



A STUDY ON CUSTOMER SATISFACTION TOWARDS
ONLINE PURCHASING

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5415.5
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2012

JUNE 2012

ACKNOWLEDGEMENTS

I praise to Allah S.W.T. for the opportunity of being here and the strength to complete my project paper. Upon the completion, I am grateful to have assistance and supports from every aspect of contributions.

First and foremost, I would like to thank to Mr. Cyril Supain for the guidance, understanding and patient throughout the preparation and completion of the project paper. Secondly, I would like to thank Malaysia Building Society Berhad (MBSB) for having me as a trainee for the industrial training and the staff for giving me the support and encouragement. I also appreciate the continuous support and helps from fellow friends.

Finally, my special thanks to my husband, my parent and my siblings for their faith in me and morale support. The purest heart comes from those who help, and for all the help that have been given, I am truly indebted.

SHERIL NINA NABILLA CHILDS

JUNE, 2012

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ABSTRACT

The primary goal of this research paper is to analyze the customer satisfaction towards online purchase at an electronic commerce website. The theoretical framework discusses about the factor on customer satisfaction. To understand the customer satisfaction level of online shoppers, we pursued with collection of quantitative data with the help of survey. This research adopted a survey by using a questionnaire approach. Questionnaire is distributed to general public and student at the university to find their satisfaction towards online purchase. The research findings will provide an answer to customer satisfaction in online purchasing based on several variables such as experience, convenience and customer service. Recommendation for both consumers and companies will be figured out soon after the final analysis has been obtained.