



**FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS
ONLINE SHOPPING IN KOTA BHARU**

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ABSTRACT

Nowadays people are proposed to do internet shopping. Shop on the internet turns into an option for buyers since it is more agreeable than ordinary shopping which as a rule credited with on edge, swarmed, congested road, restricted time, and parking spot and so on. Internet in Malaysia is as yet considered as another medium tool between the retailers and the buyers, and furthermore holding customers on e-retail is the most issue that are confronted by any e-retail store. Therefore, the research is to study the factors affecting customer satisfaction towards online shopping in Kota Bharu. There are three factors added to this research, which are product quality, brand, and shopping experience. This research was utilized a survey method for distributing questionnaires to 107 respondents. Questionnaires will be distributed among people in Kota Bharu to measure their factors to shop on the internet. The researcher utilized online survey and manual method to collect data. The data that has been gathered was broke down by utilizing Statistical Package for Social Science (SPSS). In light of the research, the product quality, brand, and shopping experience have a significant relationship to customer satisfaction towards online shopping in Kota Bharu.

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

The research topic that will be conducted by the researcher is “Factors Affecting Customer Satisfaction towards Online Shopping in Kota Bharu”. The contents of this chapter consist of the introduction part, background of the study, problem statement, research objectives, research questions, significance of the study, scope of the study, and definition of terms. Each of these chapters will be in detail with the sub topics which will discuss the essentials procedures and steps in completing this study.

1.1 BACKGROUND OF THE STUDY

Present day life is behind with the advance of the marvels of the internet is not it? It can help life gets occupied with searching for a more rich life. As per the adjustment in the undeniably bustling ways of life, strategies for buy online is picking up, however it ended up plainly one simple to shop and get the fundamentals without queuing at the counter or crush in strip malls. Everything is currently readily available. In created nations, obtaining on the internet has for quite some time been drilled. In our nation, in spite of the fact that it has not been smooth but rather give a constructive hint and will unquestionably develop when individuals, particularly ladies who have high obtaining power and are becoming more acquainted with online buy (Baharin, 2013).