DIPLOMA IN BUSINESS STUDIES

COMMERCE DEPARMENT

THE FACTOR INFLUENCING CUSTOMERS SATISFACTION ON ONLINE SHOPPING DURING MOVEMENT CONTROL ORDER AMONG THE TTDI JAYA RESIDENTS

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TO STUDY THE FACTOR INFLUENCING CUSTOMERS SATISFACTION ON ONLINE SHOPPING DURING MOVEMENT CONTROL ORDER AMONG THE TTDI JAYA RESIDENTS

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Abstract - This paper study the factor influencing customer satisfaction during Movement Control Order (MCO) among TTDI Jaya residents have been taken to be the sample of researcher analysis. The respondents answered self-administrated questionnaires. The questionnaires were divided into three sections, which are Section A, Section B, and Section C. Section A consists of demographic variables of the respondents and general information regarding respondents' acknowledgement on the online shopping. On Section B and Section C, much deeper questions were included whereas Section B is about customer satisfaction level while Section C is about the factor influencing customer satisfaction. Data relating to the constructs were collected from 367 respondents of TTDI Jaya residents. Researcher has collected a total amount of 367 responses at a response rate of 100%. The findings demonstrate that most of the respondents were aware on customer satisfaction factor. The results based on Pearson correlation coefficient came out with convenient at first place which is .677 followed by security which is .643 and last but not least website design which is .640. This study could provide an opportunity to expand the research on how to gain more awareness on more factor that influencing customer satisfaction on online shopping.

Keywords: Online Shopping, Customer Satisfaction, Residents, MCO, Security, Website Design, Convenient.

TABLE OF CONTENTS

LIST OF TABLES/ FIGURE

CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

This chapter will present an overview of the whole research project. The purpose of the research is to study on customer satisfaction on online shopping during MCO by TTDI Jaya Residents. MCO is referred to as The 2020 Movement Control. It was implemented as a precautionary measure by the Malaysian federal government in response to the COVID-19 outbreak in the country on 18 March 2020 (Sarwar, et al., 2016).

Coronavirus 2019 (COVID-19) is defined as a disease caused by a new coronavirus now called coronavirus 2 severe acute respiratory syndrome (SARS-CoV-2; previously called 2019nCoV) (Cennimo & David, 2020). The virus is known to cause respiratory infections in humans. This new tension was unknown before December 2019, when an unknown pneumonia outbreak appeared in Wuhan, China (Jacqueline, 2020).

On 23th January 2020 The Ministry of Health (MOH) through the National Crisis Preparedness and Emergency Response Centre (CPRC) received reports of three cases (two in Sabah and one in Selangor) suspected of being infected with coronavirus 2019 (2019-nCoV). On 25th January 2020 Ministry of Health confirmed the first case of 2019-nCoV involving three Chinese nationals who entered Malaysian via Johor from Singapore on 23 January (Group, 2020).

This is due to the initiative of the Malaysian government which has implemented an action plan known as the Movement Control Order (MCO) aimed at stopping the spread of the Covid19 epidemic (Suliati, 2020). At the beginning of the Covid-19 epidemic, Malaysia has begun travel and quarantine restrictions, but with the continued increase in the case of the new Covid19, The Movement Control Order was finally launched on March 18, 2020, requires the closure of all businesses except those that provide essential services and items (Daniel Tang, 2020).

On May 11, 2020, the prime minister announced that the Conditional Operations Order (CMCO) Order would begin on May 13, 2020. From June 7 to December 31, Malaysians will go through the Rehabilitation Movement (RMCO) phase. "Social distance" is an interesting way to say "stay away" from others. This means staying away from others and staying away from public places such as supermarkets and social gatherings (MyPF, 2020).

This means staying away from significant physical distances (at least 1-2 meters) from others and avoiding crowded public places such as supermarkets or social gatherings, where you will be in close contact with others. This is of course a strategy that aims to keep people away from those who have been infected with the Covid-19 virus, as much as possible (Imara, 2020). That is what is meant by social distance.

Online shopping or e-shopping has changed the business world and some people have decided to use these features. What their main concern is precisely and the response from globalization is the efficiency of the merger while running their business. E-shopping has also increased rapidly in Malaysia in recent years (Cennimo & David, 2020). The rapid growth in the ecommerce industry in Malaysia has created a demand to emphasize how to increase customer satisfaction while operating in an e-retail environment. It is very important that customers are satisfied with the website, otherwise they will not return (Sarwar, et al., 2016).

For online shopping, consumers do not like surprises and want to see all the relevant information before buying. Customer expectations have steadily risen over the past two decades in line with the growth of online retail. Consumers not only expect fast delivery but a wide range of delivery options and reasonable prices. Delivering it can build trust and loyalty. Consumers have different needs and levels of urgency when faced with a problem, so by providing the option to send a quick message instead of waiting on the phone, can really benefit online retailers (Andrew, 2019).

1.2. BACKGROUND OF RESEARCH

This research aims to study on the factor influencing customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents. Online shopping is the activity buying products or services over the Internet that happen nowadays. It means going online, alighting on a seller's website, choosing something, and organizing for its delivery. The buyer can choose the payment method either with a credit or debit card or upon delivery. In this article, the term 'online' means 'controlled by or connected to a computer'. The term does not only include buying things online but also searching for the things in a way of online (Market Business News, 2020).

Online shopping allows to buy directly from seller without third parties on Internet browsers. In the later twenty years, online shopping plays an important role and more than 1.6 billion people worldwide buy online good and this system has generated 1.90 trillion US dollar in 2016 (Shafique-ur, Rapiah, & Hazelie, 2019).

Besides, online shopping popularity is increasing day by day, as people feel that online shopping is easier because they can buy from their residence. It also provides detailed information about the product with a one mouse click (Anam & Shafique, 2019). The definition of customer satisfaction is a measure of how well products and services meet or exceed the customer's expectations (LoveToKnow Corporation, 2018).

Customer satisfaction is the key to establishing long-term relationships with customers. If you think back to the analogy of an appointment, going through the sales process is like appealing to your prospects to turn them into customers but keeping a long-term relationship working is hard work. You need to keep giving values over and over again. You need to make sure your customers are satisfied. 81% of satisfied customers are more likely to do business with you again if they have a positive experience. 95% of customers will "take action" after experiencing a negative experience - such as sharing a problem with friends and family, or turning around. Continuous satisfaction leads to loyalty. Once customers trust the company and are confident that the company will continue to provide, they will continue to do business with them (Sarah, 2020).

1.3. PROBLEM STATEMENT

As news of COVID-19 spread and as it was officially declared a pandemic by the World Health Organization, people responded by stocking up. Their bought-out food and necessity thing example medical supplies like hand sanitizer and masks. The amount of people considered safe to gather in one place has been reduced from thousands, hundreds to ten (Susan, 2020).

Thus, the reaction that sees how people approach this period of isolation and uncertainty is a major change in their shopping behaviour overnight. From bulk purchases to online shopping people change what they buy, when and how (Susan, 2020).People also tend to change their shopping habits for online shopping once the MCO is implemented. People are starting to save more in the midst of uncertainty about job security and income, and instead buying basic necessities such as groceries, household necessities and even health supplements. A large number of roadside grocery stores were significantly reduced and unimportant businesses were ordered to stop operating during the MCO (Benedict, 2020).

Due to the existence of the term social distance, people in Malaysia find it difficult to get their daily necessities at the store. In the current Covid-19 era, online shopping has increased dramatically and is in high demand among consumers in Malaysia. Therefore, trading through e-commerce platforms has become a new norm that is increasingly practiced in daily life. Buying and selling goods online is now a trend among consumers including traders not only in this country but all over the world (Suliati, 2020).

The increase in sales figures was due to a wave of new customers switching from buying goods offline to online, "Until the end of 2019, the estimated e-commerce market size represents around 15% -18% of the entire retail market in Malaysia. Now, it is difficult to buy goods offline, up to 82% -85% of the remaining purchases have flooded the e-commerce scene". Lee further explained that it is common for e-commerce players to double their sales during the MCO period. However, he said that the sales figures of MMX Malaysia are above the norm, and that is because kitchen appliances are very popular during the Hari Raya season said Charles Lee, founder and CEO of MMX Malaysia (Jotham, 2020).

Therefore, the important fact to examine is that companies must ensure that their customers are satisfied with their purchases which is really important from an e-commerce standpoint. Keep in mind, this study aims to study customer satisfaction with e-shopping in Malaysia.

1.4. RESEARCH OBJECTIVES

The main research objective for this study are as per below:

1.4.1. To identify the highest level of satisfaction among TTDI Jaya residents.
1.4.2. To examine the relationship between security, website design, convenient and customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents.
1.4.3. To determine the extent to which security, websites design convenient explain customer satisfaction.

1.5. RESEARCH QUESTION

The research question for this study are as per below:

1.5.1. Does security, website design, convenient is the highest level of satisfaction among TTDI Jaya residents?
1.5.2. Does security, website design, convenient affect customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents?
1.5.3. Does security, website design, convenient contributed to explain customer satisfaction among TTDI Jaya residents?

1.6. SCOPE OF RESEARCH

This study is only limited to consumers among the population of TTDI Jaya. Therefore, this study will help researchers to understand more closely the factors that influence customer satisfaction in online shopping during movement control order (MCO). This study will enable the various parties concerned to obtain conclusions and analysis based on the actual answers of users in the questionnaire provided.

The results will enable researchers to identify the factors that influence customer satisfaction during MCO among TTDI Jaya residents. It is interesting to understand how consumers view their shopping habits. However, due to the emergence of online shopping, it is believed that there are factors that influence customer satisfaction during MCO.

1.7. SIGNIFICANT OF RESEARCH

The significant of this study are:

1.7.1. The importance of this study is determined by the factors influencing the customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents.

1.7.2. The research reveals information regarding the factor influencing customer satisfaction on online shopping during MCO.

1.7.3. The information, analysis and search results obtained from this research can prove factors influencing customer satisfaction on online shopping during MCO among TTDI Jaya residents.

1.7.4. The research could be a reference for university and college student to go further study of the factors influencing customer satisfaction on online shopping during MCO.

1.7.5. Students may gain knowledge on how to conduct research with the problems identified and provide further explanation for studies on learning content.

1.7.6. The research could be a reference for online shopping company and retails to improve their product and online shopping website.

1.8. DEFINITION OF TERM

1.8.1. ONLINE SHOPPING

The process of searching for and purchasing goods and services over the Internet through the use of a web browser. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house (Computer Hope, 2020).

1.8.2. CONSUMER

To people or organization that purchases services or products. Moreover, it can also refer to hiring goods (Market Business News, 2015). In present days, consumers could just purchase some of the services and products provided through online due to the advanced technologies.

