some of the respondents were reluctant to answer.

SIGNIFICANT OF THE STUDY

From the theoretical perspectives, this study would help to understand the Effectiveness of Online Customer Service in Motherhood website. Data produced in this study is an extensive knowledge of business seller with regards to the online customer. The significant of the study would include two types of contribution.

Company perspective

A better understanding of consumers' complaints towards online customer service can probably help to increase customer awareness towards Motherhood platform. Actions such as provide the better services and continuous promotions can help Motherhood.com.my becomes known among the targeted customer. It is also will lead to the success of a company and be well-established in the future.