



**EFFECT OF E-SERVICE QUALITY ON ONLINE SHOPPING CUSTOMER SATISFACTION  
FOR STUDENTS IN UiTM PULAU PINANG**

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**JULY 2013**

**DECLARATION OF ORIGINAL WORK**

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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 an 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:

## **ACKNOWLEDGEMENT**

In the name of Allah, the most Gracious, the most Compassionate. First and foremost, all praise to Allah, who give me an opportunity and blessing to complete this research successfully. By the will of Allah, I hope that this research had successfully achieved its objectives. I would like to thank the following people for giving me guidance and support in completing this research.

My sincere appreciation goes to my advisor, Dr. Mohd Subri Bin Tahir as well as my co-advisor Pn. Norrina Binti Din for their valuable and precious effort and time in providing proper guidance, assistance, and countless support throughout the entire process of completing this research. Their vast knowledge and ideas have helped me a lot and allow me to gain the utmost experiences and benefits in doing this research. My appreciation also goes to the Coordinator for Pengajian Luar Kampus (PLK) Program, UiTM Cawangan Pulau Pinang, Tuan Haji Abd. Razak Bin Haji Shariff for his encouragement, help, and support.

This research could have not been completed without the help and support from my family. I am honored to acknowledge my husband, Azrysyia Ekhsan Bin Rosenan who is always by my side and giving me supports. My honest gratitude also goes to my parents Khairudin Bin Hj Mohd Busra and Rodziah Binti Yaacob.

Last but not least, I would like to express my appreciation to all my lecturers, friends, and staff of Academic Affairs Department UiTM Cawangan Pulau Pinang, and all parties involved for giving generous cooperation and assisting me in completing this research. Thank you to all.

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## **ABSTRACT**

The objective of this study was to determine the relationships of the e-service quality NetQUAL dimensions that are ease-of-use, reliability, and security on customer satisfaction towards the online shopping. Fulltime undergrads students in Universiti Teknologi Mara Cawangan Pulau Pinang were used as respondents for this study. A field survey was conducted to determine the influence of ease-of-use, reliability, security on customer satisfaction. A total of 200 questionnaires were distributed to the customers and 103 were usable for data analyses. Demographic background was analyzed using Frequency Analysis. Descriptive Analysis was applied on the main variables of the study. Using Reliability Analysis, all items in the survey were found to be reliable. Pearson Correlation Analysis showed that all independent variables (ease- of-use, reliability, and security) were positively correlated with the dependent variable (customer satisfaction). Multiple Regression Analysis result showed that reliability was the strongest variable for measuring customer satisfaction in this study, followed by ease-of-use and security.