



CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN APPAREL INDUSTRY

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KAMPUS BANDARAYA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Nurul Niezar Binti Norfaezar , (I/C Number : 951115055110)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ***NURUL NIEZAR BINTI NORFAEZAR***

Date: ***24 JUNE 2019***

LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration (Hons.) Marketing

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN APPAREL INDUSTRY**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you,

Yours sincerely,

.....

(NURUL NIEZAR BINTI NORFAEZAR)

2016535213

BBA (HONS) MARKETING

TABLE OF CONTENT	PAGES
TITTLE PAGE	
DECLARATION OF ORIGINAL WORK	i
LETTER OF TRANSMITTAL	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv-vi
LIST OF FIGURES	vii
LIST OF TABLE	viii
ABSTRACT	ix
CHAPTER 1 : INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	4
1.4 Research Objective	7
1.5 Research Question	7
1.6 Significant of Study	8
1.7 Scope of Study	9
1.8 Limitation of the Study	9
1.9 Definitions of terms	11
1.10 Conclusion	12

Abstract

The purpose of this research is to study the customer satisfaction towards online shopping in apparel industry. The goal of this study is to see the most factors that influence customer satisfaction towards online shopping in apparel industry. This research study is to examine the factors that influence the relationship between independent variable which include security and privacy, customer loyalty, service quality, convenience and dependent variable which is customer satisfaction. The questionnaires were distributed traditionally to the respondents which is UiTM Malacca Kampus Bandaraya student. The researcher used computer software which is Statistical programme for Social Sciences (SPSS) in analysing the data that been collected from the respondent. The data analysis was obtain in order to accomplish the objective of the research study which is to determine the relationship between security and privacy, customer loyalty, service quality and convenience with customer satisfaction. Besides that, it is also to identify the most impactful factor that influences customer satisfaction toward online shopping in apparel industry. Last but not least, the researcher hopes that this study will help online retailer to aware to the factor that influences the customer satisfaction in online shopping in apparel industry.