



**FACTORS INFLUENCING CUSTOMER SATISFACTION IN ONLINE  
SHOPPING AMONG EMPLOYEES AT APG MARKETING AND  
MANAGEMENT SDN BHD**

**INTAN AZURA BINTI RAMLI**

**2017267406**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

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## **ABSTRACT**

Internet has become a way for people to connect and communicate with each other. Through internet and advance technology, people would use this opportunity to be more efficient and faster in this globalization. Online businesses would exactly choose the right platform in order to stay competitive and sustain in the future. As for that, buyer especially are making this online shopping as their daily routine that apparently could give a harm to themselves too because they are too careless and ignorant in order to satisfied with their taste and preferences. This research will identifies factors influencing customer satisfaction in online shopping among employees at APG Marketing and Management Sdn Bhd. The four factors involved in this study are technology acceptance factor, website service quality and specific holdup cost. This study was conducted to all 123 employees at APG Marketing and Management Sdn Bhd and the questionnaire was given through Google form. Also it has used Statistical Package for Social Science (SPSS) software version 16.0 to analyse the data. Statistical result proved only one that have a significant relationship which is website service quality that have a relationship with customer satisfaction in online shopping among employees at APG Marketing and Management Sdn Bhd. The result of this study would give the benefit to all online business to identify factors that they can take to be use for their online platform. Not to forget, all the recommendation for future research has been suggested for further outcome.

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