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**BUSINESS PROJECT**

**INFLUENCE OF TRUST AND SERVICE QUALITY ON  
PURCHASE INTENTION OF LAZADA IN  
SECTION 13 SHAH ALAM**

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## **ABSTRACT**

This study aims to assess the influence of service quality and trust on purchasing online in Lazada. Lazada currently face the problem of trust and services quality towards purchasing intention. This project provide complete information about the overall of the questionnaires that given to consumer based on their experience. Specifically, it investigates whether the trust between services quality has an impact on influencing purchase intention. In this context, this problem will affect the Lazada quality service if they not resolved it. The sample was 384 respondents of online shoppers that live in Section 13, Shah Alam Selangor. Sample were taken by non-probability sampling technique and the data were collected by distribution questionnaires through Google Form to people. The findings of this research shown that all independent variable are positively significant with purchase intention according to our SPSS result. Furthermore, this study also present the recommendation to enhance Lazada's service quality and trust and also how to increase customer's purchase intention.

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## CHAPTER 1

### **1.1 Introduction**

The cyber world has no borders. With unlimited quantity transmission capacity via the Internet, information is able to cross national borders. Users from all over the world have the opportunity to communicate freely, exchange information, and engage in any online activity. The Internet is also considered a vehicle for commercial transactions as an effective platform in e-commerce. Online shoppers also consider the Internet as a source for detailed product information (Phaik-Harn Chua Adeline 2008).

Along with the increasing number of consumers making purchases and selling activities online, online shopping activities have grown significantly. If consumers are satisfied with the quality of service from the online sales system on a website, online spending becomes very high (Hoga Saragih and Rizky Ramdhany, 2012). In fact, according to Mujiyana and Ingge Elissa (2013) shopping online is very easy, save time and save cost compared to shopping online.

Electronic commerce or people known as e-commerce, is an information technology system that is evolving as a sophisticated facility related to business and digitalize trade where its use can be felt directly by many parties such as business to business, business to consumer, and consumer to customer. E-commerce has a high potential that makes e-commerce easy for all countries. In addition, only trusted and courageous users will make transactions through Internet media. Therefore, transactions in the world of e-commerce will not happen if there is no trust between the seller and the consumer (Isnain Putra Baskara et. Al, 2014).

Consumer confidence in the Internet is a factor that determines the success of business execution especially in online retail sales. However, risks or uncertainties are often associated with online purchases. This happens when users need to provide credit or debit card information online (Pudji Utomo et al., 2011).

## 1.2 Background Of Study

E-commerce, driven by computer and internet technology, has experienced a significant growth in almost all fields during the past two decades. E-commerce has significantly changed the rules of business (Yadong Huang, Yueting Chai, Yi Liu, and Jianping Shen,2019). New technologies are providing easy and fast online transaction which are enhancing consumer to go online and take the advantage of e-commerce (Muhammad Jehangir,P.D.D Dominic,Naseebullah,Alamgir Khan,2011). There are many type e-commerce around the world, and one of the e-commerce that are popular in Malaysia is Lazada. Lazada is an international e-commerce company funded by Maximilian Bittner and was launched in 2012. Lazada is one of the biggest e-commerce company in Southeast Asia which offers the widest range of products in categories from consumer electronics to household goods, toys, fashion, sports equipment and groceries. Although e-commerce are popular and have a lot of user there is also a lot of issue surrounding it such as fraudulent seller, product quality and logistic related issue.

This problem is very common among individual who purchase product online. This issue will affect Lazada and lead to mistrust between sellers and consumers. One of the issue always happen in Lazada where the customer are receiving a different items from what they have ordered (Kohilah sekaran,2018). Furthermore, issues about customers did not get a right items or did not receive their product also happen a lot in Lazada (Dinda Audriene,2018). Lazada companies still have several weaknesses in terms of security systems, which are still vulnerable to online fraud (Galih Setiyo Budhi,2016).

### **1.3 Problem Statement**

Even though Lazada was a big and successful company, they also will facing various problems in terms of consumer satisfaction, quality of goods and also their services. This problem will often occur even more when it comes to goods and services companies. Based on the news that we have found, the customers wants to purchase an electronic gadget which is smart phone. But once the item has arrived, the customers realized that the product is different from he ordered (Kohilah Sekaran, 2018). This incident have already break customer's trust towards the sellers. To prevent this incidents from happened again, Lazada should bring back their old laws, which every sellers should have an SSM (Suruhanjaya Syarikat Malaysia) which is a registration forms to become legal sellers and bound by the legal agreements.

Other than that, the next issue that we have found on the news, are related to the quality services. Based on the news that we have found, many customers have make a complaints about their items that have been lost in delivery process. Moreover, when they want to confide about their item's information problem, the customer service are not responsive to them (Dinda Audriene, 2018). This problem will affect the Lazada quality service if they not resolved it. One of the best way to handle this problem is Lazada should give a warning or fines to teach their workers or if things are going too serious, Lazada have the right to fired them so that the action will not be followed by other workers.

### **1.4 Research Objective**

1. To examine the influence of trust towards purchase intention
2. To examine the influence of service quality towards purchase intention

### **1.5 Research Question**

The study will answer the following question research :

1. what is the the influence of trust towards purchase intention
2. what is the the influence of service quality towards purchase intention



## **1.6 Significance Of The Study**

This study is expected to help a few traders who run an online business to use the type of message, information and good quality of service when running an online business. In addition, this study also makes traders aware of the importance of service quality when conducting online business. Service quality is an attractive feature for users to get a good new service experience. Once this study is successfully produced, then the methods or techniques of service used can be diversified not just focus on one or two techniques. Moreover, the message used can also be improved by traders because language is also the key tool for gaining the attention of online users. The results of this study can help traders identify problems encountered when conducting online business. In addition, the findings of this research also encourage the university to be more proactive in the future. This would increase the target number of graduate students who excel in academia and can help students generate income after graduation.

## **1.7 Scope And Limitations Of Study**

The scope of this study are this study was conducted on male and female users in Shah Alam, Selangor, comprising Malays, Chinese and Indians. Demographic factors of study subjects such as gender and ethnicity of users are also taken into account in this study. There are various factors that influence consumer purchases but in this study only focused on two factors, trust factor, and quality factor of online purchasing services. .

The limitation of this study are this study was only conducted in Section 13 Shah Alam, Selangor. So, the results of this study cannot be applied in other areas. The honesty of the respondents answering the questionnaires distributed is a limitation to this study. The data obtained may not be accurate. This is because, respondents may be influenced by the environment or people around. In addition, this study was only true at the time the study was conducted and not true at other times. Next, the challenge in getting an audience is also one of the limitations of the study. Not only that, due to the increasingly infectious Covid-19 pandemic, the questionnaire could not be distribute face to face.

## **1.8 Definition Of Terms Of The Study**

### **1.8.1 Purchase intention**

Purchase intention is the preference of consumer to buy the product or service. In another words, purchase intention has another aspect that the consumer will purchase a product after evaluation. Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012).

### **1.8.2 E-Commerce**

E-Commerce encompasses the entire world of electronically based organizational activities that support a firm's market exchanges including a firm's entire information system's infrastructure. (R.Tamilarasi, Dr.N.Elamathi, 2017).

E-commerce business has a very important role in global business, because there are many people who want to meet the needs of their life, it can be said that society participate in purchases via web-based sites and no longer have to come to the shop directly, that's where the transaction process through E-commerce occurs (Rianto Nurcahyo, Dennis Andry, Kevin,2017)

### **1.8.3 Ability**

Ability is defined as the customer's perception of the seller's ability through e-commerce media in providing goods, giving the safety feeling and comfortable in transactions (Ainur Rofiq, 2007).

### **1.8.4 Benevolence**

Benevolence is defined as the customer's perception of sellers act of kindness through e-commerce in providing satisfying transaction (Ainur Rofiq, 2007).

### **1.8.5 Integrity**

Integrity is defined as the customer's perception on sellers commitment through e-commerce in maintaining values to provide the best service to customers (Ainur Rofiq, 2007).

### **1.8.6 Website design**

Website design is the display on website ranging from colors that used by the site for use to feel comfortable with the purpose to pleasing the eye of the customer (Wolfenbarger & Gilly, 2003).

### **1.8.7 Responsiveness**

Responsiveness is the speed of company in replying to questions or request submitted by customer (Y.F.Susanti, A.Hasydungan, A.W.Prasetyo, 2018).

### **1.8.8 Customization**

Customization is the adjustment of the level of service provided by a site to the desires and needs of each consumer (Y.F.Susanti, A.Hasydungan, A.W. Prasetyo, 2018).

## **1.9 Summary Of Chapter**

In conclusion, the role of trust and level of service quality used in this online business process has many advantages to entrepreneurs. The information or message used should also be accurate so that consumers have more confidence and trust in the online goods they want to buy. This study was only reviewed after the researcher detected the problems faced by the traders who conduct business online. This study also involves only two research objectives to be achieved and has importance to traders especially as well as to the university itself.

## **CHAPTER 2**

### **2.1 Introduction**

This chapter focus on discussion of literature review. The overview of the literature is divided into 2 parts where it is trust and service quality in Lazada that we have obtained from the research on that company.

