UNIVERSITI TEKNOLOGI MARA

EXPLORING WEBSITE QUALITY OF ZALORA.COM.MY

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IT Project submitted in partial fulfillment
of the requirements for the degree of
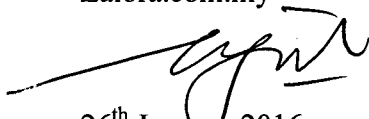**Master of Science in Information Technology**

Faculty of Computer and Mathematical Sciences

January 2016

AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I 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

The emergence of online shopping sites in Malaysia has been a phenomenon for the past few years. Despite Malaysia has an increased of index score in 2015 as reported by Nielsen Global Consumer Confidence and Spending Intentions, there is difficulties for online retailers to keep same customers purchase from their website. As the online shopping industry growing continuosly, survival of online retailers in this industry is crucial and ensuring customers keep buying from their website has become a major concern. A comprehensive literature review also identified that people tend to move away from a poor quality website, thus, this study interested to examine how far website quality can induce customer repurchase intention. The objective of this study is to identify dimensions that contribute to website quality in Zalora.com.my and to identify relationship among website quality, customer trust, customer satisfaction and repurchase intention in Zalora.com.my. A total of 173 sampling who have purchasing experience at Zalora.com.my were collected using online and self-administered survey. Based on the data analysis, 6 dimensions studied in the adopted model upon analysis using Principal Component Analysis has revealed a reduction of 1 factor. This study recommend to improve website quality of Zalora.com.my based on five dimensions which are Transaction Convenience, Communication Design, Site Security, Shopping Convenience and Payment Convenience.

Keyword: Website Quality, Online Repurchase Intention

ACKNOWLEDGEMENT

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