1.8.3. CUSTOMER SATISFACTION

A metric used to quantify the degree to which a customer is happy with a product, service, or experience. This metric is usually calculated by deploying a customer satisfaction survey that asks on a five or seven-point scale how a customer feels about a support interaction, purchase, or overall customer experience, with answers between "highly unsatisfied" and "highly satisfied" (Sophia, 2019).

1.8.4. RESIDENT

Could simply mean a community who lives on the premises or those who reside in a place (Farlex, 2020).

1.8.5. MOVEMENT CONTROL ORDER (MCO)

MCO is actually a partial form of lockdown. While non-essential services are expected to close within the stipulated period. All places of learning will be closed for the duration of the MCO, with higher education institutes transitioning to online lectures in some cases. All mass gatherings in the country, including religious, sporting, social, and cultural events, are to be postponed or cancelled. All places of worship, and businesses excluding essential services, will be closed as well (Xavier, 2020).

1.8.6. CUSTOMER SATISFACTION ON ONLINE SHOPPING

Customer satisfaction is a customer's positive, neutral or negative feeling about the value received from an organization's product in specific use situations. Also, customer satisfaction could be described as a feeling of pleasure or disappointment that results from a company product performance to expectations. If a customer perception about a certain product is better than expectation, he/she is delighted, if it as expected, they will be satisfied, if it is less than expected, they will be dissatisfied (Titus, 2019).

1.8.7 SECURITY

A concern for everyone who makes purchases on the Internet, but it is also an important issue for business leaders and not just those in the retail sector (Rick, 2015).

1.8.8 WEBSITE DESIGN

A web development process for creating a website that focuses on aesthetic factors like layout, user interface and other visual imagery in order to make the website more visually appealing and easy to use. Web design makes use of various programs and tools in order to achieve the intended look, such as Dreamweaver, Photoshop and many others (TechoPedia, 2017).

1.8.9 CONVENIENT

A key to understanding shopping behaviour, for which consumers attach an increased significance. All part of the customer experience and should always be at the forefront of strategies and plans for your retail brand – both online and in-store. In a world where time is short and there are so many options available, it takes more than price to beat competitors so it's vital that you look at how you can make shopping with your brand as easy and convenient as possible (Commentator, 2020).

1.9. SUMMARY

This chapter will summarize the research focuses on the factor influencing customer satisfaction on online shopping during MCO among the TTDI Jaya Residents. This chapter describes the background of the study, problem statement, research questions, objective, scope, research significant as well as the definition of the terms.

Chapter 2 will continue the study by reviewing the literature for each variable in this research in order to give a clear explanation for the concept of this research and proposed a theoretical framework.

CHAPTER 2

LITERATURE REVIEWS

2.1. INTRODUCTION

Literature review was monitored to identify the terms, definitions, and characteristics of the research topic. It should provide concepts that cannot be applied to research and help determine the nature of research.

A review of the literature will look further at the factors influencing customer satisfaction on online shopping during movement control orders. In the literature review, the definitions of both dependent variables and independent variables will be explored in the following review.

Determinants of variables are needed to understand how the three elements of independent variables (security, website design and convenient) influence dependent variables (consumer satisfaction) in online shopping. Researchers conducted a review of specific theoretical models used to present this conceptual framework.

2.2. LITERATURE REVIEWS

2.2.1. ONLINE SHOPPING

Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home according to (Edwin & Sunitha, 2014).

Variety of goods are available in online. Consumers can get full information about the product with its reviews being passed by the existing users. Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people (Edwin & Sunitha, 2014).

Internet usage is a new alternative in today's business transaction (e-commerce) and the using of this transaction is very efficient because sellers do not need certain space, and have no time boundary. The buyers will save time, even can make purchases regardless of time and place. E-commerce will be able to interpret purchases and sales in more modern and complex market (Noradilah, Mohd Sani, & Wan Mohd Khairul Firdaus, 2019).

Although, the rapid growth of the online shopping market is Optimistic for future growth but negative aspects emerge in conventional shopping methods. Lack of visual contact or physical presence of trust-related factor products among consumers is highly dominated in online shopping and methods of discouraging online shopping (Lim, Abdullah, Shahrul Nizam, & Abdul Rahim, 2016).

2.2.2. MOVEMENT CONTROL ORDER (MCO)

Malaysia has implemented the Movement Control Order (MCO) from 18 March 2020 to 31 March 2020 and then implemented on 14 April 2020, equivalent to the Prevention and Control of Infectious Diseases Act 1988 and the Police Act 1967, to control the virus chain. The order involves the closure of all government, private and business premises except those found in essential services (water, electricity, energy, telecommunications, postal, transportation, irrigation, oil, gas, fuel, lubricants, broadcasting, finance, banking, health, pharmacy , fires, prisons, ports, airports, security, defence, cleaning, retail and food supplies) (Ashley, 2020).

MCO has influenced the Malaysian economy. Most companies have their employees working from home, and some employees are forced to quit their jobs. NGOs are actively helping those affected by the epidemic. They have provided food, shelter for the homeless, and even given money to help those in need. Several NGOs have helped by providing protective masks, disinfection facilities and helping educate citizens about COVID-19 (Ain Umaira, et al., 2020).

All front liners are required to wear PPE. However, due to the rapid increase in COVID19 cases, there is a shortage of PPE equipment. This deficiency can endanger the health of the front line. Therefore, several NGOs and community leaders have helped sew PPE for the medical frontline. For example, several Malaysian fashion designers associated with the Malaysian Association of Official Designers (MODA) have produced PPE for local medical staff (Bervin, 2020).

2.2.3. CUSTOMER SATISFACTION

Customer satisfaction is a reflection of how a customer feels about your company. It's the comparison between customer expectations and the type of experience they actually receive from your brand (Sara, 2020).

"Customer satisfaction of online shopping users among to youth or teenage group", this study concludes that the online shopping buyer's satisfaction towards the products or services available in sites, their prices, quality and timely delivery and place of delivery of products. This study indicates that the online marketer should give more preference on the prime factor and the after-sale factors (Adrita, 2013).

Customer satisfaction is defined as a measurement that determines how products or services provided by a company meet customer expectations. Customer satisfaction is one of the most important indicators of consumer purchase intentions and loyalty. High-standard customer service can win clients' hearts. Nowadays when social media play such an important role in making decisions it's crucial to keep an eye on the quality of customer service to provide. (Lucjan, 2020).

Customer satisfaction is usually used as a tagline by businesses to attract customers and buy the product or use the service. Customer satisfaction is a situation in which the customer is satisfied, either on the quality of the product or the overall interaction experienced by the customer (Mohammad Aminuddin & Mohd Farid, 2020).

Overall, it is a positive reflection by customers on business organizations. Businesses must ensure that the products or services they offer are perfect and most importantly meet the needs of target customers (Mohammad Aminuddin & Mohd Farid, 2020).

2.2.4. SECURITY

Security in online shopping is a crucial for everyone who makes purchases on the Internet, but it is also an important issue for business leaders and not just those in the retail sector. Firms also go shopping online, and their employees frequently make business purchases on the company credit card. Enterprise partners involved in online retail can connect a firm with what happens when customers wheel their virtual shopping cart to the checkout lane or decide not to, uneasy about entering their credit card numbers online (Rick M., 2015).

Brazilian researchers introduced online consumer satisfaction models and information systems security practices (Gustavo & Antonio Carlos, 2015). According to (Yeen, Yee Sheng, Peng, & Peng, 2018) 53% of customers want to leave their transactions when online sellers need a lot of information for user registration and some 27% of users will also not register if there is a lack of reliable security.

Also, in an effort to convince customers and give them confidence on the site, some online service providers publish stories, customer testimonials, and policies regarding their security or privacy practices.

The most significant online shopping security issues for businesses closely mirror those of consumers. Many revolve around personal information, primarily financial data and details about payment cards, whether credit or debit. While businesses can follow some basic guidance given to individual online shoppers, such as keeping browsers updated, there are more these organizations must take into account. Consumer behaviour trends due to online shopping security concerns have the ability to make or break a firm's e-commerce efforts (Rick M., 2015).

2.2.5. WEBSITE DESIGN

A website is an effective identity and representation of objectives and strategies. Websites can be defined as a group of interconnected web pages arranged in close hyperlinks that include specially integrated themes. The conclusion is to describe the activities, goods and services of the company in such a way that reflects the achievement of its goals through electronic features. Website design has a positive bearing on the quality of the overall e-service (Yousif & Zubair Hassan, 2017).

Customer service refers to the level of service and handling or return policy during and after sales (Blut, 2016). According to (Mutia sobihah , 2015) a study describes the quality of website content to be questioned as it is a way to give credibility to customer E as well as information that directly affects customer satisfaction.

A website is an effective identity and representation of objectives and strategies. According to (Shankar V., 2018)found that the ease of information collection and depth of knowledge on the website has a significant positive effect on the overall level of customer satisfaction. Researchers have also claimed that adequate and accurate information on websites builds constructive attitudes among users and increases satisfaction.

2.2.6. CONVENIENT

As consumers allocate less time to shopping and more other efforts, their desire for convenience has increased, and as a result, their attention has shifted to online shopping (Kashyap & Kumar, 2018). The concept of effort saving is related to the reduction of cognitive, physical, and emotional activities that must be supported by consumers to purchase goods and services such as finding product information, finding the product they want to buy.

Convenience in transactions is necessary for customers because they want to make purchases quickly and save their time and effort (Arsalam & Syeda Marium, 2017).

According to (Arsalam & Syeda Marium, 2017) customers feel that online transactions are a complicated process, so providing convenience by making it easy or providing other payment methods will increase customer satisfaction. The availability of service providers at a convenient time affects customer satisfaction.

