

UNIVERSITI TEKNOLOGI MARA

CUSTOMER'S PERSPECTIVE OF E-COMMERCE
WEBSITE QUALITY: CASE STUDY OF
ZALORA.COM.MY

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ABSTRACT

Our lifestyle has changed since internet was born. We are more dependable to internet in every second on our life. It changed the way we work, the way we communicate with each other, on how we gain our knowledge and not to forget, it also change the way we shop. Before, mall is the main place for us to buy things, but now, the ways we shop have evolve. Online shopping is a trend for today's life. People are busy searching all kind of product, information, reviews about product in the internet. Consequently, e-commerce and online shopping website have blooming impressively in our environment. E-commerce is a place that sells tones of product can be found with variety of brand from all over the world. But, sometimes with the eagerness of e-commerce website owner to develop their own website, they be more likely to forget the important element that must have in their website. Hence, in this study, the main factors that make people visit the website will be study. The object of this study is ZALORA. A framework from Mei Cao, Qingyu Zhang, John Seydel (2005) will be adapted. This study discusses the data result analysis through questionnaire distributed to 115 respondents randomly pick from emails, forum and others. The data findings have been analyzed using Cronbach's Alpha test, Factor analysis and Mean analysis to retrieve the consumer behavior in our country and also the main factors that make people visit ZALORA's website. The result shows that, in our country, our respondent are more concern about Service Quality in ZALORA and the number of respondents who have experience in online shopping is more than half from overall total of respondents. It shows that, online shopping will be part of our life in the future.

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