



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

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**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.

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Date:

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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.