



## ABSTRACT

This study explored the trend about online shopping in UiTM Dungun and how the factors influencing students' satisfaction in online shopping was related to price, security, e-service quality, and product quality. The main objective of this study is to investigate the trend about online shopping in UiTM Dungun and to determine factors influencing the student's satisfaction using online shopping. The type of research design use is causal research which we want to establish the cause-and-effect relationship with the variables of our study and used Google Form to conduct the online survey. Participants that will be involve in our study are among UiTM Dungun students who use the online shopping and the sampling techniques of non- probability convenient sampling used in this study. Sample size determined using Krejcie & Morgan, (1970), thus 360 respondents of UiTM Dungun students were required in this study. Data collection method we use will be from primary sources such as questionnaire and survey. The implications of this study relationship could be used to shows that there is significance relationship between price, security, e-service quality, product quality and students' satisfaction in online shopping.

Keywords: *Online shopping, E-service quality, Security, Product Quality, and Price*

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