2.3. THEORITICAL FRAMEWORK

Figure 1: Research Framework
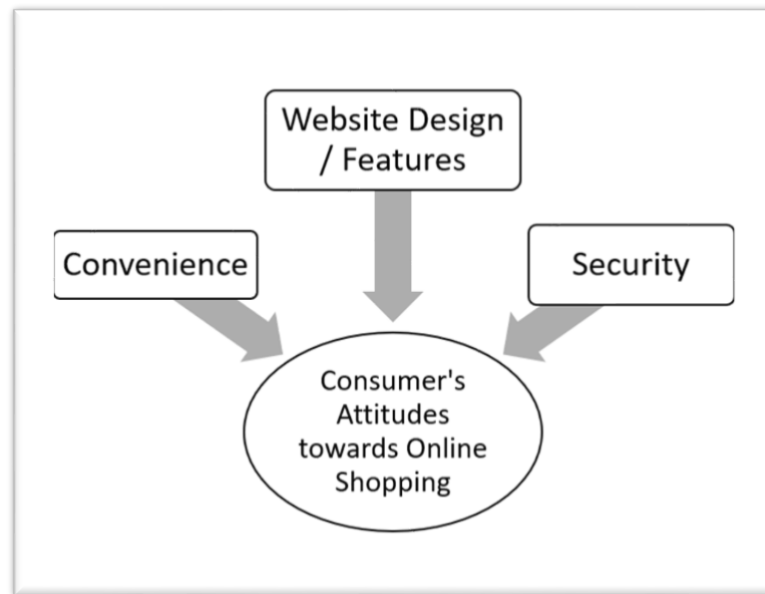
Sources: (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020)

Based on the journal by (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020) the aimed of this research is to investigate the factors influencing customer satisfaction in online shopping during Movement Control Order (MCO) among TTDI Jaya Residents. Based on the relevant theoretical framework that been stated, there are three independent variables which are security, website design and convenient that have been selected by researcher, and dependent variable are customer satisfaction will be study in this research.

2.4. HYPOTHESIS OF THE STUDY

2.4.1. SECURITY

According to the study of Izyan and Cheng, they found that online security and online consumer satisfaction do not have any significant relation between them. (Izyan Hizza & Cheng, 2014). They found that the security does not decrease satisfaction of younger online consumer. There was other research which found that online security have significant impact on consumer satisfaction, online consumer was mainly concern of the online transaction's security and personal information security (Yeen, Yee Sheng, Peng, & Peng, 2018) According to research, online security do provide a positive relationship with online consumer satisfaction (Schaupp & Belanger, 2005). From the research of Zahra, Fathian and Reza, they found the online security have significant impact on online consumer satisfaction (Zahra, Mohammad Fathian, & Mohd Reza, 2011). Every factor from the categories of product feature and website design which included security was found impactful to the online consumer satisfaction. However, online security provided the less impact on online consumer satisfaction within all nine variables in the research (Zahra, Mohammad Fathian, & Mohd Reza, 2011).

H1: There is a positive relationship between security and consumer satisfaction.

2.4.2. WEBSITE DESIGN

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design features can be considered as a motivational factor that can lead consumer to be attractive with online shopping and can create a positive and negative feelings with the website. A good website design with a good quality of feature that has been create by the seller can make consumer easier to buy using online which can lead to a successful transaction and this can attract them to revisit the website again or they can influence others to buy through the website with word of mouth. Web design quality or website features has a direct impact on user to shop online (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020).

Website design should be simple, ease of site navigation and ability of user to use. Consumers always prefer to purchase from a website that easily accessed and well organized. Consumer can easily compare products and make good choices with the well design of an online shopping that offer enough information about the products (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020).

H1: There is a positive relationship between website design and consumer satisfaction.

2.4.3. CONVENIENT

Convenience has always been a great factor for consumer to shop online. Through online, consumers can easily search or browse the information about the products or can easily find the products compare to traditional store which consumer need to search manually which sometime its takes time to search and hard for them to find the product that they want (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020).

Customer do not need to wait in line or wait until the store assistant or employee helps with the purchase. Customer can also avoid the public especially when the store offers discounted sales or clearance stocks. In addition to consumers being able to compare different types of products, consumers can also acquire several brands and products from different sellers in places or websites. Users can also go to find out the latest international trends without spending money to travel to places where products introduced or sold. They can buy from retailers in other parts of the country or even the world without being limited by geographical areas. Online stores sometimes offer far-reaching prices larger colour options or even sizes when compared to locating products locally (Jati, Agnes, Mohd Khairol, Noraini, & Gloria, 2020).

H1: There is a positive relationship between convenient and consumer satisfaction.

2.5. SUMMARY

Generally, this chapter tells much more detailed information regarding literature review related to online shopping, Movement Control Order (MCO), customer satisfaction, security, websites design and convenient.

CHAPTER 3
RESEARCH METHODOLOGY

3.1. INTRODUCTION

Research methodology is the path through which researchers need to supervise their research. This shows the path in which researcher prepare their problems and aim then they need to present the results from the data that have been collected during the research and study period (Sileyew, 2019).

This research is done through quantitative research that allows researchers to determine the factors that influence customer satisfaction with online shopping during movement control orders (MCO) among TTDI Jaya residents. Qualitative data support the analysis and results of quantitative data (Sileyew, 2019).

The contents of this chapter will cover the research methodology methods chosen to make the study design, data collection methods, how sample selected, what instruments were used in the research, what technique were used taking data samples and analysis such as how questionnaires were developed.

This research performed in two phases: the main qualitative method is used for revision measurement scales based on departmental interviews, and quantitative methods are adopted to test scales, study models, and hypothesis using several tools.

3.2. RESEARCH DESIGN

The study design provides an overview of the framework, plan or strategies that determine the study procedure. Design aspects include research approaches, sampling methods, how to collect data, processing techniques and analyse data, and write reports.

3.2.1. POPULATION, SAMPLE AND SAMPLING METHOD

This study will be conducted using a quantitative research approach. Quantitative research as involvement of the use of structural questions where the choice of respondents has been determined and a large number of respondents are involved. Survey instruments are tailored to determine user factors affect customer satisfaction in online shopping among TTDI Jaya population. A sample of 367 residents was randomly selected from the population in the average customer who uses an online shopping app is 8000 residents of TTDI Jaya (amCharts, 2020).

This method was chosen to collect data is by distributing questionnaire to the residents of TTDI Jaya. Questionnaire are a popular and most effective method for collect data used by researchers.

3.3. DATA COLLECTION METHOD

Data collection is the process of gathering information from all relevant sources to find answers to research problems, test hypotheses and evaluate the results. Data collection methods can be divided into two categories, namely secondary data collection methods and primary data collection methods.

3.3.1. PRIMARY DATA

Primary data is data that is collected by researcher from first-hand sources. The primary data collected is fresh. Example of collecting primary data is interviews, questionnaires, observations and others.

In this research, researcher has conducted a survey with TTDI Jaya residents and distribute questionnaire to them using QR code and Google Form link that researcher has created. The questionnaire was distributed to the customers face to face and it is including the questions about their demographic profile, general information, customer satisfaction level and the factors influencing customer satisfaction.

3.3.2. SECONDARY DATA

Secondary data is source of report on the finding of the primary source. It is widely available and can be obtained from another party. It also can be found in publications, internet, journals, newspaper and article that related with this research title. This type of data can obtain more quickly. In this research, there are few secondary data that the researchers used to gather the information that related with the research such as Google Scholar and other databases. Besides that, previous journals are used to have better understanding and to support this research such as journal written by students from others university and others related journals. In this research, we are using previous journal and research as a reference to guide us when do our research.

3.4. RESEARCH INSTRUMENT

The structure of questionnaire was designed in English language because it is more appropriate to communicate with our respondents. Moreover, the questionnaire was divided into three parts. Section A is about demographic variable of respondents and Section B and Section C, are construct measurement of respondents.

Besides, questionnaire in all Section B and Section C use the same type of questionnaire which is Likert Scale (1= strongly disagree to 5= strongly agree). In Section A, the questions help to identify the profiles of respondents such as gender, age, income and question about online shopping.

The questions are as follow: -

THE FACTOR INFLUENCING CUSTOMERS SATISFACTION ON
ONLINE SHOPPING DURING MOVEMENT CONTROL ORDER
AMONG THE TTDI JAYA RESIDENTS

SURVEY FORM

Section A: Demographic Variable of the Respondents

Please indicate (/) your response by selecting the most appropriate choice. Each question should only have ONE answer.

1) Gender:
   • Male   [   ]
   • Female   [   ]

2) Age:
   • Below 20 years old   [   ]
   • 20-25 years old   [   ]
   • 26-30 years old   [   ]
   • Above 31 years old   [   ]

3) Income:
   • Below RM100   [   ]
   • RM101 – RM500   [   ]
   • RM501 – RM1000   [   ]
   • RM1000 above   [   ]

4) How often do you purchase online?
   • Daily   [   ]
   • Weekly   [   ]
   • Monthly   [   ]
   • Annually   [   ]
   • Never   [   ]

5) Which online retailers do you typically use?

   • Shopee   [   ]   11Street   [   ]
   • Lazada   [   ]   Taobao   [   ]
   • Zalora   [   ]   Go Shop   [   ]
   • Fingo   [   ]   Ali Express   [   ]
   • Ebay   [   ]   Others   _____

Table 3.1 Demographic variable of respondent

Sources: Kevin Chai Yee Sheng, Li Yeen, Lim Woei Luan and Ong Sheng Peng (2018)

Section B: Dependent Variables – Customer Satisfaction

Please indicate how strongly you agree or disagree the statement given on the following Likert scale. Please circle the number which best describes your response.

1-Strongly Disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly Agree

1	I will recommend the online shopping website to others.	1	2	3	4	5
2	I am satisfied with the way the online shopping website has carried out transactions.	1	2	3	4	5
3	I am satisfied with the service I have received from the online shopping website.	1	2	3	4	5
4	I am satisfied with my most recent decision to purchase from the online shopping website.	1	2	3	4	5
5	I have truly enjoyed purchasing from the online shopping website.	1	2	3	4	5
6	I am satisfied with the after-sales service provided by the online shopping website.	1	2	3	4	5

Section C: Independent Variables

Please indicate how strongly you agree or disagree the statement given on the following Likert scale. Please circle the number which best describes your response.

1-Strongly Disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly Agree

Security

1	Online shopping website able to ensure my transactions, personal information and financial security.	1	2	3	4	5
2	Online seller will make up for me because their system's guard was sufficient.	1	2	3	4	5
3	Online shopping website had clearly after sale rules (include complain policies, return policies)	1	2	3	4	5
4	If an online shop deals with my complaint well, I will be delighted and continue to buy products from it.	1	2	3	4	5
5	The website has adequate security features.	1	2	3	4	5
6	I feel that my credit card details would not be compromised and misused if I shop at the site	1	2	3	4	5

Table 3.2 Customer Satisfaction

Sources: Kevin Chai Yee Sheng, Li Yeen, Lim Woei Luan and Ong Sheng Peng (2018)

Website Design

1	The website is convenience to search.	1	2	3	4	5
2	The website is convenience to order.	1	2	3	4	5
3	The website is easy to navigate.	1	2	3	4	5
4	The website use good colour combination.	1	2	3	4	5
5	The layout of the website is good.	1	2	3	4	5
6	It is quick and easy to complete a transaction at the website.	1	2	3	4	5

Convenient

1	Could shop anytime I wanted.	1	2	3	4	5
2	The website provide useful information.	1	2	3	4	5
3	I always read online consumer review when I was shopping.	1	2	3	4	5
4	Fast payment process.	1	2	3	4	5
5	Flexible payment method.	1	2	3	4	5
6	Easy to find the product that I wanted without having to look else here.	1	2	3	4	5

Table 3.3 Factor influencing customer satisfaction

Sources: Kevin Chai Yee Sheng, Li Yeen, Lim Woei Luan and Ong Sheng Peng (2018)

3.5. SAMPLING TECHNIQUE

Sampling techniques are one of the crucial parts of social research. In social research, it is not possible to research the entire population that is the subject of the study. Not just because there are so many, but also because the character of the population is always dynamic. Therefore, researchers use samples when collecting data to answer problems or research questions. The sample is part of the population.

