



**A STUDY ON CUSTOMERS' SATISFACTION
TOWARD ONLINE SHOPPING**

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Abstract

This research attempted to find out the factors that are affecting customers' satisfaction to shop online. To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping. Internet in Malaysia is still considered as a new medium toll between the retailers and the consumers, and also retaining customers on e-retail is the most issue that is faced any e-retail store. A study has been carried out to identify the main factors of customers' satisfaction toward online shopping. This research adopted survey by questionnaire approach. 100 Questionnaires been distributed among general public to gauge their intention to shop online. The researcher selects the respondent randomly from the street area at kota bharu. The analysis used in the research are frequency distribution analysis, reliability analysis, dscriptive analysis, correlation coefficient analysis and multiple regression analysis. Through some reading, the research comes up with three main factors which are security, product price and service quality. At the end of this study, the researcher found that the price of the product is the most factors that influence people to buy through online shop.

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