Other than that, we also explain about the theoretical model or framework of the study. The definition of the theoretical framework is collection of interrelated theory on which the study is based. It is the structure that can hold or support a theory/model of a research. It is important to set the context of the literature review work by first providing an explanation of its specific purpose for this particular case study, comments on the previous treatment of the broad topic of knowledge sharing and the role of intranets in such activity. It shows the interrelationship among variables under study support by a theory. Also as a guide in determining what will be measured, develop testable hypotheses and determine the statistical relationship to validate hypotheses.

### **2.2 Overview Of The Literature**

#### **2.2.1 Trust**

Trust is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other part. trust comprise of three factor wich is benevolence ability and integrity (Mayer, Davis, and Schoorman 1995).

Trust is the willingness of companies to depend on business partners. Trust depends on several factors between individuals and between organizations such as competence, integrity, honesty and kindness. Building trust can be difficult in online situations, companies apply strict regulations to their online business partners compared to other partners. Business buyers worry that they will not get the right

quality product or service delivered to the right place at the right time and vice versa (Andryusalfikri, Zakaria Wahab, Marlina Widiyanti, 2019).

Based in model of trust by Mayer, there is 3 factor that influence trust which is benevolence, ability and integrity. This three factor has a positive influence towards trust (Ainur Rofiq, 2007). Trust is about the positive beliefs about a trustee's compassionate and trustworthy behaviour. Trust is observed as one of the most pertinent backgrounds of firm and cooperative relationships in business. Investigators found that trust is necessary for building and sustaining long-term relationships (Mohammad Muzahid Akbar and Noorjahan Parvez , 2009).

Trust is define by three characteristic which is uncertainty, vulnerability and dependence. This characteristic can be seen when the online transaction is made where customer cannot see the seller face, cannot examine the goods and collect the goods after payment is made. Customer only depend on seller goodwill, past purchasing experience and trust in seller's technical competence. (Heru Wijayanto, 2012).

Customer intention to buy from seller depend on customer behaviour towards the Lazada. This behaviour influence by the ability of seller to earned customer trust. Trust is considered as a key factor that has a large influence directly on purchase intentions. Trust help reduce the social complexities that consumers face in e-commerce by allowing consumers to subjectively rule out undesirable behavior from Lazada. (Anwar,Adidama,2016).Trust have positive relationship toward purchase intention.This mean the higher the consumer's trust, the higher the intention to buy online on the Lazada website (Cokorde Istri Dharma Putri,Ida Bagus Sudiksa, 2018).

Customers are worried about the level of security present while giving touchy data on the web and will utilize online business just when they build up a specific level of trust (Maqsood Memon,Nizamuddin Channa, Intzar Ali Lashari, 2017). The higher the respondents trust the website, the higher the intention to purchase online. The more frequently respondents revisit a website, the higher probability that they trust the website and buy from that website.(Azahari Jamaludin,Fais Ahmad, 2013).

Trust is one of psychological factors in influencing consumer behavior. In transactions online, trust comes when one of the parties involved has get certainty from others, and willing and able to provide obligations. When the customer trust is higher the purchase decision will also be higher or increased (Kurnianto Aji Prasetyo, 2018). Trust is a benchmark in business transactions achieved through customer satisfaction. Consumers can able to buy some products and services online when they have confidence and trust in e-commerce. The indicators used in belief factor can be determined through comfort, satisfaction, and responsibility and it is directly influence in purchasing intention (Irda Agustin Kustiwi, Isnalita, 2018).

Therefore this paper hypothesizes that:

H1 : Trust have a positive and significant relationship with purchase intention.

#### **2.2.1.1 Benevolence**

Benevolence is the seller's willingness to provide satisfaction that give mutual benefit between himself and the consumer. Profit that earned by sellers can be maximized, and consumer satisfaction will increase. Seller not merely pursuing maximum profit, but also earned a high customer satisfaction (Ainur Rofiq, 2007).

Benevolence is the extent to which a trustee is believed to want to do good to the trustor, aside from an egocentric profit motive. Benevolence suggests that the trustee has some specific attachment to the trustor. Benevolence is the perception of a positive orientation of the trustee toward the trustor ( Mayer, Davis, and Schoorman 1995).

Benevolence is all about consumer behavioral or organizations that focus in business operational. For the example, communicating about specification good, terms, and other between seller-customer. Benevolence has a direct effect on trust (Irda Agustin Kustiwi, Isnalita, 2018)

### **2.2.1.2 Integrity**

Integrity is related to how the seller's behavior or habits are in running his business. Is the information provided to consumers correct according to the facts or not. Is the quality of the product being sold trusted or not (Ainur Rofiq, 2007). Integrity means doing right things in accordance with value, principle, expectations in reliable ways. integrity has effect on consumer behavior especially trust (Irda Agustin Kustiwi, Isnalita, 2018).

### **2.2.1.3 Ability**

Ability refers to the competence and characteristics of the seller / organization in influencing and authorizing specific areas. In this case, how the seller is able to provide, serve, and secure transaction from interference from other parties. This means that consumers earn guarantee of satisfaction and security from the seller in making transactions.(Ainur Rofiq, 2007). Ability is one dimension of perceived trustworthiness that has a direct effect on consumer behavior in making purchasing decisions (Irda Agustin Kustiwi, Isnalita, 2018).

## **2.2.2 Service quality**

Service Quality is seen as one of the components that need to be implement by the company because it has the influence to bring in new customers and can reduce the possibility of old customers to move to other companies. service quality is a factor for customer to stay loyal and also can attract new customer for a business. The higher the quality of service the higher the customer purchase intention (Rianto Nurcahyo, Dennis Andry, Kevin, 2017). There is a positive association among service quality, customer satisfaction and purchase intention. Better service quality will increase customer's continuous purchase intention and decreases customer negative intention (Waqas Mehmood, Owais Shafiq, 2015). One of the reason as to why online retailers fail is because of the poor quality service which are rendered to their customer. Online customer expect fast, friendly and high quality services They also want choices, conveniences and responsive services with a personal touch (T.Praveen Kumar, Dr.K.Soundarapandiyam, Dr.A.Manorselvi, 2019).

Service quality could also be defined as a comparison between customer's perceptions about the service that a company will provide and their own expectation regarding the actual service that they get. In terms of service quality, if a customer's experience of the service provided by the company is better than the expectation that he or she had, it can be said that the service quality of that company is considered to be excellent. On the other hand, if the perception that customers have of the actual service quality is equal to the expectation that they had previously, the service quality of the company can be considered to be good, and if the actual perception that a customer has regarding the company's service quality is actually less than or lower than the expectation that he or she has regarding the service, the service quality of a company can be considered to be bad (N. Wilson, K. Keni and P. H. P. Tan, 2019).

Therefore this paper hypothesizes that:

H2 : Service quality have a positive and significant relationship with purchase intention.

#### **2.2.2.1 Website design**

A website's design quality can be defined as its quality assessed in terms of the navigational system and the appearance of the website (Zhou et al. 2009). In the context of the e-commerce industry, website design quality plays a very important role in determining a company's success. This is not solely because the website can play important roles in establishing and implying satisfaction on the part of customers but also because a website acts as a communication tool which acts as a "bridge" between the seller and the buyer. (Corbitt et al. 2003).

Unlike with traditional commerce, where a company or seller can directly meet and communicate with a potential buyer through direct or face-to-face interaction, companies which are conducting their business in the digital environment don't have a direct interaction with customers or buyers. Instead, the interaction between both parties will be fully mediated by the existence of a website. (Nicholas Wilson, Keni Keni and Pauline Henriette Pattyranie Tan 2019). Therefore the design of the website, which acts as the interface, would play an important role in influencing



customer satisfaction. Lee and Lin (2005) had empirically found that website design positively influences overall customer satisfaction and perceived service quality.

#### **2.2.2.2 Responsiveness**

Responsiveness are willingness or readiness of employees to provide service, timeliness of service such as mailing a transaction slip immediately, calling the customer back quickly, giving prompt service (Cronin and Taylor 1992). Responsiveness describes how often an online store voluntarily provides services (e.g. customer inquires, information retrieval and navigation speed) that are important to its customers ( Kim and Lee, 2002). Researchers examining the responsiveness of web-based services have highlighted the importance of perceived service quality and customer satisfaction. Responsiveness are positively and significantly affected customer satisfaction and positively influenced the customer purchase intention. Moreover, it have been found that responsiveness have a significant influence on satisfaction and indirectly, customer satisfaction had a positive influence on behavioral intentions. (Prabha 2012).

#### **2.2.2.3 Customization**

In online scenario, consumers are exposed to multitude of choices, which makes customized information a very significant concept. When marketers can identify consumer preferences, they are able to provide customized offers providing superior value to their clients (Hunt, Radford & Evans, 2013). People are more likely to pay attention to messages which are directed and customized to their preferences since this reduces information overload. The busy schedules of people cause them to look for related information as per their needs and they are likely to stay loyal to the online store that facilitates them by providing customized information (San-Martín & Camarero, 2012). This can be related to the global success of famous search engine “Google” which provides tailored results depending upon location of the visitor.