The population refers as any group of entity which share some common set of characteristics. Therefore, a sample is considered as subset or some part of a larger population. In this research, purposive sampling technique will be chosen. Purposive sampling is one of the non-random sampling techniques where researchers determine the sampling method by specifying specific characteristics that are relevant to the purpose of the study so that they expected to answer the research problem.

Purposive sampling technique divides into two which is probability and non-probability. Sample was taken by using non-probability sampling in which the units of the sample were being selected on the basis of personal judgment or convenience (Zikmund, 2013). The advantages of using this sampling technique include research could be done quickly and economically, as the questionnaire only distribute to the people that have been met. All targeted respondent will be asking to read and answer the questionnaire in 5-10 minutes to complete it.

3.6. DATA ANALYSIS METHOD

The data analysis method follows the procedure listed under the following section. The data analysis section answers the basic question posed in the statement problem (Sileyew, 2019). Data analysis is the process of systematically applying statistical or logical technique to describe and illustrate, condense and recap and evaluate data. Collected data was analysis to determine how the sample of the research responds to the items under investigation.

3.6.1. DESCRIPTIVE ANALYSIS

Descriptive statistics are data analysis by percentage, frequency and by using Measure of central tendency (MCT) - mean, mode and median. In descriptive statistics, the type of data analysis often involves bivariate analysis using only one variable.

Often in the analysis of data, for demographic factors such as gender, age and education we often use percentage and frequency such as the percentage of male and female amongst the respondents. For variables such as age, researcher can also identify the mean of the average age of the respondent for example. This method organizes and summarizes information numerically, with one variable of investigation.

Usually by using tables, graphs or diagram. Together with simple graphical analysis, they form the basic virtual of any quantitative analysis of data. With descriptive analysis, one simply describes what is or what the data shows. Description of data is needed to determine the normality of the distribution description of the data is necessary as the nature of the techniques to be applied for inferential analysis of the data depends on the characteristics of the data

The purpose of frequency is to demonstrate the values such as numbers and percentages for different categories of a single categorical variable.

3.7. SCALE MEASUREMENT
3.7.1. PILOT TEST

This test is the most popular test of item consistency reliability, a test of the consistency of respondent's answer to all items in a measure which is used for multipoint scaled items, (Uma & Roger, 2013). If the scale shows a result of more than 70% (> 0.7), the questionnaires are good and reliable to analyses, while an opposite result showing a value below 0.7 renders the questionnaire unreliable to be used in this study.

Designing the perfect survey questionnaire is impossible. Hence, a pre-test can help to determine whether the instrument concerning question format, wording and order is understandable by the respondents.

About 30 respondents of TTDI Jaya residents were surveyed in the pilot study and assisting the researcher in determining the effectiveness of the survey questionnaire and it is understandably before the actual distribution. The reliability of the actual study was tested after the pilot study done. Thus, the value of reliability test of pilot study and actual study were presented in Table 3 as follows:

Table 3.4 Reliability Test for 30 Respondents

Variable	Construct	Items	Cronbach's Alpha
Independent	Security	6	.864
	Website Design	6	.896
	Convenient	6	.935
Dependent	Satisfaction	6	.894

3.7.2. INSTRUMENT VALIDITY

The validity is the accuracy of the measurement, or assessment of the exactness of the measurement absolute to what actually is being measured (Veeck, Ronald, & Alvin, 2016).

3.7.3. INSTRUMENT RELIABILITY

The reliability of a measure shows the extent to which it is without bias and hence ensures consistent measurement across time and across various items in the instrument (Uma & Roger, 2013). The popular measure for reliability to indicate the stability and consistency of instruments is the Cronbach's alpha. According to (Zainudin, 2010) the Cronbach's alpha of 0.6 or higher for a component reflects the measuring item under that particular component provide a reliable measure of internal consistency. According to (Zainudin, 2010) using the Cronbach's alpha as the measurement of reliability will achieve a different result or sometimes get the equal or same with the research before this. This study will measure the reliability of the instrument using Cronbach's alpha value and compare it with the guideline in Table 3.5.

Table 3.5: Cronbach's Table

Less than 0.60	**Weak**
0.60 to less than 0.70	**Medium**
0.70 to less than 0.80	**Good**
0.80 to less than 0.90	**Very Good**
0.90 and above	**Best**

Source: (Joe W. Kotrlik & Heather A. Williams, 11)

3.7.4. REGRESSION ANALYSIS

Multiple regression analysis is a statistical technique that can be used to analyse the effect of two or more independent variables on a single interval-scaled dependent variable (Babin, Carr, Griffin, & Zikmund, 2012). In selecting suitable applications of multiple regressions, there are three primary issues to be considered. The following are the assumptions that were incorporated in the test.

a) Normality

Normality test was performed by using a histogram and plotting the normal probability plot (p-p plot). If the histogram appears to at least resemble a bell shape curve and all the residuals were located along the diagonal line of p-p plot, it was assumed that the normality requirement has been met.

b) Homoscedasticity

The condition that occurs when the error variances produced by a regression model is constant. Homoscedasticity or equal variance was verified through the scatter plots of regression of standardized residual versus regression of standardized predicted values.

c) Independence of Error Term

Independence of Error Term means the predicted value is independent of other predicted values. Durbin-Watson statistics was used to validate the independence of error term assumption. Value of Durbin-Watson from (Savin & White, 1977) should fall between 1.50 and 2.50, which implies no auto-correlation problem.

d) Multicollinearity

Multicollinearity is when two or more of the independent variables of a multiple regression model are highly correlated. Problems of multicollinearity among predictors can result in an overestimation of the standard deviation of the regression coefficients. Tolerance above 1, Variance Inflation Factor (VIF) value below 10 and condition index below 30 signifies no major multicollinearity issues.

e) Outliers

Case wise diagnostics was run to identify any outlier in the sample. Any cases that fell above the standard deviation value of 2.50 would be dropped.

3.7.5. HIERARCHICAL REGRESSION

Hierarchical Regression was run to understand the moderating effect of Voluntariness in the relationship model.

3.8. SUMMARY

In conclusion, research methodologies have been used in collecting, analysing, and interpreting data. The chapter has given an overview on the methodology in which research design is determined, data collection methods are introduced and sampling components are explained. Target population, sampling frame, and sampling size were mentioned in the earlier component.

CHAPTER 4

ANALYSIS AND RESULT

4.1. INTRODUCTION

This chapter represents the results of the study from the questionnaires that had been used to surveyed respondents' data would be analysed. In the first part of this chapter the presentation would be on the characteristics of respondent profiles. The final part of this chapter would be focussed on hypotheses testing, correlation testing and multiple linear regression analysis. The results would kindly be presented in charts and tables. Last but not least, this chapter would be concluded with a summary on researched findings.

4.2. DEMOGRAPHY PROFILE OF RESPONDENTS

A total of 367 of responses were obtained from the TTDI Jaya residents through google form that researcher had created to conduct the surveyed. From the number of questionnaires answered, it had been answered perfectly.

The demographic data had been analysed using statistical package for social science (SPSS). For demographic data, the questions asked regarding respondents' demographic profile were including gender, age, incomes, how often did you purchase online and which online retails did you typically used.

Table 4.1 Demographic profile

Respondent's Demographic		Frequency	Percentage (%)
Gender	Male	128	34.9
	Female	239	65.1
Age	Below 20 years old	115	31.3
	21-25 years old	107	29.2
	26-30 years old	66	18
	31 years old above	79	21.5
Income	Below RM100	97	26.4
	RM101-RM500	51	13.9
	RM501-RM1000	83	22.6
	RM1001 above	136	37.1
How often do you purchase online	Daily	33	9
	Weekly	74	20.2
	Monthly	166	45.2
	Annually	89	24.3
	Never	5	1.4
Which online retails do you typically use	Shopee	286	77.9
	Lazada	150	40.9
	Zalora	79	21.5
	Fingo	59	16.1
	EBay	27	7.4
	11 Street	27	7.4
	Taobao	5	1.4
	Go Shop	44	12
	Ali Express	3	0.8
	Others	26	6.7

The results as shown in table 4.1, a total of 367 respondents were obtained from questionnaires through google form. By referring the table, the majority of respondents were female with 239 respondents (65.1%) while the respondents of male were 128 respondents (34.9%).

The age range of the respondents was high, below 20 years old comprised of 115 respondents (31.3%). Next, 21–25 years old with 107 respondents (29.2%). Then, 31 years old and above with 79 respondents (21.5%) and for 26-30 years old with 66 respondents (18%).

In terms personal income, 136 respondents at 37.1% earned above RM1001 while 97 respondents at 26.4% had earned ranging below RM100. Other than that, 83 of the respondents at 22.6% had earned ranging from RM500–RM1000 and 51 respondents at 13.9% earned income ranging from RM101-RM500.

A total of 166 respondents (45.2%) make online purchases every month while 89 respondents (24.3%) annually used online purchases. Next, a total of 74 respondents (20.2%) make online shopping activities every week and followed by 33 respondents (9%) who make online purchases every day. Finally, 5 respondents (1.4%) had never used online purchases.

Last but not least, Shopee was the highest online retailers with 286 respondents at 77.9% that were typically used. Then, Lazada with 150 respondents at 40.9%, followed by Zalora with 79 respondents at 21.5%. Next, Fingo was the famous online retailers that were typically used with 59 respondents at 16.1% while Go Shop having 44 respondents at 12%. Meanwhile, eBay and 11 Street having the same 27 respondents with 7. 4% and the others online retailers were getting 26 respondents at 6. 7%. Taobao online retailers get the second lowest with 5 respondents at 1.4% and the lowest one was Ali expressed with 3 respondents at 0.8%.

