



**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

**FACTORS AFFECTING CUSTOMER
SATISFACTION IN ONLINE SHOPPING AMONG
URBAN CITIZENS IN MALAYSIA**

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ABSTRACT

This study explains the factors affecting customer satisfaction in online shopping among urban citizens in Malaysia. Generally, the quality of online shopping usually depends on the satisfaction of the customers during their purchasing. The present study explains how happy consumers are with online shopping can be affected by many determinants, which are product variety, information quality, website design and delivery services. The data was taken from people who live in urban area and had experience in online shopping by distribution of questionnaire. The sample of respondents used in this study came from purposive sampling. Furthermore, the data were collected only once a time during the study, the data then will be processed through Statistical Package for the Social Science (SPSS) Version 21 software, and then numerous tests can be processed. Next, the result gathered will be analysed and lastly, the researcher conclude the study that product variety, information quality and delivery service positively related with customer satisfaction while website design does not related with customer satisfaction in online shopping among urban citizens in Malaysia.

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TABLE OF CONTENTS

	PAGES
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix

CHAPTER 1- INTRODUCTION

1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Question	6
1.5 Research Objective	6
1.6 Scope of Study	7
1.7 Significant of Study	8
1.8 Definition of Key Terms	9
1.9 Conclusion	10

CHAPTER 2 – LITERATURE REVIEW

2.1 Introduction	11
2.2 Literature Review	
2.2.1 Customer Satisfaction	11
2.2.2 Product Variety	13
2.2.3 Information Quality	14

2.2.4 Website Design	15
2.2.5 Delivery Service	16
2.3 Development of Research Framework	18
2.4 Hypothesis Development	19
2.5 Conclusion	19
CHAPTER 3 – RESEARCH METHODOLOGY	
3.1 Introduction	20
3.2 Research Design	20
3.3 Population and Sample Size	21
3.4 Data Collection Method	
3.4.1 Primary data	22
3.4.2 Secondary data	22
3.5 Variables and Measures	23
3.6 Reliability Analysis	24
3.7 Procedure for Data Analysis	
3.7.1 Descriptive analysis	24
3.7.2 Hypothesis testing	25
3.8 Conclusion	26
CHAPTER 4 – DATA ANALYSIS	
4.1 Introduction	27
4.2 Profile of Respondents	27
4.3 Reliability Analysis	29
4.4 Descriptive Analysis	30
4.5 Correlation Analysis	31
4.6 Multiple Regression Analysis	33