Therefore, visitors are entertained with a unique experience and every user perceives this search engine to be most specific and customized according to the individual’s search. This encourages them to consumers are motivated to revisit online store that offers relevant information.

### **2.2.3 Purchase intention**

Concept of purchase intention can be conclude as buying decision process complete by someone which start from intention, consideration, expectation and purchase plan which is influenced by external element. Intention is a determinant on how people act. The word “purchase intention” has been derived from the term intention and is mostly used in knowing the intention of consumers when they make a purchase decision (Dr. Bandar Khalaf Alharthey, 2019).

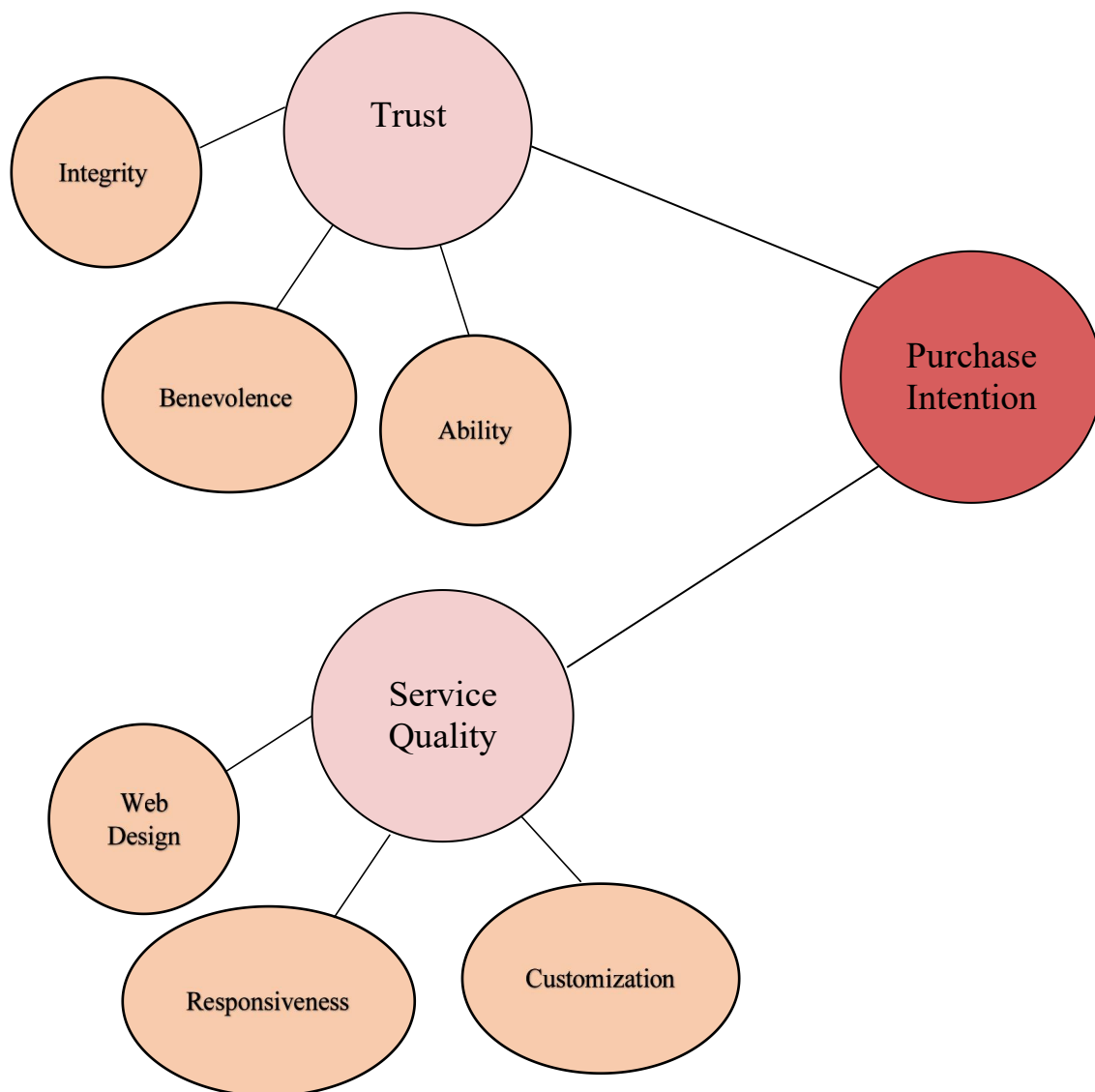
Intention to Purchase is something that is obtained from the learning process and the thought processes that form a perception. This Intention to Purchase creates a motivation that continues to be recorded in mind and becomes a very strong desire that in the end when a consumer has to fulfill his / her needs it will actualize what is inside their mind. Intention to Purchase is the level of the respondent's tendency to act before the buying decision is actually implemented ( Rianto Nurcahyo , Dennis Andry, Kevin, 2017).

Purchase intention indicate that consumer will use their experience, preference and external environment to collect information and evaluate alternative to make purchase decision (Heru Wijayanto, 2012). A customer gets educated about the product and style trends from his own particular learning and past for purchase experience of a product, after getting knowledge on positive level, customers begins estimated method and procedure on official conclusion to purchase (Waqas Mehmood, Owais Shafiq, 2015). Customer decision making method is estimated by EKB model, established by Engel, Kollat and Blackwell (1984). The model says that customer decisions are long lasting procedure, as well as which are as identification of problem, information gathering, problem solving tool and decision making in last. Both of the factor either it is internal or external consist information about the output and as well as for input, and common objective and surrounding, two critical factors along with those factors and information collection and environmental stimulation considered in final decision making.

Consumer purchase intentions provide an acceptable proxy for actual online purchase behaviour. Additionally, previous studies have suggested that customer perceptions of service quality and satisfaction positively influence purchasing intentions (T.Praveen Kumar, Dr.K. Soundarapandiyan, Dr. A.Manorselvi, 2019).

### 2.3 Theoretical Model Or Framework Of The Study

This framework are adopted from Mayer (1995) model which consist of dimension of trust which is benevolence, integrity and ability and Ribbink (2004) model which consist of variable responsiveness, customization and website design.



## **2.4 Summary Of Chapter**

In this conclusion, we have seen that trust and service quality have a strong positive relationship towards the purchase intention. This have been proved by some of the journal and also through the theoretical model that have been show above. Through the literature review of the second part of this study, we have learned that in the context of online purchase, influences of trust and service quality are important because it will affect in purchase intention behavior.

## CHAPTER 3

### **3.1 Introduction**

According to Hornby '(1985), methodology is a set of methods used to conduct research on a particular study subject. Therefore, this section will discuss the research design, population , sample and sampling method, data collection method, research instruments, and method of data analysis to answer the research questions that have been submitted earlier. Research is a method and technique of designing, collecting and analyzing data in order to produce evidence that can support a study or summarizing what is studied. Methodology describes how a problem is studied and why certain methods and techniques are used. The purpose of the methodology is to help understand more broadly and in detail the application of the method by making a description of the research process.

In more details, in this part author outlines the research design. Correlational research design was chosen for this type of research. Second, Population. The population is the entire group or the broader group of people to whom we intend to generalize which have been chosen in the survey. Third, sample. Sample is the specific group of individuals that the data is collect data from. Fourth, sampling method. In sampling technique we have use non-probability sampling technique to identify the population. Fifth, data collection method. Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data are collected from 2 sources which is primary data and secondary data. Sixth, research instruments such as questionnaire, questionnaire design, section A, section B, section C, section D and method of data analysis to answer the research questions that have been submitted earlier. Therefore, this section will discuss about Pearson correlation coefficient that used to measured the relationship between the independent variable and the dependent variable.

### **3.2 Research Design**

Correlational research design was chosen for this type of research. Correlational research takes the form of words or pictures rather than numbers (Bogdan & Biklen, 2003). Correlation research is a quantitative method in which the research has two or more

quantitative variables from the same group of participants, and try to determine if there is a relationship between the two variables, independent variable and also dependent variable. Generally, this type of research design are suitable for this survey because the relationship are bound together which is independent variable is a trust and service quality and the dependent variable is a purchase intention in Lazada. We also choose quantitative research for the nature of investigation because it establishes statistically significant conclusions about a population by studying a representative sample of the population which is matching for this survey. Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys, online polls and also questionnaires. Which the results can be depicted in the form of numerical.

### **3.3 Population, Sample And Sampling Method**

#### **3.3.1 Population**

The population is the entire group or the broader group of people to whom we intend to generalize which have been chosen in the survey. Or in other words, in statistics, population is a discrete group of people, animals or things that can be identified by at least one common characteristic for the purposes of data collection and analysis.

The population can be defined in terms of geographical location, age, income, sex, race and many other characteristics. In this research, we have choose Section 13 as the population in our survey. Sometimes population can be counted easily, which is called finite population. Population of medical students is an example of finite population. The unlimited or unknown number of population can be called as infinite population. Even when a population consists of a relatively small number of objects or events, it is often impractical or impossible to gather data about each member of the population. Instead, in research we will select a subset of the population, called a sample, which is a manageable size for observation.