4.3. RESEARCH FINDINGS

4.3.1. DESCRIPTIVE ANALYSIS

Statistical measures or central tendencies identify values that acted as representative of the entire distribution and aims to provide an accurate description of data collected (Gravetter & Forzano, 2015). Thus, the measured using the mean means normal measured the tendency of the centre while the standard deviation was used to describe the spread (Saunders, Lewis, & Thornhill, 2015). Descriptive analysis will interpret analysis based on table below. It has been done in the study. All interpret and explanation will be based on (Moidunny, 2009) .The mean score interpretation is as shown in Table 4.2:

Table 4.2   Mean Score Interpretation

MEAN SCORE	INTERPRETATION
1.00-1.80	Very Low
1.81-2.60	Low
2.61-3.20	Medium
3.21-4.20	High
4.21-5.00	Very High

Source: (Moidunny, 2009)

Table 4.2.1 Satisfaction analysis

	MEAN	STANDARD DEVIATION
I will recommend the online shopping website to others.	4.15	.808
I am satisfied with the way the online shopping website has carried out transaction.	4.17	.763
I am satisfied with the service I have received from the online shopping website.	4.18	.767
I am satisfied with my most recent decision to purchase from the online shopping website.	4.13	.799
I have truly enjoyed purchasing from the online shopping website.	4.26	.762
I am satisfied with the after-sales service provided by the online shopping website.	4.09	.857

Based on Table 4.2.1, on the factor of satisfaction, there is the highest mean score which is 4.26 on item (I have truly enjoyed purchasing from the online shopping websites). It is shows that TTDI Jaya Residents are satisfied when shopping on online shopping websites. On the other side, the item is on (I am satisfied with the after-sales service provided by the online shopping websites) shows the lowest mean scored which is 4.09.

Table 4.2.2 Security analysis

	MEAN	STANDARD DEVIATION
Online shopping website able to ensure my transactions, personal information and financial security.	4.14	.826
Online seller will make up for me because their system's guard was sufficient.	3.99	.800
Online shopping website had clearly after sale rules (include complain policies, return policies).	4.17	.815
If an online shop deals with my complaint well, I will be delighted and continue to buy products from it.	4.25	.845
The website had adequate security features.	4.06	.787
I feel my credit card details would not be compromised and misused if I shop at the site.	4.02	.899

Based on table 4.2.2, indicate that the mean value of 6 items of security construct were from medium to high with various ranking to 3.99 to 4.25. The highest mean score is on item (If an online shop deals with my complaint well, I will be delighted and continue to buy products from it) which is 4.25. On the other side, the item is on (Online seller will make up for me because their system's guard was sufficient) shows the lowest mean scored which is 3.99.

Table 4.2.3 Website design analysis

	MEAN	STANDARD DEVIATION
The website is convenience to search.	4.26	.789
The website is convenience to order.	4.27	.721
The website is easy to navigate.	4.19	.763
The website uses good colour combination.	4.15	.816
The layout of the website is good.	4.16	.804
It is quick and easy to complete a transaction at the website.	4.28	.775

Based on table 4.2.3, the results reveal the highest mean score is on item (It is quick and easy to complete a transaction at the websites) which **is** 4.28 among the TTDI Jaya Residents on design of the websites of the online shopping. On the other side, the item is on (The website uses good colour combination) shows the lowest mean score which is 4.15.

Table 4.2.4 convenient analysis

	MEAN	STANDARD DEVIATION
Could shop anytime I wanted.	4.46	.730
The website provides useful information.	4.20	.757
I always read online consumer review when I was shopping.	4.37	.774
Fast payment process.	4.30	.774
Flexible payment method.	4.28	.796
Easy to find the product that I wanted without having to look else here.	4.22	.830

Based on table 4.2.4, for construct convenient (Could shop anytime I wanted) shows the highest mean score which is 4.46. It shows that TTDI Jaya Residents are satisfied that they can shopping on flexible time when using online shopping. On the other side, on item (The websites provide useful information) shows the lowest mean score which is 4.20. TTDI Jaya Resident are satisfied with the information that the online shopping provides in their websites.

DESCRIPTIVE ANALYSIS

Table 4.2.5: Overall mean of the construct

VARIABLES	MEAN	STANDARD DEVIATION
Customer Satisfaction	4.16	0.63
Security	4.11	0.65
Websites design	4.22	0.63
Convenient	4.30	0.61

Based on table 4.2.5, convenient shows the highest mean score which is 4.30 compared to security and websites design. It shows that TTDI Jaya Residents are satisfied when they use online shopping because they can purchase a product or services at any time. Another convenience when using online shopping sites was the ability to order products from around the world. With this, customers have many options to choose that makes them really satisfied with this product.

4.4. PEARSON CORRELATION COEFFICIENT (r) ANALYSIS

The relationship between Customer Satisfaction, Security, Websites Design and Convenient was studied using the value of correlation coefficient (r). If the value of the correlation coefficient (r) obtained is large, then there will be a strong relationship between customer satisfaction, security, websites design and convenient. On the other hand, if it was found that the correlation value (r) was small, the relationship between customer satisfaction, security and websites design with convenient was weakening.

Table 4.3.1: Relationship between Customer Satisfaction, Security, Websites Design and Convenient using Pearson Correlation Coefficient (r)

		Customer Satisfaction	Security	Website Design	Convenient
Customer Satisfaction	Pearson correlation sig. (2-tailed) N	1			
Security	Pearson correlation sig. (2-tailed) N	.643** .000 363	1		
Website Design	Pearson correlation sig. (2-tailed) N	.640** .000 363	.617** .000 363	1	
Convenient	Pearson correlation sig. (2-tailed) N	.677** .000 363	.587** .000 363	.785** .000 363	1

**. Relationship is significant at stage 0.01 (2-tailed)
Source: (Cohen, 1988)

Correlation analysis

4.4.1. Relationship between Convenient and Customer Satisfaction

Based on Table 4.3.1, the result of the correlation coefficient for the pair of variables of convenient and customer satisfaction was the highest and significant which is r = 0.677 (p-value = 0.000) (p < 0.005). The value of the correlation coefficient (r = 0.677) indicated that the linear relationship that exists between the two variables were in positive relationship. The results also explain that there is a significant relationship between convenient and customer which significant value is 0.000.

4.4.2. Relationship between Security and Customer Satisfaction

Based on Table 4.3.1, the result of the correlation coefficient for the pair of satisfaction and customer security and customer satisfaction both high and significant i.e. r = 0.643 (p-value = 0.000) (p < 0.005). The value of the correlation coefficient (r = 0.643) indicated that the linear relationship that exists between the two variables were in a positive relationship. The results also explain that there is a significant relationship between security and customer satisfaction which significant value is 0.000.

4.4.3. Relationship between Websites Design and Customer Satisfaction

Finally, based on Table 4.3.1, the correlation coefficient results for the pair of websites design and customer satisfaction was moderate but significant i.e. r = 0.640 (p-value = 0.000) (p< 0.005)The value of the correlation coefficient (r = .640) indicated that the linear relationship that exists and between the two variables was a moderate negative relationship. The results also explain that there was a significant relationship between of websites design and customer satisfaction which significant value is 0.000.

4.5. MULTIPLE LINEAR REGRESSION

Multiple linear regression analysis was used for the purpose of determining the extent to which each independent variable (security, website design and convenient) describes the dependent variable (customer satisfaction) for resident of TTDI Jaya residents. Therefore, the equations for the proposed multiple linear regression models are as follows:

Therefore, the estimated linear regression model for this study is as follows:

Y (Customer Satisfaction) = 0.337+0.337 (X1) + 0.221(X2) + (0.351) (X3)

Guidance:

Y   =   Customer Satisfaction

b0 = Constant

b1   =   Regression coefficient for X1

b2   =   Regression coefficient for X2

b3   =   Regression coefficient for X3

X1 = Security

X2 = Websites Design

X3 = Convenient

Table 4.3.2: Predictive Coefficient for Regression Model to describe Customer Satisfaction (Y) variables

Customer Satisfaction Dimension	B (Unstandardized Coefficients)	Std. Error	Beta (Standardized Coefficients)	T	Value - p
Constants	0.337	0.135	-	2.506	0.103
Security	0.337	0.046	0.347	7.400	0.000
Websites Design	0.221	0.62	0.220	3.569	0.000
Convenient	0.351	0.58	0.337	6.007	0.000

Note: R = 0.835, R2 = 0.697, R3 0.695

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835[a]	.697	.695	.34890

a. Predictors: (Constant), mb1ciii6, mb1ci6, mb1cii6

b. Dependent Variable: mb1b6

Table 4.3.3: Model Summary

Based on table Model Summary, the value of R2 which is 0.697 stated that there were three variables explain approximately 69.7% of the variance in customer satisfaction. Based on the value of R2 obtained (R2 = 0.697).

The results of the analysis stated that the line slope of the multiple linear regression estimation model was not equal to the zero-value confirming that the multiple linear regression model used was very significant.

Referring to Table 4.3.2, the multiple regression analysis indicated that the following tested variables were significant at $p<.05$. The beta value (standardize coefficients) of security ($\beta=.347$), websites design ($\beta=.220$) and convenient ($\beta=.337$) indicates that the independent variable are positively related to customer satisfaction.

4.5.1. SUMMARY OF STATISTICAL ANALYSIS RESULTS OF PEARSON CORRELATION COEFFICIENT (r)

Table 4.3.4: Summary of Results of Statistical Analysis of Study Objectives

No. Objective	Hypothesis	Analysis Result	Beta
To identify the highest level of satisfaction among TTDI Jaya resident.	-	Security = High Level Websites Design = High Level Convenient = High Level	Security: .643** Websites Design: .640** Convenient .677**
To examine the relationship between security, Websites Design, Convenient among TTDI Jaya Resident.	H1: There was a significant positive relationship between security and customer satisfaction H2: There was a significant positive relationship between website design and customer satisfaction. H3: There was a significant positive relationship between Convenient and customer satisfaction.	H1: Supported H2: Supported H3: Supported	
To determine the extent to which security, websites design convenient explain customer satisfaction.		-Security contributed to explain customer satisfaction. -Websites Design contributed to explain customer satisfaction. - Convenient contributed to explain satisfaction	

4.6. CONCLUSION

Chapter 4 as a whole described the findings of the study on the level of each study variable, the relationship between each variable (Security, Websites Design and Convenient with the variable (Customer Satisfaction) and the independent variable which contributed the most to explain the variable Y (customer satisfaction). The results of this study have been described by implementing descriptive analysis and inference analysis methods.

Based on the findings of the study, it was found that all levels of security, websites design, convenience and customer satisfaction were at a high level. In addition, the results of the study also shown that there was a linear relationship between security, websites design, convenient and customer satisfaction. Finally, the independent variables of security, websites design and convenient were found to contribute in explaining the customer satisfaction of TTDI Jaya residents.

