



اَوْنَبُوْ سَيِّدِيْ تَيَكْنُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY ON ONLINE CUSTOMER SERVICES IN
MOTHERHOOD.COM.MY**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA JOHOR**

**NUR SALWA BINTI FAUZAN
2015116965**

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONORS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

Nur Salwa binti Fauzan, (I/C Number: 950711086410),

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for my 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: 26th December 2018

LETTER OF TRANSMITTAL

26 DECEMBER 2018

Muharratul Sharifah binti Shaik Alaudeen
Ketua Pusat Pengajian (Ijazah),
Fakulti Pengurusan Perniagaan,
Universiti Teknologi MARA,
85000 Segamat,
Johor.

Dear Miss,

SUBMISSION OF PROJECT PAPER

Attached is the research report title “A Study on Online Customer Services in Motherhood.com.my” to fulfil requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,



Nur Salwa binti Fauzan

2015116965

Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

A key component in the successful business organization is by having a good customer service to manage and maintain the good relationship with customer. However, gaps abound in the execution of this important service such that the organization's progress is frustrated. The purpose of this study was to study the online customer service in Motherhood.com.my with the aim of making relevant recommendations that can enhance the role played of customer service in ensuring that the corporate remains profitable and competitive in the market. The research study is by implementing the quantitative method and use simple random sampling in selecting the respondents from the population. A set of questionnaires has been developed based on the relevant literature review and 21 questions were asked to the customer to collect the demographic information and identify the relationship between dependent variable (online customer service) and independent variable (customer satisfaction, customer loyalty, and business performance). Finding of this study shows that customer satisfaction and business performance do affect the Motherhood online customer service.

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