### 3.3.2 Sample Size

A population commonly contains too many individuals to study conveniently, so an investigation is often restricted to one or more samples drawn from it. Sample is the specific group of individuals. These elements are known as sample points, sampling units, or observations. Meanwhile, as our sample size, 384 is taken as our respondents.

Consequently, the first important attribute of a sample is that every individual in the population from which it is drawn must have a known non-zero chance of being included in it, a natural suggestion is that these chances should be equal. We would like the choices to be made independently, in other words, the choice of one subject will not affect the chance of other subjects being chosen. To ensure this we create a Google Form to let anyone answer it on their own. A sample so chosen is called a random sample. The word "random" does not describe the sample as such but the way in which it is selected.

**Table 1: Table for Determining Sample Size**

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*

( Krejcie and Morgan Table)

### **3.3.3 Sampling Method**

Besides, in sampling technique we have use non-probability sampling technique to identify the population. We used the non-probability sampling technique because of the population has unknown where total online purchase in section 13 cannot be determined. Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. We conducted an empirical study on online business in Section 13 in order to test the proposed hypotheses.

For this research, the questionnaires like Google Form were conveniently distributed to every people in Section 13, Shah Alam. Sampling design and sample size are important to establish the representative for the generalization. If the appropriate sample design is not used, the large sample size will not, in itself, allow the findings to be generalized to the population. The sample size of this research is 384 . This sample size is determined based Krejci and Morgan table . These data were coded and analyzed using SPSS Version 20.0.

### **3.4 Data Collection Method**

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities, business, etc. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Regardless of the field of study or preference for defining data (quantitative, qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct



use reduce the likelihood of errors occurring. The data are collected from 2 sources which is primary data and secondary data.

### **3.4.1 Primary Data**

Primary data refers to the first hand data gathered by the researcher himself. It is a real-time data collected for addressing the problem at hand. (Oluwatosin Victor Ajayi, 2017). Primary data is new information collected specifically for the researcher purpose, directly from people in the know. Method of primary data collection very based upon the goals of the research as well as the type and depth of information being sought (Alison Wolf, 2016). Primary data are gathered from the questionnaire that being distributed to random people in Section 13, Shah Alam, who has visited and have made purchase in Lazada. The questionnaire are spread online using Google Form.

### **3.4.2 Secondary Data**

Secondary data means data collected by someone else earlier. secondary data is one which relates to the past and collected for purposes other than the problem at hand (Oluwatosin Victor Ajayi, 2017). Secondary data is public information that has been collected by other. It is typically free or inexpensive to obtain and can act as strong foundation to any research project (Alison Wolf, 2016). The secondary data that is used for this research are gathered through reading various journal and also some of the information are collected from the website.

## **3.5 Research Instrument**

### **3.5.1 Questionnaire**

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. In this research the questionnaire is distributed to random person in Shah Alam Section 13 who have

experience in buying product from Lazada. The questionnaire consist of question from element trust and service quality.

No	variable	Dimension	Journal, Author, Year
1.	Trust	Benevolence	Ainur Rofiq (2007)
		Ability	
		Integrity	
2.	Service quality	Customization	Yulita, Albert, Arif (2018)
		Responsiveness	
		Website design	
3.	Purchase intention		Azahari Jamaludin, Fais Ahmad, 2013

### 3.5.2 Questionnaire design

A likert scale is a type of rating scale that measures how people feel about something which can be useful in many different situation. A likert scale assumes that the strength/intensity of an attitude is liner and make the assumption that attitude can be measured. Likert scale allow quantitative data to be collected hence they can be analyzed more easily. Likert scale is the most widely used psychometric approach to ask the audience about their opinion or feeling in survey research using usually 5 or 7 answer option range (Solmaz, 2020). In this research we are using scale 1-5 where 1 is strongly disagree, 2 is disagree, 3 is neither agree or disagree, 4 is agree and 5 is strongly agree. This scale are used to measure respondent opinions on service quality and trust towards purchase intention in Lazada. This questionnaire is distributed in Shah Alam Section 13 to random people who have visited and purchased product in Lazada.

### **3.5.3 Section A**

This section contain of question about demographic of individual who take part in this research. Some of the question used to ask in this section such as age, gender, education. Respondent are required to tick their answer in the box given.

### **3.5.4 Section B**

This section consist of 10 question from element of trust. This section is made to identify whether customer trust Lazada or not. The question are related to benevolence, ability and integrity of seller's towards customer. Some of the question that respondent will be asked are whether Lazada will fulfill what its customers expect, whether Lazada have the willingness to provide benefits for his customers or not. Respondent are required to choose their answer among the 5 scale which included strongly disagree (1), disagree (2), neither agree or disagree (3), agree (4), strongly agree (5).

### **3.5.5 Section C**

This section consist of 7 question from element of service quality. This section made to identify whether Lazada have a high service quality or not to satisfy the customer. This question are related to website design, responsiveness and customization. Respondent are required to choose their answer among the 5 scale which included strongly disagree (1), disagree (2), neither agree or disagree (3), agree (4), strongly agree (5).

### **3.5.6 Section D**

In section D, there are 7 question included mainly on purchase intention. This section focus on whether customer will buy from Lazada or not. Some of the question asked in this section such as whether they will buy product from the site in the near future or not, whether they will consider purchasing from this website in the longer term and whether they will return to this website in the future. Respondent are

required to choose their answer among the 5 scale which included strongly disagree (1), disagree (2), neither agree or disagree (3), agree (4), strongly agree (5).

### **3.6 Method Of Data Analysis**

The data that is collected from questionnaire which is selected from random people in Section 13, Shah Alam, are analyze using SPSS to check the accuracy of the data effectively. In this study, descriptive analysis were used.

#### **3.6.1 Descriptive Analysis**

Descriptive analysis is the term given to the examination of information that portrays, show or sum up information in an important manner with the end goal that, for instance, examples may rise out of the information. The data collected from respondent is examined using SPSS. The common measure that usually used such as mean, frequency, percentage and total data is used to analyzed the data obtained through the questionnaire.

#### **3.6.2 Pearson Correlation Coefficient**

The Pearson coefficient is a type of correlation coefficient that represents the relationship between two variables that are measured on the same interval or ratio scale. The Pearson coefficient is a measure of the strength of the association between two continuous variables. Pearson coefficient is ranging from -1 to +1. A value of +1 is the result of a perfect positive relationship between two or more variables. Conversely, a value of -1 represents a perfect negative relationship. A zero indicates no correlation (Will Kenton, 2020).

In this research, this correlation is used to measured the relationship between the independent variable which is trust and service quality and the dependent variable which is purchase intention.

### Rule of Thumb of Pearson Correlation Coefficient

Size of correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70- to .90 (-.70 to -1.00)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

Source : Hinklen et al, (2003).

#### 3.6.3 Reliability Analysis

Reliability test can be defined as the extent to which measures are free from random error. Reliability is important to ensure the consistency of the measuring instrument to measure the intended purpose of research (Sekaran, 2003). The Cronbach's Alpha value was used to test the reliability of the items measuring each variable which is trust, service quality and purchase intention. Cronbach's Alpha is viewed as the most appropriate measure of reliability when making use of Likert scales (Robinson, 2009). According to Sekaran (2003), Cronbach's Alpha value must be greater than 0.5.

#### 3.6.4 Frequency Analysis

Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response chosen by the respondents. In this analysis, SPSS Statistics are used to calculate the mean, median and mode to help users analyze the results and draw conclusion.

#### 3.6.5 Pilot Test

Pilot test were carried out before the real questionnaire is distribute. This test were conducted to identify potential problem areas and to ensure that there is no

error or mistake made in the research instrument. A total of 30 people have answer the question for the purpose of this test. After the pilot test have been conducted and justify its consistency, the researcher distribute in Section 13, Shah Alam through Google form. The result from the pilot test is shown in the table below.

<b>Variable</b>	<b>Number of item</b>	<b>Cronbach's alpha</b>
Trust	10	.943
Service quality	7	.938
Purchase intention	7	.962

### **3.7 Summary Of Chapter**

This research is notable for distinct reason. This research study investigates the relationship between service quality, trust and purchase intention. Other than that, this study analyze research design that use a causal research because it is a type that related to the relationship between independent variable and dependent variable also quantitative research for the nature of research. In addition, it also analyzes data collection methods through questionnaire that will be spread online to residents of Section 13, Shah Alam, Malaysia using Google form. In this study, it also examines the research instrument using questionnaire consisting of questions from element of trust and service quality that will be distributed to random residents from Section 13, Shah Alam Selangor, Malaysia.

Service quality is a key tool for marketing managers to find and examine evidence of customer needs, wants, and observations about the services provided by the store. This can help them in identifying problems and problems and in creating a strategy plan that can improve efficiency, profitability, and overall performance with high quality of service. During the recent era, researchers strive to find the perfect model in determining the quality of services that encompass all aspects and answers to these areas of need.

