



**E-COMMERCE WEBSITES PERFORMANCE TOWARDS ONLINE  
PURCHASING SATISFACTION**

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**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE  
DEGREE BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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**JUNE 2016**

## LETTER OF SUBMISSION

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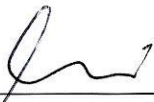
JUNE 2016

Dear Sir/Madam,

RE: SUBMISSION OF RESEARH REPORT

Attached is the project title "E-commerce Websites Performance Towards Online Purchasing Satisfaction" to fulfil the requirement as needed by Faculty of Business Management, Universiti Teknologi MARA.

Thank you



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## ABSTRACT

Customer satisfaction and measurement have vital roles for businesses in providing and maintaining a competitive advantage. The purpose of this research to identify factors of E-Commerce website performance among MARA entrepreneurs in Pasir Puteh and to examine the relationship between E-commerce website perception and online purchase customer satisfaction. Data from 145 respondents from the MARA entrepreneurs have been gathered using a set of formulated questionnaires. By using the Statistical Package for Social Science (SPSS) software, the collected data was then analyzed to show the reliability test, frequencies, multiple regression analysis, and correlation analysis according to respective objectives. From the R-square'd value, it shows that 56.5%. The value of 57.5% will increase if the researchers use all the independent items. While the adjusted R-square will be the honest value for the R-square value. The value of R-square is 0.575 and the adjusted R-square is 0.565. Lastly is F change value is 63.465 where is significance because more than 0.5. The results of the analysis show that E-commerce website performance are positively related to online purchasing satisfaction .

**Keywords:** perceived usefulness, perceived ease of use, perceived trustworthiness and online purchasing satisfaction

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

The principle of this study is to give the whole introduction of the research which covers the factors (perceived ease of use, perceived usefulness, trustworthiness) to influence customers' satisfaction towards e-commerce website performance among MARA entrepreneurs in Pasir Puteh. This study merely focuses on Technology Acceptance Model (TAM). The introduction of this study covers the following topics which are problem statement, research questions and objectives, scope of study, significance of research, limitation of the research and definition of terms.