

**FACTORS INFLUENCING CUSTOMER SATISFACTION  
ON E-COMMERCE SERVICE IN COSMETIC INDUSTRY  
IN KOTA KINABALU**

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### **ABSTRACT**

This research study will conduct the “Factors Influencing Customer Satisfaction on E-Commerce Service in cosmetic Industry in Kota Kinabalu. In this study, researchers have investigated the relationship between customer service, security and price with customer satisfaction. Statistical Package for Social Science (SPSS) had been use to analyse the data.

The results of the analysis confirmed there are positive and significant correlation existence between customer service, security and price with customer satisfaction in cosmetic industry in Kota Kinabalu. Therefore, the research objectives in this study is achieved and research questions is answered.

Besides that, some limitations of the research have been identified. So, researcher have provided recommendations. Furthermore, researcher also have suggested a future studies for the future research to investigate and improvement on e-commerce service in cosmetic industry. Therefore, future researcher can find the ways to enhance this problem for future research.