INFLUENCES OF E-SERVICE QUALITY TOWARD CUSTOMER LOYALTY OF DROPEE

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BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING

FACULTY OF BUSINESS MANAGEMENT
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DECEMBER 2018

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Submitted in Partial Fulfillment
of the Requirement for the
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JOHOR

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

WITH (HONOURS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Zulfahmi bin Zulkifle, (I/C Number: 950905-10-6213)

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: _____ Date: 26 DECEMBER 2018

LETTER OF TRANSMITTAL

16th December 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Pemiagaan
Universiti Teknologi MARA
85009 Segamat
Johor Darul Takzim

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title, "Influences of E-Service Quality Toward Customer Loyalty of Dropee" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

(Zulfahmi Bin Zulkifle)
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ABSTRACTS

E-commerce is online platform where users can buy and sell through online in convenient way. Since, ecommerce B2C is quickest developing in Malaysia it will give Dropee, B2B ecommerce platform the big impact and hard time to maintaining in this modernization of technology hence Dropee is the new startup B2B company. Hence the increases of online purchasing behavior and B2C ecommerce platform is getting more reliable and trustworthiness from users will giving a shock shutdown for B2B ecommerce platform once B2C ecommerce such as Lazada and Shopee enhance their business model to B2B platform unless Dropee can enhance their e-service quality. Moreover, increases of number of users that register to Dropee website also important to Dropee in order to maintaining them using service that provided. This study attempts to investigate the relationship between e-services quality and customer loyalty of Dropee. There are several attributes such as information availability and content, ease of use and usability, privacy and security and last but not least fulfilment toward customer loyalty of Dropee. This study used quantitative approach. The primary and secondary data collection. Survey had been distributed to 263 Dropee user by using simple random sampling technique. As result, data interpretation by using statistical package for social science (SPSS) to finding normality, reliability, descriptive, regression and correlation analysis. In conclusion, information availability and content are significant relationship with customer loyalty. meanwhile the others are rejected significant. Thus, this study is to help Dropee to improve better to giving out the best e-service quality to improve their customer loyalty.