## **CHAPTER 4**

### **4.1 Introduction**

This chapter represents the result of the study from the statistical analysis conducted on the collected data and hypotheses testing. In the first part, we will see the after effects of the questionnaires that had been analysis, to studied the respondent's information. This will cover the data analysis, which includes the descriptive analysis. Descriptive analysis will describe the respondents' demographic profile. Validity and reliability were also important to evaluate whether the samples collected were valid and consistent, therefore, the Cronbach's Alpha technique are used for the reliability test. The final part of this chapter would be focused on hypotheses testing, correlation testing and multiple regression analysis.

### **4.2 Rate Of Response**

A total of 384 questionnaires were distributed to the citizens that live at Section 13, Shah Alam, through Google Form that researcher had created to conduct the survey, out of which, 384 responses were returned which it had been answered perfectly. The demographic data been analyzed using a statistical package for social science (SPSS). For demographic data, the questions asked regarding respondents' demographic profile that includes gender, age, races, monthly income, level of education and influence of trust and service quality towards purchase intention on Lazada.

### 4.3 Demographic profile of respondents

The profile of the respondents is shown in the table below:-

Variable	Category	Frequency, N	Percentage
Gender	Male	164	42.7
	Female	220	57.3
Age	Below 20	68	17.7
	20-29	173	45.1
	30-39	76	19.8
	40-49	55	14.3
	50-59	12	3.1
Race	Malay	337	87.8
	Indian	21	5.5
	Chinese	21	5.5
	Others	5	1.3
Monthly Income	Unemployed	154	40.1
	Less RM1000	42	10.9
	RM1000-RM5000	157	40.9
	RM6000-10000	30	7.8
	RM11000-20000	1	3
Level of education	SPM	128	33.3
	Diploma	171	44.5
	Degree	69	18.0
	Master	11	2.9
	PHD	5	1.3

#### 4.3.1 Gender

In this study there were a total of 164 (42.7%) male respondents and 220 (57.3%) female respondents. The percentage suggests that the female respondents were substantially greater than the male respondents.



#### **4.3.2 Age**

In this study, the majority of the respondents were from the age group of 20-29 years with 173 respondents (45.1%), followed by the age groups 30-39 with 76 respondents (19.8%), below 20 with 68 respondents representing 17.7% of the study. Meanwhile, the age group of 40-49 were with 55 respondents (14.3%). The minority of the respondent were from the age groups, 50-59 of respondents which was 12 that representing 3.1%.

#### **4.3.3 Race**

There were four race targeted for this research, Malay, Indian, Chinese and Others. Malay respondents comprises the majority of respondents, contributing about 87.7% (337 respondents). Indian and Chinese came in second with 5.5% (21 respondents) and last but not least the Others race with 1.3% (5 respondents).

#### **4.3.4 Monthly Income**

The respondents' monthly income was varied, RM1000-RM5000 category comprised 157 respondents (40.9%). Next, Unemployed category with 154 respondents (40.1%). Then, Less RM1000 with 42 respondents (10.9%). After that, for the RM6000-10000 category is 30 respondents (7.8%) and the last one is RM11000-20000 category with 1 respondents (3%).

#### **4.3.5 Level Of Education**

The majority of the respondents were Diploma holders, with 44.5% or 171 Diploma holders participating in this study. This was followed by SPM respondents with 128 representing 33.3% in this study. Degree holders were ranked third with 69 respondents (18.0%). Next, Master holders with 11 respondents (2.9%). The minority of the respondents were PHD holders with 5 respondents representing 1.3%. Figure 4.3 presents the percentage and frequencies of the education level of the respondents.

#### 4.4 Reliability Analysis

The first test carried out on the data was the reliability test. Reliability can be defined as the extent to which measures are free from random error. Reliability is important to ensure the consistency of the measuring instrument to measure the intended purpose of research (Sekaran, 2003). The Cronbach's Alpha value was used to test the reliability of the items measuring each variable which is trust, service quality and purchase intention. Cronbach's Alpha is viewed as the most appropriate measure of reliability when making use of Likert scales (Robinson, 2009). According to Sekaran (2003), Cronbach's Alpha value must be greater than 0.5. Based on the table it shows that the result of reliability test range between 0.775 to 0.936. We can conclude that this instrument has high reliability since Cronbach's Alpha value for all variables is more than 0.5. It has been proven that the measures used for this study are highly reliable and ready for further analyses.

<b>Variable</b>	<b>Number of Items</b>	<b>Cronbach's Alpha</b>
Trust	10	.928
Service Quality	7	.775
Purchase Intention	7	.936

## 4.5 Descriptive Analysis

Descriptive analysis is the term given to the examination of information that portrays, show or sum up information in an important manner with the end goal that, for instance, examples may rise out of the information. Mean for each item in variables (trust, service quality and purchase intention).

The summary of the descriptive statistic of the variables is given in the Table below, ;-

### 4.5.1 Trust

Item	Knowledge	Frequency					Mean	Standard Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1	I feel that Lazada have the ability to provide a high quality goods for customers.	1 0.3%	2 0.5%	45 11.7%	158 41.1%	178 46.4%	4.33	.720
2	I feel that Lazada have experience that make them able to deliver goods on time.	1 0.3%	5 1.3%	39 10.2%	186 48.4%	153 39.8%	4.26	.713
3	I feel that Lazada have good knowledge in securing transaction.	1 0.3%	5 1.3%	34 8.9%	154 40.1%	190 49.5%	4.37	.722
4	I feel that Lazada have been recognized by other parties, such as suppliers and so on.	1 0.3%	3 0.8%	36 9.4%	157 40.9%	187 48.7%	4.37	.707
5	I feel that Lazada have a concern to provide the best service for their customers.	1 0.3%	3 0.8%	34 8.9%	186 48.4%	159 41.4%	4.31	.689
6	I feel that Lazada have the willingness to provide benefits for their customer.	1 0.3%	3 0.8%	39 10.2%	181 47.1%	160 41.7%	4.29	.699
7	I feel that Lazada have good faith to give satisfaction to his customers.	1 0.3%	2 0.5%	33 8.6%	174 45.3%	174 45.3%	4.35	.680
8	I feel that Lazada will fulfil what their customer's expect.	1 0.3%	3 0.8%	37 9.6%	177 46.1%	166 43.2%	4.31	.698
9	I feel that Lazada will not hide important information from their customers.	4 1%	4 1%	52 13.5%	174 45.3%	150 39.1%	4.20	.789
10	I feel that Lazada always maintain their reputation	2 0.5%	1 0.3%	41 10.7%	179 46.6%	161 41.9%	4.29	.707

#### 4.5.2 Service Quality

Item	Knowledge	Frequency					Mean	Standard Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1	The information on Lazada is attractively.	6 1.6%	5 1.3%	44 11.5%	160 41.7%	169 44%	4.25	.828
2	The information on Lazada are easy to understand.	5 1.3%	6 1.6%	29 7.6%	188 49%	156 40.6%	4.26	.771
3	The layout and the colour at Lazada are interesting.	5 1.3%	7 1.8%	37 9.6%	151 39.3%	184 47.9%	4.31	.820
4	It is easy to get in contact with the Lazada organization which provides the online services.	4 1%	7 1.8%	38 9.9%	183 47.7%	151 39.3%	4.33	2.175
5	The Lazada is prompt in replying to requests.	4 1%	11 2.9%	55 14.3%	156 40.6%	158 41.1%	4.18	.856
6	My personal needs are fulfilled by doing a transaction on Lazada.	4 1%	7 1.8%	43 11.2%	174 45.3%	156 40.6%	4.23	.797
7	The website provides me with information and products according to my preferences.	6 1.6%	5 1.3%	36 9.4%	176 45.8%	160 41.7%	4.26	.806

#### 4.5.3 Purchase Intention

Item	Knowledge	Frequency					Mean	Standard Deviation
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
1	I will definitely buy product from the Lazada in the near future.	5 1.3%	11 2.9%	77 20.1%	142 37%	149 38.8%	4.09	.902
2	I expected to purchase through Lazada in the near future.	6 1.6%	15 3.9%	68 17.7%	167 43.5%	128 33.3%	4.03	.899
3	I will return to this website in the future.	5 1.3%	11 2.9%	67 17.4%	153 39.8%	148 38.5%	4.11	.884
4	I will consider purchasing from Lazada in the longer term.	2 0.5%	11 2.9%	53 13.8%	179 46.6%	139 36.2%	4.15	.800
5	I always feel excited when shopping on Lazada.	5 1.3%	9 2.3%	47 12.2%	165 43%	158 41.1%	4.20	.840

6	I quickly recognize the need when the Lazada show their advertising.	2 0.5%	11 2.9%	52 13.5%	156 40.6%	163 42.4%	4.22	.822
7	I spend my free time surfing and searching for products on Lazada.	9 2.3%	18 4.7%	50 13%	169 44%	138 35.9%	4.07	.941

#### 4.6 Correlation Analysis

##### Rule of thumb of Pearson correlation coefficient

Size of correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -1.00)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any correlation

Source : Hinklen et al, (2003).

		Trust	Service quality	Purchase intention
Trust	Pearson Correlation	1	.711**	.685**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Service quality	Pearson Correlation	.711**	1	.714**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
Purchase intention	Pearson Correlation	.685**	.714**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The table show the result of Pearson correlation between independent variable trust and service quality influence dependent variable purchase intention in Lazada.