In conclusion, this chapter aimed to convey the findings and results obtained by collecting data using a questionnaire given to the respondents. Not only that, a reliability test of all constructs was performed. On this chapter also it had shown and explained the results of the study according to the research objectives. The final chapter had summarised the whole study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1. INTRODUCTION

This chapter has provided a discussion of the statistical results in Chapter 4. It recapitulated the study and discussed the key findings by stating an explanation of the study. Recommendations for the research will be highlighted for future use.

5.2. RECAPITULATION OF THE STUDY

This research aimed to study on the factor influencing customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents. In order to substantiate the research problem, three independent variables which were security, websites design and convenient were chosen and incorporated as determinants of customer satisfaction on online shopping during Movement Control Order (MCO). The findings of the study will eventually answer that the variables (security, website design and convenient) were affected customer satisfaction on online shopping during Movement Control Order (MCO).

There were several hypotheses (stated how many) developed to test the relationship between the independent variables and the dependent variable. The hypotheses were developed to identify the relationship between security, websites design and convenient towards customer satisfaction on online shopping during Movement Control Order (MCO).

5.2.1. DISCUSSION OF MAJOR FINDINGS

The study had shown that there was a significant positive relationship between security and customer satisfaction. Security was the most important factor on online shopping. Although 74.3% of the respondents very satisfied with the security that were provided by online shopping retailer. This was in line with the research conducted by (Rick M. , 2015), that as the businesses can follow some basic guidance given to individual online shoppers, such as keeping browsers updated, there were more of these organizations that must take into account. Consumer behaviour trends due to online shopping security concerns have the ability to make or break a firm's e-commerce efforts. It also had helped the consumers from being fallen victims to e-commerce related scams.

Website design also had a significant positive relationship with customer satisfactions on online shopping. Although 84.6% of the respondents were very satisfied and there are only 0.5% of the respondents who were very dissatisfied with the website design on online shopping. This was in sync with past literature that the customer service refers to the level of service and handling / return policy during and after sales (Blut, 2016), to make sure the customers were satisfied. Researchers have also claimed that adequate and accurate information on websites builds constructive attitudes among users and increases satisfaction.

In this study, convenience has shown a significant positive relationship with customer satisfaction. This could be due to the concept of effort saving was related to the reduction of cognitive, physical, and emotional activities that must be supported by consumers to purchase goods and services such as finding product information, finding the product they wanted to buy. In the previous literature showed that more than half of respondents very satisfied with the convenience. This was in line with the research conducted by (Arsalam & Syeda Marium, 2017), customers felt that online transactions were a complicated process, so providing convenience by making it easy or providing other payment methods will increase customer satisfaction.

The regression tests had presented a strong inference with R2 square of 0.697. Approximately 69.7% variations on customer satisfaction can be explained by security, websites design and convenience.

5.3. RECOMMENDATION

5.3.1. Recommendation for future research.

This research only discussed and study to identify the factor influencing customer satisfaction on online shopping. The factors such as security, website design and convenience were used as independent variable and customer satisfaction used as dependent variable. Therefore, hopefully this research can benefit for future research by using a much larger sample in a larger area because this research was only studied in a small area located in TTDI Jaya and only involved a small population. Therefore, it was recommended to include other samples in other fields as well in future research. This will bring greater analysis results.

5.3.2. Recommendation for Online Shopping Company, Academicians, Students.

To increase customer satisfaction in online shopping, website design must be user-friendly and attractive for customers to purchase products or services using online facilities. Customers will usually find websites with attractive designs so that they will have a variety of options and compare products if the website provides quality pictures of the products they sell. This will increase confidence which will speed up the decision-making process. When customers were satisfied, they tend to repeat the purchase and become loyal customers.

For security aspects, it was recommended that websites maintain an adequate level of security in communication by qualifying for data protection regarding individual privacy ("guarantee" dimension). Security matter were very important because during the payment process and providing the customer address for the shipping process, they will reveal their account number and address. The information was definitely personal and cannot be seen by irresponsible parties. Managers should tighten their security levels and by confirming that there will be no security breaches for online shopping.

Moreover, it was recommended that online shopping maintain an offer that suits the customer's ability to purchase a product or service at any time. Online retailers received orders 24 hours a day while customers wished to shop at a traditional store should be there to visit the store during normal business hours. This can be a big inconvenience especially for buyers who work long hours or buyers who work odd

hours. But online shopping eliminated this problem because shoppers can only access the online store from their computer whenever they have free time.

Another convenience of online shopping site was the ability to order products from around the world. Buyers were no longer limited to the products offered by local retailers as a large number of online retailers offered delivery serviced to many different locations. This can make it easier for online shoppers to obtain goods or items that were difficult to find which a regional specialty in certain areas.

It is also recommended to include any variables (if any) to obtain a more accurate analysis in future research. Although it took longer, this will allow the research to gain a better understanding and recognition of all possible factors. Therefore, research will be given a broader perspective. In addition, a more in-depth study was recommended to look for factors that influence customer satisfaction in online shopping during movement control orders.

Finally, hopefully this research can help online shopping companies to do more research in the future or referrals to make online shopping websites better.

5.4. CONCLUSION

From the findings and discussions of the study, the objectives have been achieved. The researcher found that security was the most important factor on online shopping (74.3%) of the respondents very satisfied with the security that were provided by online shopping retailer. Website design was the next important factor that had 84.6% of the respondents were very satisfied and followed by convenience factor where also had influence customer satisfaction on online shopping during Movement Control Order (MCO) among TTDI Jaya residents.

Last but not least, researcher hopes the continued research to be done in this study. Such as, it is hoped that this study will give a preliminary benefit and understanding on the customer satisfaction on online shopping.

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APPENDIX A: QUESTIONNAIRE

THE FACTOR INFLUENCING CUSTOMERS SATISFACTION ON ONLINE SHOPPING DURING MOVEMENT CONTROL ORDER AMONG THE TTDI JAYA RESIDENTS

SURVEY FORM

Section A: Demographic Variable of the Respondents

Please indicate (/) your response by selecting the most appropriate choice. Each question should only have ONE answer.

1) Gender:

- Male   [   ]
- Female   [   ]

2) Age:

- Below 20 years old   [   ]   20-25 years old   [   ]
- 20-25 years old   [   ]   Above 31 years old   [   ]

3) Income:

- Below RM100   [   ]   RM501 – RM1000   [   ]
- RM101 – RM500   [   ]   RM1000 above   [   ]

4) How often do you purchase online?

- Daily   [   ]   Monthly   [   ]   Never   [   ]
- Weekly   [   ]   Annually   [   ]

5) Which online retailers do you typically use?

- Shoppe   [   ]   11Street   [   ]   eBay [   ]
- Lazada   [   ]   Taobao   [   ]   Others _____
- Zalora   [   ]   Go Shop   [   ]
- Fingo   [   ]   Ali Express [   ]

Section B: Dependent Variables – Customer Satisfaction

Please indicate how strongly you agree or disagree the statement given on the following Likert scale. Please circle the number which best describes your response.

1-Strongly Disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly Agree

1	I will recommend the online shopping website to others.	1	2	3	4	5
2	I am satisfied with the way the online shopping website has carried out transactions.	1	2	3	4	5
3	I am satisfied with the service I have received from the online shopping website.	1	2	3	4	5
4	I am satisfied with my most recent decision to purchase from the online shopping website.	1	2	3	4	5
5	I have truly enjoyed purchasing from the online shopping website.	1	2	3	4	5
6	I am satisfied with the after-sales service provided by the online shopping website.	1	2	3	4	5

Section C: Independent Variables

Please indicate how strongly you agree or disagree the statement given on the following Likert scale. Please circle the number which best describes your response.

1-Strongly Disagree	2-Disagree	3-Neutral	4-Agree	5-Strongly Agree

Security

1	Online shopping website able to ensure my transactions, personal information and financial security.	1	2	3	4	5
2	Online seller will make up for me because their system's guard was sufficient.	1	2	3	4	5
3	Online shopping website had clearly after sale rules (include complain policies, return policies)	1	2	3	4	5
4	If an online shop deals with my complaint well, I will be delighted and continue to buy products from it.	1	2	3	4	5
5	The website has adequate security features.	1	2	3	4	5
6	I feel that my credit card details would not be compromised and misused if I shop at the site	1	2	3	4	5

Website Design

1	The website is convenience to search.	1	2	3	4	5
2	The website is convenience to order.	1	2	3	4	5
3	The website is easy to navigate.	1	2	3	4	5
4	The website uses good colour combination.	1	2	3	4	5
5	The layout of the website is good.	1	2	3	4	5
6	It is quick and easy to complete a transaction at the website.	1	2	3	4	5

Convenient

1	Could shop anytime I wanted.	1	2	3	4	5
2	The website provides useful information.	1	2	3	4	5
3	I always read online consumer review when I was shopping.	1	2	3	4	5
4	Fast payment process.	1	2	3	4	5
5	Flexible payment method.	1	2	3	4	5
6	Easy to find the product that I wanted without having to look else here.	1	2	3	4	5

APPENDIX B: ACTUAL RESEARCH RESULTS SPSS 22.0 DESCRIPTIVE STATISTICS

Frequency and percentage for each question:

DEMOGRAPHY

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	129	35.1	35.1	35.1
	Female	238	64.9	64.9	100.0
	Total	367	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 years old	113	30.8	30.8	30.8
	21-25 years old	110	30.0	30.0	60.8
	26-30 years old	66	18.0	18.0	78.7
	> 31 years	78	21.3	21.3	100.0
	Total	367	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rm 100	97	26.4	26.4	26.4
	Rm 101 - Rm 500	49	13.4	13.4	39.8
	Rm 501 - Rm 1000	83	22.6	22.6	62.4
	> Rm 1001	138	37.6	37.6	100.0
	Total	367	100.0	100.0	

How_often_do_you_purchase_online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	35	9.5	9.5	9.5
	Weekly	74	20.2	20.2	29.7
	Monthly	164	44.7	44.7	74.4
	Annually	89	24.3	24.3	98.6
	Never	5	1.4	1.4	100.0
	Total	367	100.0	100.0	

