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MARA



**CUSTOMER SATISFACTION AND LOYALTY TOWARDS
ONLINE SHOPPING;
A SURVEY OF ONLINE SHOPPING VIA SOCIAL
NETWORK AMONG PUBLICS**

NORSYAMIMI AQILAH BTE ACHONG@ASMAT

2010344865

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU**

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Abstract

As the modern era change the lifestyle very fast, we tend to adopt with the current style and trend in suits ourselves with the lifestyle. As people getting busier day by day, they do not have much time to spare to do their routine such as shopping as there are many important things comes before shopping. Thus, online shopping replaces the traditional shopping method in order to complete their needs and wants. This research was held to determine customer satisfaction and loyalty towards online shopping via social network such as Facebook, Twitter and Blogs.

Through all the questions and the survey about this study this research finally able to prove that customers might look into few factors before they decide to perform online shopping. This research also able to come out with factors that determine customer satisfaction and what drives them to come back for another purchase. Customers that satisfied tend to come back and shop with the same online store as they experience good core product and good services.

This study focusing on three main factors in determining the customer satisfaction and loyalty while performing online shopping. The three factors such as quality of services, accuracy of information and price helps the researcher to find out more about customer opinion towards the online stores. Based on the finding, most of the respondents agreed that delivery time will affect their decision in purchasing online goods. Other than that, the lower the price the more attracted the respondents will come to do their shopping.

Thus, this study showed that most of the respondents satisfy when the online stores able to serve them well by providing the accurate information, set lower price than the actual stores, deliver the goods on time as promised and able to handle customers' inquiries and complaint.

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