



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى  
UNIVERSITI  
TEKNOLOGI  
MARA

A STUDY ON SERVICE QUALITY AND CUSTOMER  
SATISFACTION IN SHOPPING ONLINE  
(UNIMAS NON-ACADEMIC STAFF)

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This research is conducted in order to identify the relationship between the antecedents of shopping online and customers' satisfaction. Among sections that will be discuss here are background of study, statement of problem, research objective, conceptual framework, research hypothesis, significant of the study, definition of term and limitation of the study.

#### **1.1 Background of Study**

The Internet has become a world phenomena and the development of it has strongly impact upon the worldwide marketing environment. Currently this phenomenon has become the popular way for business and customers to perform trade over the internet that have sought to utilize this electronic service in order to exploit the internet as a other alternative for marketing channel. To purchase online will save a lot of time than offline purchase which usually attributed with crowded, traffic jam, parking space, toll and etc. In this age of technology, society suggesting that they are willing to use the internet as search information engine and decision making process in order to make purchasing. As online suppliers evolve

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The purpose of this study is to identify the relationship between factors of online shopping and customers' satisfaction. The main objective of this study is to examine the factors that affect the online shopping and customers' satisfaction. However, the previous studies examine the different results in various countries by focusing on online or offline based of shopping, products and places.

#### **2.1 Customer Satisfaction**

Within the last two decades, there were many different definitions given by researchers about customer satisfaction. Generally, satisfaction is defined as a person's feeling of pleasure or disappointment. According to Kotler (2000) a satisfied customer will find it easy to switch when better offers comes along. Highly satisfied customer on the other hand will eventually create an emotional bond with the brand or company. Satisfied customers are important for long success of business although some researchers made some arguments about the customer satisfaction.