Which_online_retails_do_you_typically_use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 dan 2	1	.3	.3	.3
	Shoppe	129	35.1	35.1	35.4
	1 dan 10	10	2.7	2.7	38.1
	1 dan 2	59	16.1	16.1	54.2
	1 dan 2 dan 1	1	.3	.3	54.5
	1 dan 2 dan 10	4	1.1	1.1	55.6
	1 dan 2 dan 3	15	4.1	4.1	59.7
	1 dan 2 dan 3 dan 10	2	.5	.5	60.2
	1 dan 2 dan 3 dan 4	4	1.1	1.1	61.3
	1 dan 2 dan 3 dan 4 dan 5	1	.3	.3	61.6
	1 dan 2 dan 3 dan 4 dan 8	2	.5	.5	62.1
	1 dan 2 dan 3 dan 5	2	.5	.5	62.7
	1 dan 2 dan 3 dan 6	3	.8	.8	63.5
	1 dan 2 dan 3 dan 6 dan 8	1	.3	.3	63.8
	1 dan 2 dan 3 dan 6 dan 9	2	.5	.5	64.3
	1 dan 2 dan 3 dan 8	1	.3	.3	64.6
	1 dan 2 dan 4	1	.3	.3	64.9
	1 dan 2 dan 4 dan 10	1	.3	.3	65.1
	1 dan 2 dan 4 dan 6 dan 8	1	.3	.3	65.4
	1 dan 2 dan 5	2	.5	.5	65.9
	1 dan 2 dan 6	4	1.1	1.1	67.0
	1 dan 2 dan 7	1	.3	.3	67.3
	1 dan 2 dan 8	6	1.6	1.6	68.9
	1 dan 2 dan3	1	.3	.3	69.2
	1 dan 3	7	1.9	1.9	71.1
	1 dan 3 dan 10	1	.3	.3	71.4

1 dan 3 dan 5 dan 10	1	.3	.3	71.9
1 dan 3 dan 5 dan 8	1	.3	.3	72.2
1 dan 3 dan 6	3	.8	.8	73.0
1 dan 3 dan 8	3	.8	.8	73.8
1 dan 4	5	1.4	1.4	75.2
1 dan 4 dan 5	1	.3	.3	75.5
1 dan 4 dan 6	1	.3	.3	75.7
1 dan 4 dan 6 dan 9	1	.3	.3	76.0
1 dan 5	2	.5	.5	76.6
1 dan 5 dan 8	1	.3	.3	76.8
1 dan 8	4	1.1	1.1	77.9
Others	5	1.4	1.4	79.3
Lazada	14	3.8	3.8	83.1
2 dan 3	8	2.2	2.2	85.3
2 dan 3 dan 4	3	.8	.8	86.1
2 dan 3 dan 4 dan 5	1	.3	.3	86.4
2 dan 3 dan 4 dan 6	1	.3	.3	86.6
2 dan 3 dan 5	3	.8	.8	87.5
2 dan 4	1	.3	.3	87.7
2 dan 4 dan 6	2	.5	.5	88.3
2 dan 4 dan 8	2	.5	.5	88.8
Zalora	4	1.1	1.1	89.9
3 dan 4	3	.8	.8	90.7
3 dan 4 dan 5	1	.3	.3	91.0
3 dan 4 dan 7 dan 8	1	.3	.3	91.3
3 dan 5	2	.5	.5	91.8
3 dan 6 dan 7	1	.3	.3	92.1
3 dan 7	1	.3	.3	92.4
Fingo	6	1.6	1.6	94.0
4 dan 5	2	.5	.5	94.6
4 dan 5 dan 6	2	.5	.5	95.1
4 dan 5 dan 6 dan 8	1	.3	.3	95.4
4 dan 5 dan 8	4	1.1	1.1	96.5
4 dan 6 dan 8	2	.5	.5	97.0
4 dan 8	8	2.2	2.2	99.2
5 dan 6	1	.3	.3	99.5
5 dan 6 dan 8	1	.3	.3	99.7
Go Shop	1	.3	.3	100.0
Total	367	100.0	100.0	

RELIABILITY TEST

Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.884	6

Security

Reliability Statistics

Cronbach's Alpha	N of Items
.874	6

Websites Design

Reliability Statistics

Cronbach's Alpha	N of Items
.894	6

Convenient

Reliability Statistics

Cronbach's Alpha	N of Items
.872	6

NORMALITY TEST

Descriptive

			Statistic	Std. Error
mb1b6				
	Mean		4.1626	.03296
	95% Confidence Interval for Mean	Lower Bound	4.0978	
		Upper Bound	4.2274	
	5% Trimmed Mean		4.2061	
	Median		4.3333	
	Variance		.399	
	Std. Deviation		.63140	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		.50	
	Skewness		-.994	.127
	Kurtosis		.803	.254
mb1ci6				
	Mean		4.1063	.03390
	95% Confidence Interval for Mean	Lower Bound	4.0396	
		Upper Bound	4.1729	
	5% Trimmed Mean		4.1455	
	Median		4.3333	
	Variance		.422	
	Std. Deviation		.64941	
	Minimum		1.67	
	Maximum		5.00	
	Range		3.33	
	Interquartile Range		.83	
	Skewness		-.921	.127

|				
	Kurtosis		.390	.254
mb1cii6	Mean		4.2180	.03284
	95% Confidence Interval for Mean	Lower Bound	4.1534	
		Upper Bound	4.2826	
	5% Trimmed Mean		4.2614	
	Median		4.3333	
	Variance		.396	
	Std. Deviation		.62920	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		.67	
	Skewness		-1.038	.127
	Kurtosis		.763	.254
mb1ciii6	Mean		4.3047	.03170
	95% Confidence Interval for Mean	Lower Bound	4.2424	
		Upper Bound	4.3671	
	5% Trimmed Mean		4.3583	
	Median		4.5000	
	Variance		.369	
	Std. Deviation		.60734	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		.67	
	Skewness		-1.293	.127
	Kurtosis		1.586	.254