Form the table above it shows that trust which is reflected through benevolence, integrity and ability have a positive and significant relationship with purchase intention Lazada. The correlation coefficient value between trust and purchase intention is 0.685. Based on the rule of thumb the value between 0.50 to 0.70 mean that trust and purchase intention have a moderate positive correlation. Thus, the first hypothesis which states that trust have a positive and significant relationship with purchase intention is **accepted**.

Service quality which is reflected through website design, responsiveness and customization also have a positive and significant relationship with purchase intention in Lazada. The correlation coefficient value between service quality and purchase intention is 0.714. Based on the rule of thumb the value between 0.70 to 0.90 means that service quality and purchase intention have high positive correlation. Thus, the first hypothesis which states that service quality have a positive and significant relationship with purchase intention is **accepted**.

#### **4.7 Conclusion**

All the performed analyses were extensively explained in this chapter. The descriptive analysis has been used in this study to analyzed the demographic section. The demographic data been analyzed using a statistical package for social science (SPSS). Mean and frequencies were used to obtained the result of this study objectives. The Cronbach's Alpha value was used to test the reliability of the items measuring each variable of the instrument adopted in this study. Further discussions of those findings were presented in Chapter 5.

## CHAPTER 5

### **5.1 Introduction**

In this chapter will discuss about the statistical results in the previous chapter which is Chapter 4 that have been done. The objective of the study will be discussed and suggestion for the research will be highlighted for the future use. There were two objectives which is to identify the influence of trust towards purchase intention in Lazada, and to identify the influence of service quality towards purchase intention in Lazada. This chapter will recapitulates the study and discusses the major findings in the later section.

### **5.2 Recapitulation of The Research**

This study is to aim the understanding on how trust and service quality can influence the purchase intention towards Lazada. In order to substantiate the research problem, two of the independent variables which is trust and service quality and the dependent variable which is purchase intention, will be investigate in this research. The findings of this study will eventually answering the following questions :-

1. What is the the influence of trust towards purchase intention?
2. What is the the influence of service quality towards purchase intention?

There were several hypothesis that have been developed to test and see the relationship between the independent variables and the dependent variable. The first set of hypothesis was developed to identify the influence of trust towards purchase intention on Lazada. The next set of hypothesis was develop to identify the influence of service quality towards purchase intention on Lazada.

### 5.3 Discussion Major Finding

From the analysis, the result shows that trust which is reflected through benevolence, integrity and ability have a significant positive relationship with purchase intention. According to these result the hypothesis that is proposed in this research are accepted, which means the higher the consumer's trust, the higher the purchase intention. This is in line with the research conducted by (Cokorde Istri Dharma Putri, Ida Bagus Sudiksa, 2018), (Azahari Jamaludin, Fais Ahmad, 2013) and (Kurnianto Aji Prasetyo, 2018).

This indicate that trust play an important factor to influence purchase intention among the consumer in Lazada. Lazada and seller should gain customer trust to increase the purchase intention. They must ensure that the quality of the good does not get effected during the packaging and delivery. In order to so, Lazada should focus on building links and find a good courier service to assist them in delivering the goods to customer smoothly. It is because when customer received a damage goods, they will lost their trust towards Lazada and not going to buy from the site anymore.

In addition, to gain customer's trust, Lazada and sellers should not hide any information about the product from them. The information provided about products that are sold should be in accordance with the actual quality and specifications. Also, Lazada should provide the best possible security for every transaction with customers. This will make customer feel more secure and feel at ease to do any transaction with Lazada.

Service quality also have a significant positive relationship with purchase intention. According to these result the hypothesis that is proposed in this research are also accepted, which means the higher the service quality, the higher the purchase intention. This is in sync with past literature by Rianto Nurcahyo, Dennis Andry, Kevin, (2017) and Waqas Mehmood, Owais Shafiq, (2015).

This shows that service quality also plays an important role in determining customer purchase intention. When customers feel that the quality of the service provided by the company and seller is great with exceeds their expectations, the customers will be satisfied, thus increasing the chance that they will likely purchase in Lazada. However, when the



quality of the service provided by the company and seller is consider bad, customers will likely not buy a product from the company, and will therefore buy it from another company.

In addition, seller should respond to customer inquiry or problem as fast as possible and not keep them waiting. Also, the seller should organize their product and information about the product so that it will be easier for customer to understand and customer can easily search for the product they are looking for.

## **5.4 Implication**

### **5.4.1 Managerial implication**

This study contributes to provide empirical evidence regarding consumer trust in the context of online purchasing where the trust issues that arise in online purchasing occur since consumers cannot verify the product directly. The results of this study can also be used as managerial implications on seller because the results show that consumer trust plays an important role in online purchase decision. Consumer trust can also be improved through antecedents variables. A seller that is able to increase consumer trust through trust antecedents (benevolence, integrity and ability), will subsequently have an impact on increasing consumer purchase decision.

Other than that, this study proved that Lazada customer's purchasing intentions are positively affected by its service quality. Based on the results of this research conducted at Lazada online store, the authors want to provide suggestions and inputs that can be useful for Lazada online shop as well as for further researchers who would like to use this study as a reference. Since its customers purchase intentions are proven to be affected by trust and service quality, these results have implications regarding the need to increase service quality at Lazada, while it remains an online shopping option for customers. Lazada also must improve and re-evaluate its website to be more qualified and continue to provide innovation and an increasingly attractive visual appearance to further increase the purchase intention and continue to be a terrific opportunity for the company.

#### **5.4.2 Theoretical implication**

The first theoretical implications of this research are to draw conclusions about how trust and service quality affect purchase intentions on the Lazada site. This study proves that online shopping requires a high level of trust to increase consumer's purchase intention. In addition, good service quality are also necessary, so that consumers can confidently make purchases on the Lazada site.

#### **5.5 Limitation**

Despite the useful examine of this research, this research has several limitations that need to be acknowledged. Firstly, we cannot do the research to be generalized extensively in Malaysia, as the scope of the research is confined to the Section 13, Shah Alam of Selangor, therefore caution may be needed before generalizing the findings to the whole country.

Secondly, there are various factors that influence consumer purchases but in this study we only focused on two factors, which is trust factor and services quality factors of online purchasing services.

Thirdly, the findings in this study depend on the honesty of the respondents. It is known individuals would agree more on socially desirable answers and disagree more towards socially undesirable answers rather than fully and truly express the feeling and opinions. But at the same time, we do not know that the respondent's answer based on true feeling or influence by other people.

Lastly, sample is the specific group of individuals that we will collect data from. Meanwhile, due to time and resource constraints the research, our sample size were 384 as our respondents.

## **5.6 Future Research**

Based on the limitations on our research, some recommendations have been made for researchers who might conduct the similar or related research in the future. These recommendations enable more appropriate and reliable data and information for future research study. First of all, in order to get more accurate data and result, researcher can expand the sample size and the location and not limited to only in section 13, Shah Alam. Also researchers can include more variables such as price and product quality. In so doing, the results may improve and the conclusion gained might vary.

As a researcher, we need to solve the problem of questionnaire that need to answer by respondent. These are some tips to make respondents answer all the questionnaire honestly such as using word or sentence that is easy to understand without them having to read multiple times and also give multiple choice of answer. This will help respondents to think about what to answer because the answer already given in the questionnaire.

Last but not least, further research is needed to determine whether this research can be replicated in other e-commerce services. As example, Shopee Online, Mudah.my and Carousell.

## **5.7 Conclusion**

The main purpose of this research was to study the influence of trust and service quality on purchase intention in Lazada. In summary, all the analysis have prove that there is a positive significant relationship between the dependent variable and independent variable. It means that trust and service quality play an important factor in influencing customers purchase intention. It can be conclude that all the objective and hypothesis in thus study are achieve and supported. All the recommendation and proper action have been written down for the consideration in order to increase customer's trust towards Lazada and how Lazada can improve their service quality. In future research, it is advisable for researcher to improve and address the limitation of this study in order to obtain more accurate result.

