



UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING CUSTOMER PERCEPTION TOWARDS ONLINE
SHOPPING: CASE STUDY OF UITM CAMPUS KOTA SAMARAHAN SARAWAK**

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ABSTRACT

The purpose of this study is to determine the factors that influence customer perception towards online shopping which impact on customer's loyalty. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website which involved in providing good quality of services on the website and transaction online. The seller can get money from the business in online shopping if they can satisfied what their customer needs and wants.

As customer or consumer, there have perception on online shopping based on their best experience and repeat purchase intention. The perception of online shopping was influence by many factors such as service quality, price, customer trustiness and ease of use. These factors also can impact on business reputation or image and hard to handle it. The perception of human or people can be described by their action towards us. In this study, it will determine the most influence factor on perception towards online shopping in UITM Campus Kota Samarahan, Sarawak. Besides, it also sees the demographic influence the factors of customer perception towards online shopping. The determination of this study was used by distributed questionnaire to the respondents.

The methods used in conducting this study are, descriptive analysis, Independent t-test, One-Way ANOVA and multiple regression. The findings shows that the service quality was the factors affecting the customer perception towards online shopping and all based on analysis, the factors was positively significant to the customers perception. With this study, it shows that the service quality was important factors need to take view. Service quality is an approach for an organization to manage the business processes in order to ensure full satisfaction of their customer (Mohammad Mizener Rahaman, Md.Abdullah & Dr. Ataur Rahman, 2011).

Keywords: Customer Perception, Online shopping, Customer Loyalty

CHAPTER 1

INTRODUCTION

1.1 Introduction of Study

This section of study is introduction part. In this section, I will discuss on background of study that I carried. In this section also, it will include problem of statement, research question, research objectives, significance of study, and scope of study and definition of term that I used in this study.

1.2 Background of Study

The increased of globalization of the world economies has created many opportunities for marketers. Marketing through the Internet is one such unconventional form of marketing. The Internet is consulted globally by people on a daily basis. In the business to consumer (B2C) e-commerce cycle activity, consumers use Internet for many reasons and purposes such as searching for product features, prices or reviews, selecting products and services through Internet, placing the order, making payments, or any other means which is then followed by delivery of the required products through Internet, or other means and last is sales service through Internet or other mean (Sinha, 2010). For instance, purchasing an online shopping can reduce the processing time and other