



**EFFECT OF E-SERVICE QUALITY TOWARDS
CUSTOMER SATISFACTION IN ONLINE SHOPPING
AMONG Y GENERATION AT UTeM**

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JANUARY 2016



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I,

NORQUZAIMAN BIN AZHAR (I.C NUMBER: 920707-06-5687)

Hereby, declare that:

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

Signature:

Date:

NORQUZAIMAN BIN AZHAR

LETTER OF SUBMISSION

JANUARY 2016

The Head of Program

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Faculty of Business Management

Universiti Teknologi MARA

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**EFFECT OF E-SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION IN ONLINE SHOPPING AMONG Y GENERATION AT UTeM**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

NORQUZAIMAN BIN AZHAR

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Bachelor of Business Administration (HONS) Marketing

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ABSTRACT

In this study, it analyzed the effect of e-service quality towards customer satisfaction in online shopping among Y generation. The number of online retailer in Malaysia has shown a rapid growth in recent years. However, based on previous researcher.

The study was gathered using 150 set of questionnaires as it was distributed at University Technical Malaysia (UTeM) Malacca City Campus. The data were interpreted using multiple regression analysis to explain the relationship on how web design, security, information quality and responsiveness affect customer satisfaction. The most factors that influence the agent's retention were security and followed by web design, responsiveness and information quality. Overall, there were significant relationship between dependent variable and independent variables. Based on this study, it is good to understanding the factor that influence customer satisfaction toward customer satisfaction.