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## 7.0 Appendix

### 7.1 Appendix A : Questionnaires

#### 7.1.1 Section A – Demographic Data

1. What is your gender?

- Male
- Female

2. What is your age?

- Below 20
- 20-29 years old
- 30-39 years old
- 40-49 years old
- 50-59 years old

3. Race?

- Malay
- Indian
- Chinese
- Other

4. Monthly Income?

- Unemployed
- Below RM1,000
- RM1,000-RM5,000
- RM6,000-RM10,000
- RM11,000-RM20,000

5. Level of Education:

- SPM
- Diploma
- Degree
- Master
- PhD

### 7.1.2 Section B - Trust

Please answer each of the following questions by ticking on the number that accurately reflects your opinion. There are no right or wrong answers. Just give your opinion. Thank you.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5

- |   | 1                     | 2                     | 3                     | 4                     | 5                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. I feel that Lazada have the ability to provide a high quality goods for customers.                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. I feel that Lazada have experience that make them able to deliver goods on time.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. I feel that Lazada have good knowledge in securing transaction.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. I feel that Lazada have been recognized by other parties, such as suppliers, distributors, shipping services, and so on. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. I feel that Lazada have a concern to provide the best service for their customers.                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. I feel that Lazada have the willingness to provide benefits for his customers.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. I feel that Lazada have good faith to give satisfaction to his customers.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. I feel that the Lazada will fulfill what its customers expect.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. I feel that Lazada will not hide important information from their customers.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. I feel that Lazada always maintain their reputation.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 7.1.3 Section C - Service Quality

- |  | 1                     | 2                     | 3                     | 4                     | 5                     |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. The information on the Lazada is attractively displayed.                                      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. The information on the Lazada is easy to understand.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Layout and the colour on the Lazada are interesting.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. It is easy to get in contact with the Lazada organization which provides the online services. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. The Lazada is prompt in replying to requests.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. My personal need is fulfilled by doing a transaction on Lazada.                               | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. The website provides me with information and products according to my preferences.            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

### 7.1.4 Section D - Purchase Intention

- |   | 1                     | 2                     | 3                     | 4                     | 5                     |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. I will definitely buy product from the Lazada in the near future.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. I expected to purchase through Lazada in the near future.          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. I will return to this website in the future.                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. I will consider purchasing from Lazada in the longer term.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. I always feel excited when shopping on Lazada.                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. I quickly recognize the need when the Lazada show the advertising. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. I spend my free time surfing and searching for products on Lazada. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## 7.2 Appendix B - Gant Chart

Activities	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Form a group. Choose a project title.	✓														
Meet supervisor Discuss about the title		✓	✓												
Change the project title. Find an articles and journals that suitable.			✓												
Discuss about chapter 1, 2 and 3, and make a proposal.				✓											
Meet the supervisor. Correcting the proposal (Chapter 1).					✓	✓									
Checked the proposal from chapter 1 to 3.						✓									
Present the proposal to supervisor.							✓								
Discuss about chapter 4 and 5. Bring hard copy of questionnaires.								✓	✓						
Discuss and checked about questionnaires.										✓					
Distribute questionnaires.										✓					
Checked Pilot test. Proceed to analyzed population data.											✓				
Distributed actual data among Section 13, Shah Alam citizens.												✓			
Analyzed data.													✓		
Prepare for the report. Present the slide to the supervisor.													✓		
Final report.														✓	
Present FYP.															✓

## 7.3 Appendix C - Result in SPSS

### 7.3.1 Pilot Test 30 Respondents

#### 7.3.1.1 Trust

#### Reliability

Notes		
Output Created		15-NOV-2020 23:04:57
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01

[DataSet1] C:\Users\User\Documents\SEM 5\Business Project\Record SPSS.sav

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
------------------	------------

.943	10
------	----

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Trust	4.1333	.77608	30
Trust	4.3333	.66089	30
Trust	4.3000	.79438	30
Trust	4.4333	.62606	30
Trust	4.3667	.66868	30
Trust	4.3333	.66089	30
Trust	4.3333	.71116	30
Trust	4.2667	.78492	30
Trust	4.1000	.92289	30
Trust	4.2667	.69149	30

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust	38.7333	27.926	.883	.932
Trust	38.5333	30.189	.709	.940
Trust	38.5667	28.254	.816	.935
Trust	38.4333	31.357	.574	.945
Trust	38.5000	29.569	.792	.937
Trust	38.5333	29.154	.866	.934
Trust	38.5333	29.223	.786	.937
Trust	38.6000	28.455	.801	.936
Trust	38.7667	27.426	.776	.939
Trust	38.6000	30.041	.693	.941

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
42.8667	35.775	5.98120	10

### 7.3.1.2 Service Quality

#### Reliability

Notes		
Output Created		15-NOV-2020 23:05:39
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.26

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.938	7

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Service Quality	4.1667	.83391	30
Service Quality	4.2000	.80516	30
Service Quality	4.1333	.89955	30
Service Quality	4.0667	.90719	30
Service Quality	3.9333	.86834	30
Service Quality	4.0333	.92786	30
Service Quality	4.3000	.74971	30

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Service Quality	24.6667	20.092	.735	.934
Service Quality	24.6333	19.551	.854	.924
Service Quality	24.7000	20.010	.679	.940
Service Quality	24.7667	18.806	.846	.924
Service Quality	24.9000	19.059	.853	.923
Service Quality	24.8000	19.131	.775	.931
Service Quality	24.5333	19.913	.868	.923

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
28.8333	26.282	5.12656	7



### 7.3.1.3 Purchase Intention

#### Reliability

		Notes
Output Created		15-NOV-2020 23:06:13
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record SPSS.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	30
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PI1 PI2 PI3 PI4 PI5 PI6 PI7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.09

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.962	7

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Purchasing Intention	3.9667	.96431	30
Purchasing Intention	3.9333	.94443	30
Purchasing Intention	3.9000	.99481	30
Purchasing Intention	4.0000	.90972	30
Purchasing Intention	4.0000	.94686	30
Purchasing Intention	4.0667	.94443	30
Purchasing Intention	3.9333	1.01483	30

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchasing Intention	23.8333	27.316	.854	.957
Purchasing Intention	23.8667	27.085	.903	.953
Purchasing Intention	23.9000	26.921	.866	.956
Purchasing Intention	23.8000	27.890	.847	.958
Purchasing Intention	23.8000	26.855	.928	.952
Purchasing Intention	23.7333	27.582	.845	.958
Purchasing Intention	23.8667	27.085	.827	.960

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
27.8000	36.855	6.07085	7

## 7.3.2 Analyze 384 Respondents

### 7.3.2.1 Trust

#### Reliability

Notes		
Output Created		16-NOV-2020 20:46:30
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record Chapter 4.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.09

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded <sup>a</sup>	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.928	10

Item Statistics			
	Mean	Std. Deviation	N
Trust	4.3281	.72020	384
Trust	4.2630	.71250	384
Trust	4.3724	.72217	384
Trust	4.3698	.70709	384
Trust	4.3073	.68885	384
Trust	4.2917	.69937	384
Trust	4.3490	.68027	384
Trust	4.3125	.69781	384
Trust	4.2031	.78855	384
Trust	4.2917	.70680	384

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Trust	38.7604	24.992	.746	.920
Trust	38.8255	25.272	.712	.921
Trust	38.7161	24.966	.747	.919
Trust	38.7188	25.816	.635	.925
Trust	38.7813	25.367	.726	.921
Trust	38.7969	25.342	.717	.921
Trust	38.7396	25.436	.726	.921
Trust	38.7760	24.973	.777	.918
Trust	38.8854	24.707	.708	.922
Trust	38.7969	25.248	.722	.921

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
43.0885	30.880	5.55697	10

### 7.3.2.2 Service Quality

#### Reliability

Notes		
Output Created		16-NOV-2020 20:47:11
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record Chapter 4.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.17

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded <sup>a</sup>	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.775	7

Item Statistics			
	Mean	Std. Deviation	N
Service Quality	4.2526	.82787	384
Service Quality	4.2604	.77149	384
Service Quality	4.3073	.82033	384
Service Quality	4.3307	2.17450	384
Service Quality	4.1797	.85594	384
Service Quality	4.2266	.79701	384
Service Quality	4.2552	.80629	384

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Service Quality	25.5599	20.184	.682	.724
Service Quality	25.5521	20.410	.709	.723
Service Quality	25.5052	20.225	.684	.724
Service Quality	25.4818	16.767	.250	.916
Service Quality	25.6328	20.139	.660	.725
Service Quality	25.5859	20.463	.672	.727
Service Quality	25.5573	20.232	.698	.723

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.8125	25.944	5.09351	7

### 7.3.2.3 Purchase Intention

#### Reliability

Notes		
Output Created		16-NOV-2020 20:47:54
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record Chapter 4.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=PI1 PI2 PI3 PI4 PI5 PI6 PI7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.06

Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded <sup>a</sup>	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.936	7

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Purchasing Intention	4.0911	.90229	384
Purchasing Intention	4.0313	.89912	384
Purchasing Intention	4.1146	.88350	384
Purchasing Intention	4.1510	.80020	384
Purchasing Intention	4.2031	.83986	384
Purchasing Intention	4.2161	.82243	384
Purchasing Intention	4.0651	.94132	384

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Purchasing Intention	24.7813	19.597	.805	.925
Purchasing Intention	24.8411	19.560	.814	.924
Purchasing Intention	24.7578	19.751	.804	.925
Purchasing Intention	24.7214	20.661	.762	.929
Purchasing Intention	24.6693	20.029	.813	.924
Purchasing Intention	24.6563	20.383	.779	.927
Purchasing Intention	24.8073	19.545	.770	.928

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
28.8724	26.843	5.18099	7



### 7.3.3 Compute

COMPUTE Trust=MEAN(T1,T2,T3,T4,T5,T6,T7,T8,T9,T10).

EXECUTE.

COMPUTE Service\_Quality=MEAN(SQ1,SQ2,SQ3,SQ4,SQ5,SQ6,SQ7).

EXECUTE.

COMPUTE Purchase\_Intention=MEAN(PI1,PI2,PI3,PI4,PI5,PI6,PI7).

