Universiti Teknologi MARA

Electronic Retailers' Perception of Internet Retail Service Quality

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ELECTRONIC RETAILERS' PERCEPTION
OF
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BY
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This thesis was prepared under the direction of thesis advisor, Pn. Mardziah Hashim, Department of System Science, and it has been approved by thesis supervisor, Pn. Norjansalika Janom. It was submitted to the Faculty of Information Technology and Quantitative Sciences and was accepted in partial fulfillment of the requirements for the Degree of Bachelor of Science.

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DECLARATION

I hereby declare that this thesis is based on the results found by myself. Materials of work found by other researcher(s) are mentioned in the reference. The original work contained herein have not been taken or done by unspecified sources or person.

Oktober 21th, 2004                      CHE SUZANA AIDA BT CHE NORDIN
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Alhamdulillah, in the name of ALLAH, The Al-Mighty, The most Gracious and the Most Merciful Peace and Blessing of ALLAH, The Al-Mighty upon our beloved prophet (Peace Upon Him), his entire relative and all his companions and all those had followed.

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ABSTRACT

Dimension of critical factors that impact online retailing (e-quality) are synthesized from literature and organized along eleven e-service quality which are incubative dimension (ease of use, linkage, appearance, structure and layout, content and information) and active dimension (reliability, security, efficiency, communication, support and incentives). Using a random sample of nine Banks that have online banking services, the study benchmark real online transactions against e-quality service dimension. Finding suggests several areas that e-retailers should target for improvement. These areas include enhancing the capabilities of search engine, providing the ability to translate into multiple languages, enhancing way to interact with customer like chatting site, electronic bulletin board, and voice over IP, build more affinity program, reducing the number of clicks to complete a transaction and provide customer the ability to track order status and ease of check out. The use of the Internet as a channel for commerce and information presents an opportunity for business to use the Internet as a tool for customer relationship management (CRM) and electronic customer relationship (E-CRM). This study also attempted to uncover the state of customer services and Electronic Customer Relationship Management (E-CRM) implemented in online retailers. It was found that electronic retailers differ in the presence of the 42 different E-CRM features and also have different perception of e-service quality.