

UNIVERSITI TEKNOLOGI MARA

EVALUATING CUSTOMER SATISFACTION IN
ONLINE SHOPPING: ZALORA.COM.MY

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ABSTRACT

Nowadays, online shopping in Malaysia is one of the methods to buy things such as clothes, books and supplement as people is too busy handling other matters clearer. Zalora.com.my is one of the hottest online shopping in Malaysia. It is very important for a business company to measure their customer's satisfaction level. A satisfied customer will bring more money and more business. The purpose of this study is to measure customer satisfaction for online shopping company. In this study, e-CSI framework had been used to measure customer satisfaction for Zalora.com.my. The researcher focused on 4 key components of e-CSI which were E-service quality (E-SQ), CSI, Perceived Value and Trust. The 200 questionnaires had been distributed to 200 respondents. The respondents were randomly chosen from various ages and education background. The finding shows that the customers are satisfied with Zalora.com.my based on calculation using CSI score method. The researcher had used Importance-Performance Analysis in order to see areas of improvement. The result of this study hopefully will contribute for future research about customer satisfaction evaluation in Malaysia.

Keyword: Online shopping, customer satisfaction, e-CSI model, Zalora.com.my

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