EXECUTE.

### 7.3.4 Frequencies

Notes		
Output Created		16-NOV-2020 21:32:34
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record Chapter 4.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Gender Age Race Income Education T1 T2 T3 T4 T5 T6 T7 T8 T9 T10 SQ1 SQ2 SQ3 SQ4 SQ5 SQ6 SQ7 PI1 PI2 PI3 PI4 PI5 PI6 PI7 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.10

**Statistics**

		Gender	Age	Race	Monthly Income	Level of Education	Trust
N	Valid	384	384	384	384	384	384
	Missing	0	0	0	0	0	0

**Statistics**

		Trust	Trust	Trust	Trust	Trust	Trust	Trust
N	Valid	384	384	384	384	384	384	384
	Missing	0	0	0	0	0	0	0

**Statistics**

		Trust	Trust	Service Quality	Service Quality	Service Quality
N	Valid	384	384	384	384	384
	Missing	0	0	0	0	0

**Statistics**

		Service Quality	Service Quality	Service Quality	Service Quality	Purchasing Intention
N	Valid	384	384	384	384	384
	Missing	0	0	0	0	0

**Statistics**

		Purchasing Intention	Purchasing Intention	Purchasing Intention	Purchasing Intention	Purchasing Intention
N	Valid	384	384	384	384	384
	Missing	0	0	0	0	0

**Statistics**

		Purchasing Intention					
N	Valid						384
	Missing						0

### 7.3.4.1 Frequency Table

<b>Gender</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	164	42.7	42.7	42.7
	Female	220	57.3	57.3	100.0
	Total	384	100.0	100.0	

<b>Age</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	68	17.7	17.7	17.7
	20-29	173	45.1	45.1	62.8
	30-39	76	19.8	19.8	82.6
	40-49	55	14.3	14.3	96.9
	50-59	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

<b>Race</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	337	87.8	87.8	87.8
	Indian	21	5.5	5.5	93.2
	Chinese	21	5.5	5.5	98.7
	Other	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

<b>Monthly Income</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	154	40.1	40.1	40.1
	Less 1,000	42	10.9	10.9	51.0
	1,000-5,000	157	40.9	40.9	91.9
	6,000-10,000	30	7.8	7.8	99.7
	11,000-20,000	1	.3	.3	100.0
	Total	384	100.0	100.0	

Level of Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	128	33.3	33.3	33.3
	Diploma	171	44.5	44.5	77.9
	Degree	69	18.0	18.0	95.8
	Master	11	2.9	2.9	98.7
	PhD	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

Trust					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neither Agree nor Disagree	45	11.7	11.7	12.5
	Agree	158	41.1	41.1	53.6
	Strongly Agree	178	46.4	46.4	100.0
	Total	384	100.0	100.0	

Trust					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	5	1.3	1.3	1.6
	Neither Agree nor Disagree	39	10.2	10.2	11.7
	Agree	186	48.4	48.4	60.2
	Strongly Agree	153	39.8	39.8	100.0
	Total	384	100.0	100.0	

Trust					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	5	1.3	1.3	1.6
	Neither Agree nor Disagree	34	8.9	8.9	10.4
	Agree	154	40.1	40.1	50.5
	Strongly Agree	190	49.5	49.5	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Neither Agree nor Disagree	36	9.4	9.4	10.4
	Agree	157	40.9	40.9	51.3
	Strongly Agree	187	48.7	48.7	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Neither Agree nor Disagree	34	8.9	8.9	9.9
	Agree	186	48.4	48.4	58.3
	Strongly Agree	159	41.4	41.4	99.7
	6.00	1	.3	.3	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Neither Agree nor Disagree	39	10.2	10.2	11.2
	Agree	181	47.1	47.1	58.3
	Strongly Agree	160	41.7	41.7	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	2	.5	.5	.8
	Neither Agree nor Disagree	33	8.6	8.6	9.4
	Agree	174	45.3	45.3	54.7
	Strongly Agree	174	45.3	45.3	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.3	.3	.3
	Disagree	3	.8	.8	1.0
	Neither Agree nor Disagree	37	9.6	9.6	10.7
	Agree	177	46.1	46.1	56.8
	Strongly Agree	166	43.2	43.2	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	4	1.0	1.0	2.1
	Neither Agree nor Disagree	52	13.5	13.5	15.6
	Agree	174	45.3	45.3	60.9
	Strongly Agree	150	39.1	39.1	100.0
	Total	384	100.0	100.0	

<b>Trust</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	1	.3	.3	.8
	Neither Agree nor Disagree	41	10.7	10.7	11.5
	Agree	179	46.6	46.6	58.1
	Strongly Agree	161	41.9	41.9	100.0
	Total	384	100.0	100.0	

<b>Service Quality</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.6	1.6	1.6
	Disagree	5	1.3	1.3	2.9
	Neither Agree nor Disagree	44	11.5	11.5	14.3
	Agree	160	41.7	41.7	56.0
	Strongly Agree	169	44.0	44.0	100.0
	Total	384	100.0	100.0	

<b>Service Quality</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	6	1.6	1.6	2.9
	Neither Agree nor Disagree	29	7.6	7.6	10.4
	Agree	188	49.0	49.0	59.4
	Strongly Agree	156	40.6	40.6	100.0
	Total	384	100.0	100.0	

Service Quality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	7	1.8	1.8	3.1
	Neither Agree nor Disagree	37	9.6	9.6	12.8
	Agree	151	39.3	39.3	52.1
	Strongly Agree	184	47.9	47.9	100.0
	Total	384	100.0	100.0	

Service Quality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	7	1.8	1.8	2.9
	Neither Agree nor Disagree	38	9.9	9.9	12.8
	Agree	183	47.7	47.7	60.4
	Strongly Agree	151	39.3	39.3	99.7
	44.00	1	.3	.3	100.0
	Total	384	100.0	100.0	

Service Quality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	11	2.9	2.9	3.9
	Neither Agree nor Disagree	55	14.3	14.3	18.2
	Agree	156	40.6	40.6	58.9
	Strongly Agree	158	41.1	41.1	100.0
	Total	384	100.0	100.0	



<b>Service Quality</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	1.0	1.0	1.0
	Disagree	7	1.8	1.8	2.9
	Neither Agree nor Disagree	43	11.2	11.2	14.1
	Agree	174	45.3	45.3	59.4
	Strongly Agree	156	40.6	40.6	100.0
	Total	384	100.0	100.0	

<b>Service Quality</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.6	1.6	1.6
	Disagree	5	1.3	1.3	2.9
	Neither Agree nor Disagree	36	9.4	9.4	12.2
	Agree	176	45.8	45.8	58.1
	Strongly Agree	160	41.7	41.7	99.7
	6.00	1	.3	.3	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	11	2.9	2.9	4.2
	Neither Agree nor Disagree	77	20.1	20.1	24.2
	Agree	142	37.0	37.0	61.2
	Strongly Agree	149	38.8	38.8	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.6	1.6	1.6
	Disagree	15	3.9	3.9	5.5
	Neither Agree nor Disagree	68	17.7	17.7	23.2
	Agree	167	43.5	43.5	66.7
	Strongly Agree	128	33.3	33.3	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	11	2.9	2.9	4.2
	Neither Agree nor Disagree	67	17.4	17.4	21.6
	Agree	153	39.8	39.8	61.5
	Strongly Agree	148	38.5	38.5	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	11	2.9	2.9	3.4
	Neither Agree nor Disagree	53	13.8	13.8	17.2
	Agree	179	46.6	46.6	63.8
	Strongly Agree	139	36.2	36.2	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	1.3	1.3	1.3
	Disagree	9	2.3	2.3	3.6
	Neither Agree nor Disagree	47	12.2	12.2	15.9
	Agree	165	43.0	43.0	58.9
	Strongly Agree	158	41.1	41.1	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	.5	.5	.5
	Disagree	11	2.9	2.9	3.4
	Neither Agree nor Disagree	52	13.5	13.5	16.9
	Agree	156	40.6	40.6	57.6
	Strongly Agree	163	42.4	42.4	100.0
	Total	384	100.0	100.0	

<b>Purchasing Intention</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	2.3	2.3	2.3
	Disagree	18	4.7	4.7	7.0
	Neither Agree nor Disagree	50	13.0	13.0	20.1
	Agree	169	44.0	44.0	64.1
	Strongly Agree	138	35.9	35.9	100.0
	Total	384	100.0	100.0	

### 7.3.5 Correlations

Notes		
Output Created		16-NOV-2020 21:37:04
Comments		
Input	Data	C:\Users\User\Documents\SEM 5\Business Project\Record Chapter 4.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	384
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Trust Service_Quality Purchase_Intention /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.08

Correlations				
		Trust	Service_Quality	Purchase_Intention
Trust	Pearson Correlation	1	.711**	.685**
	Sig. (2-tailed)		.000	.000
	N	384	384	384
Service_Quality	Pearson Correlation	.711**	1	.714**
	Sig. (2-tailed)	.000		.000
	N	384	384	384
Purchase_Intention	Pearson Correlation	.685**	.714**	1
	Sig. (2-tailed)	.000	.000	
	N	384	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).