Normal Q-Q Plot of mb1b6
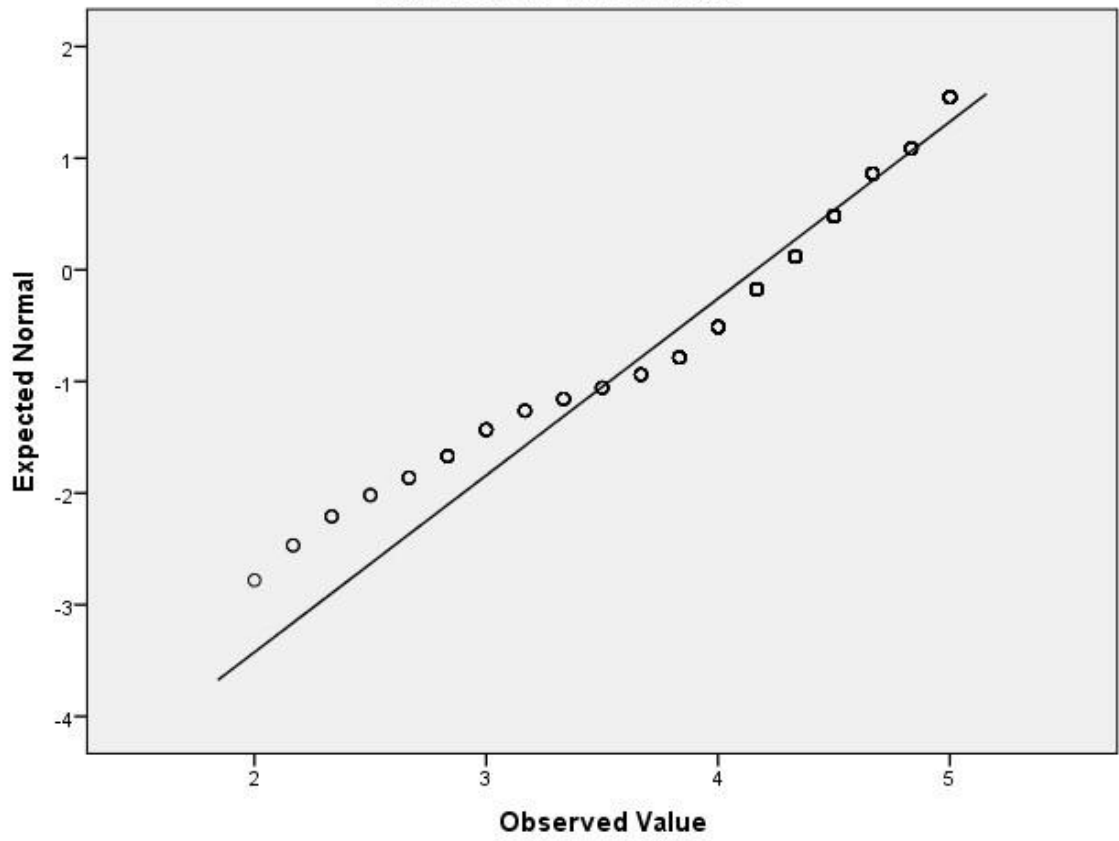
Normal Q-Q Plot of mb1ci6
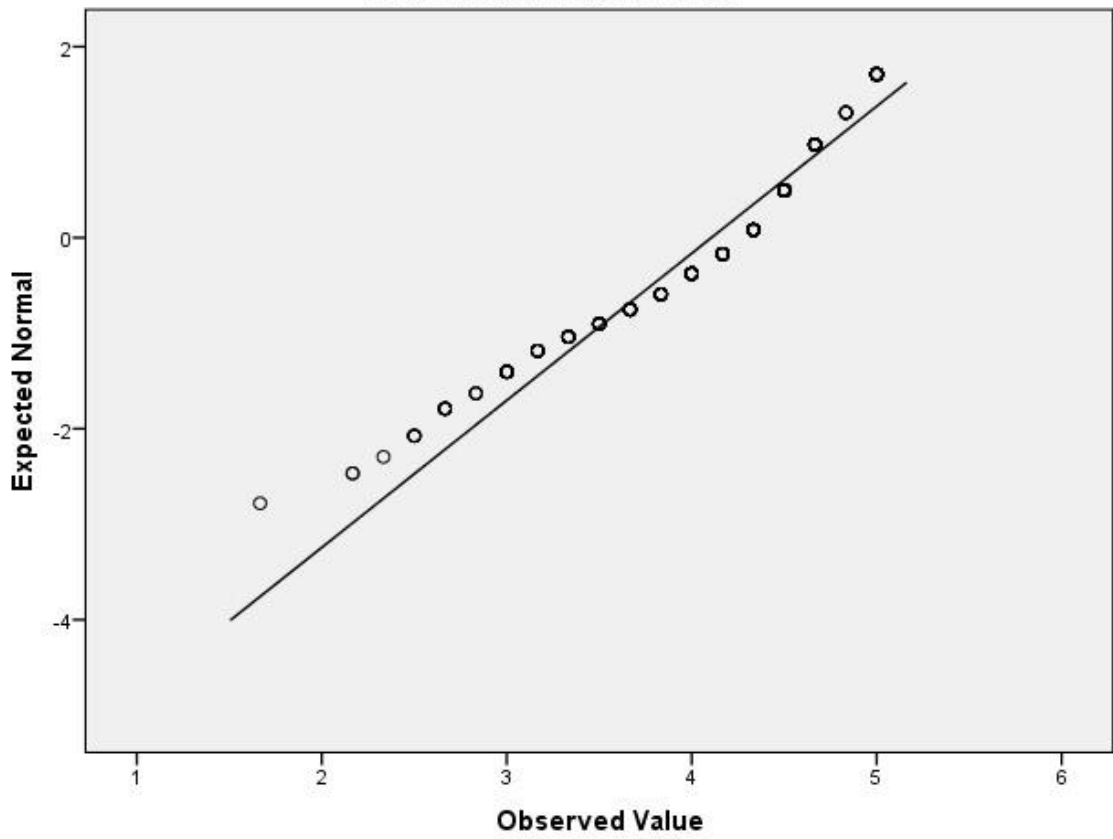
Normal Q-Q Plot of mb1cii6
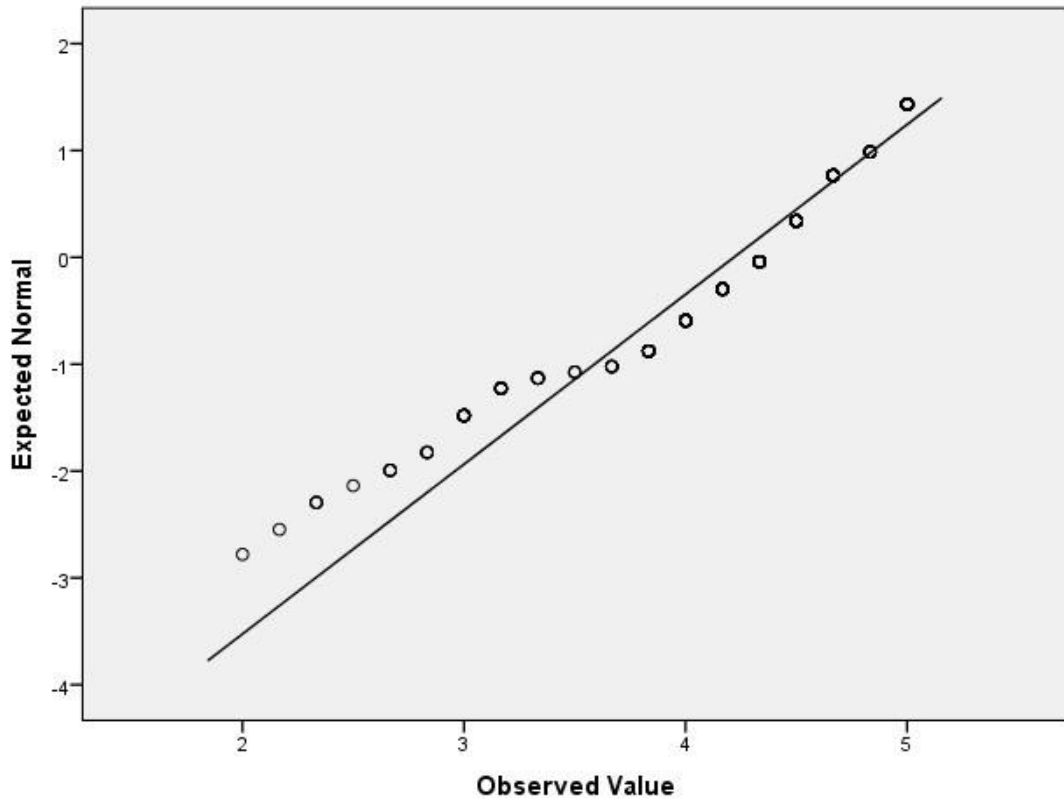
Normal Q-Q Plot of mb1ciii6
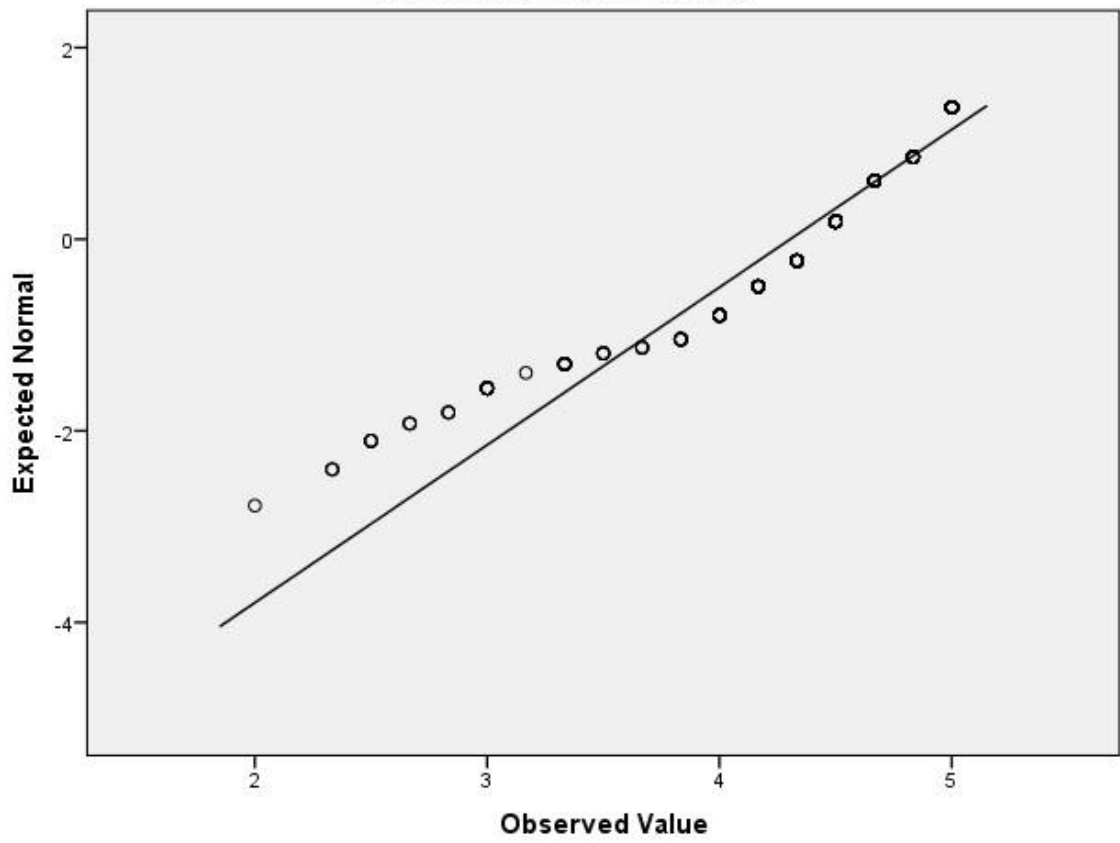
T-TEST

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
mb1b6	Male	129	4.1021	.62407	.05495
	Female	238	4.1954	.63423	.04111

ANOVA

Descriptives

mb1b6

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
<20 years old	113	4.2345	.64766	.06093	4.1138	4.3552	2.17	5.00
21-25 years old	110	4.1303	.66605	.06351	4.0044	4.2562	2.33	5.00
26-30 years old	66	4.3056	.33790	.04159	4.2225	4.3886	3.00	5.00
> 31 years	78	3.9829	.70792	.08016	3.8233	4.1425	2.00	5.00
Total	367	4.1626	.63140	.03296	4.0978	4.2274	2.00	5.00

Descriptives

mb1b6

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Daily	35	4.1619	.76961	.13009	3.8975	4.4263	2.33	5.00
Weekly	74	4.2568	.60009	.06976	4.1177	4.3958	2.17	5.00
Monthly	164	4.1860	.62180	.04855	4.0901	4.2819	2.33	5.00
Annually	89	4.0524	.62290	.06603	3.9212	4.1836	2.00	5.00
Never	5	3.9667	.27386	.12247	3.6266	4.3067	3.50	4.17
Total	367	4.1626	.63140	.03296	4.0978	4.2274	2.00	5.00

PEARSON CORRESPONDENCE (r)

Correlations

		mb1b6	mb1ci6	mb1cii6	mb1ciii6
Pearson Correlation	mb1b6	1.000	.762	.777	.776
	mb1ci6	.762	1.000	.778	.725
	mb1cii6	.777	.778	1.000	.852
	mb1ciii6	.776	.725	.852	1.000
Sig. (1-tailed)	mb1b6	.	.000	.000	.000
	mb1ci6	.000	.	.000	.000
	mb1cii6	.000	.000	.	.000
	mb1ciii6	.000	.000	.000	.
N	mb1b6	367	367	367	367
	mb1ci6	367	367	367	367
	mb1cii6	367	367	367	367
	mb1ciii6	367	367	367	367

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	mb1ciii6, mb1ci6, mb1cii6[b]	.	Enter

a. Dependent Variable: mb1b6

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835[a]	.697	.695	.34890

a. Predictors: (Constant), mb1ciii6, mb1ci6, mb1cii6

b. Dependent Variable: mb1b6

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.721	3	33.907	278.533	.000[b]
	Residual	44.190	363	.122		
	Total	145.911	366			

a. Dependent Variable: mb1b6

b. Predictors: (Constant), mb1ciii6, mb1ci6, mb1cii6

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.337	.135		2.506	.013		
	mb1ci6	.337	.046	.347	7.400	.000	.380	2.628
	mb1cii6	.221	.062	.220	3.569	.000	.220	4.556
	mb1ciii6	.351	.058	.337	6.007	.000	.264	3.783

a. Dependent Variable: mb1b6

APPENDIX C: SWOT ANALYSIS

SWOT ANALYSIS FOR ONLINE SHOPPING INDUSTRY

STRENGTHS	WEAKNESSES
✓ Accessibility ✓ Lower prices	✓ Industry Specific
OPPORTUNITIES	THREATS
✓ Growing Market ✓ Influencers	✓ Competition ✓ Fraud ✓ Data Concern ✓ Monopolies

Activities	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Form a group Choose title Determine supervisor	√														
Discuss about the issue Discuss proposal introduction		√	√												
Checking Chapter 1 with supervisor				√											
Discuss about research objectives Discuss about chapter 2					√										
Discuss about chapter 1 until chapter 3						√									
Discuss topic 1 until 3 Discuss about questionnaire						√	√								
Checked proposal in chapter 1 until 3							√								
Present the proposal to supervisor Checked proposal with supervisor								√							
Discuss about hypothesis Do questionnaire								√	√						
Discuss and checked questionnaire									√						
Develop questionnaire										√	√				
Checked pilot test using SPSS Proceed to analysed population Reliable data												√			
Distributed actual data among TTDI Jaya Residents													√		
Analysis data													√		
Prepared report														√	
Final Report														√	
Present FYP															√