



**FACTORS AFFECTING ONLINE CUSTOMER SATISFACTION AMONG
GENERATION Y AND Z**

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JULY 2020

ACKNOWLEDGEMENT

It is my pleasure to remind all people who gave me sincere guidance and help in order to complete this project. First and foremost, I would thank God for being able to complete this project with success.

In performing this project, I had to take the help and guideline of some respected persons who deserve my greatest gratitude. I would like to express my special thanks of gratitude to my advisor, Madam Rahayu Binti Hasan who gave me the golden opportunity to do this wonderful project and provide complete guidance and assistance in completing this report and also my second examiner, Madam Nurul Azrin binti Ariffin. Next, I would to thank all my friends and lecturer who helped me a lot in finalizing this project within the limited time frame. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in completing this project.

Last but not least, I express my sincere thanks to my parents who are also an important inspiration for me. Without all this, I might not be able to complete this project properly. Finally I apologized all other unnamed who helped me in various ways to complete this project.

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ABSTRACT

Over the past 20 years back, the Internet has been widely used in varies sector of life. Along with the growth of Internet, online shopping become an alternative way for people to purchase goods with no national border barriers. Based on GlobalWebIndex, more than 26 million Malaysians use the Internet today and 80% of users between the ages of 16 and 64 are already shopping online. In a survey from Statista’s Digital Market Outlook shows that Malaysians spent more than US\$6 billion in 2018. Customer satisfaction refers to how happy customers are with the goods, services and capabilities offered by particular company. This research was conducted to carry out a study entitled “Factors affecting online customer satisfaction among generation Y and Z”. This study aims to examine how the relationships between independent variables (website design, security perception, customer service, product information quality and purchasing process convenience) can affect online customer satisfaction. By using simple random sampling, data was obtained from primary data by using questionnaire. Questionnaires were distributed among Malaysian citizens and all data collected were analyzed by using Statically Package for Social Science (SPSS).