



**THE INFLUENCE OF ONLINE SHOPPING DETERMINANTS ON
CUSTOMER SATISFACTION AMONG UiTM KAMPUS BANDARAYA
MELAKA STUDENTS**

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ABSTRACT

The purpose of this study is to identify the factors influence of online shopping determinants on customer satisfaction among UiTM Kampus Bandaraya Melaka students. The sample of this study is 222 respondents. This study has been conducted by the researcher to determine the sample, the reliability and validity of the questionnaire and identify the significance of the variables. The researcher collected the data from primary data, secondary sources and data analysis technique by using SPSS version 22. There are four variables that involve in this study which are pricing, quality, security and time. The result stated that three of all four variables are significant and had positive relationship with customer satisfaction. From these four variables, time is the most influential factor influence of online shopping determinants on customer satisfaction among UiTM Kampus Bandaraya Melaka students.