



**CUSTOMER SATISFACTION TOWARDS ONLINE
SHOPPING USING SMARTPHONE IN
KOTA KINABALU**

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THE ABSTRACT

Abstract

Customer is refers to a person or company that consumes or buy the product or services and can choose between different good and suppliers. Customer satisfaction is to measures the degree to which the products or services of a business meet consumers' expectations. This study attempts to measure which part from online shopping tools that can satisfied customer in Kota Kinabalu. A set of the questionnaire have been distributed to 187 respondents using online method in Kota Kinabalu. Cronbach Alpha method was used to determine the reliability of the instrument. An alpha value of 0.944 was obtained. Data collected for the study were analysed using frequencies analysis, reliability analysis and hypothesis testing. The findings revealed that the customer in Kota Kinabalu satisfied with e-service quality given in online shopping. Besides that, there is a significant relationship between website, privacy and e-service quality and customer satisfactions with online shopping. However, finding reveals that qualification has a negative correlation with teachers extrinsic motivation. A recommendation was made for future research.

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