Customer Satisfaction towards Online Shopping in Klang Valley

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According to Internet Word Statistics (2012) about 60.7% of the total population in Malaysia uses the Internet and more than 11 million people are young and adults. This study aims to examine factors that influence customer satisfaction in an online purchase context. A total of 200 responses were collected throughout the Klang Valley. Questionnaire survey method was used to gather data from the respondents. Data were analyzed using descriptive analysis. In addition, regression analysis was performed to test the hypotheses. Findings show that only Reliability and Quality have effects on Customer Satisfaction.

Key words: *Online shopping, Reliability, Security, Quality, Customer Satisfaction.*

Introduction

Internet and information technology have made tremendous contributions for business transformation worldwide. This has given birth to E commerce which encompasses several pre purchase and post purchase activities leading to exchange of products or service or information over electronic systems such as the internet and the other telecommunications networks based on (Garrett and Parrott, 2005; Dholakia and Uusitalo, 2012). According to Stafford, et.al (2004), online shopping provides more flexibility and opportunity. As an example consumers can shop with increased knowledge of products through online research and place less reliance on salespersons. Therefore, if the consumers wish to make a purchase, consumers are not restricted by time, distance, or location based on (Kim and Kim 2004); (Dholakia and Uusitalo, 2012).

As a result, they are able to choose the lowest available priced item. Online shopping was introduced as a medium for transactions between consumers and firms. Internet shopping is changing and the methods that customers are now using to buy goods and services have quickly developed into a global fact and phenomenon. There is difference among the numbers of

customers who visit a website and the number of real purchases being made. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website are involved in providing services on the website and transacting online.

Objective of this study

The increase in online purchasing raised a question about how satisfied customers are when they purchase online. Specifically, the objective of this study is to investigate whether reliability, security and quality of the website will affect customer satisfaction towards online purchase among youth in Malaysia.

Importance of the study

This research was conducted on study factors that affect customer satisfaction of online purchase in Malaysia. This study enables us to gather the views of online customers in Malaysia with respect to their expectation and satisfaction. Based on the practitioner perspective this research will help the online sellers to identify the key improvement areas in their online business so as to increase customer satisfaction.

Research Questions

This study focuses on the factors that affect customer satisfaction towards online purchase. Based on the variables that influence online purchase, the following research questions are derived.

   i) What is the relationship between reliability and customer satisfaction towards online shopping in Malaysian's perspective?

   ii) What is the relationship between security and customer satisfaction towards online shopping?

   iii) What is the relationship between quality (website and product) and customer satisfaction towards online shopping?

Research Problem

The desired outcome of this study is customer satisfaction. In online shopping, there are instances when companies accept orders for out of stock items. Customers will be dissatisfied if they find out the orders cannot be fulfilled (Carroll & Broadhead, 2001). Customers will also be dissatisfied if their personal information is being used in an unauthorized manner. Customers are concerned about internet security when they give their credit card details. In addition, unwanted emails and newsletter will certainly irritate the customers. The other

problem in terms of quality occur where the website is unable to deliver information that the customer sought after. Poor quality product and not on time delivery will also affect customer satisfaction.

Literature Review

Several studies have been conducted in order to identify the customer satisfaction towards online purchase and these forecast whether an individual will purchase their desired product or services via online or not. One of the basic challenges and concerns of online product purchasing is the way to attract and grab the consumer's attention to motivate them in shifting from the traditional way to prepare their product and services through internet channels instead traditional channels.

Independent Variables
Reliability

Ho and Wu's (1999) study confirmed homepage presentation and reliability are the important factors that have most influential effect on online purchase. It can be argued that online shoppers wish to receive the right quality and quantity of items that they ordered within the stipulated time offered by the online purchaser. Consumers also expected to be billed properly (Jun et.al.2004; Satya & Kuraesin 2016). Time and cost saving are the main advantages of online shopping. According to (Devaraj et.al, 2002) time efficiency and store efficiency are reflected in time cost and price savings respectively. Moreover based on Lee and Joshi (2007); Ahn et.al (2004); Ho (2004); Grewal et.al (2004) and Shih (2004) studies found that delivery performance has influence on customer satisfaction.

In addition, convenience is the most important effect on reliability of consumer's satisfaction with Internet usage and is related to speed, easy access to information at low cost such as time, effort and displacement where everything can be found in a minute without time or geographical restraints. In terms of customer satisfaction, online shopping convenience is related to an easy way of shopping and reducing total time spent on purchase by (Szymanski & Hise 2000; Kim & Lim 2001). Jarvenpaa & Todd (1997 and Alba et.al, (1997) explain that online shopping is a pleasant way of shopping and saving through delivery time.

Security

Based on Burke, R.R. (2002), trust is a key factor that determines the success of online purchase transactions. Basically Burke's research focused on available security measures which assure online shoppers safety and great sales promotions and online deals which stimulate customers to shop online. According to Ranganathan & Ganapathy (2002) and Salisbury et al. (1998)

security also influences the online purchase. Many consumers are still reluctant to release payment card information during online purchase, fearing a loss of control over their accounts. They mentioned that in order to alleviate customer fears many online purchase offers alternate forms of payment such as telephone ordering or accounts with ID's and passwords. Belanger et.al (2002) found that the presence of security features on an e-commerce site was important to consumers, and the way consumers security concerns may be addressed by similar technology protections as those of the business, such as encryption and authentication.

Quality

Quality needs to be defined in terms of parameters or characteristics, which vary from product to product. As an example, for a product that is purchased online, there are influences of reliability, design, material and color. Therefore, quality is a difficult factor to isolate and define when examining online item for purchase. While the term quality generally denotes high quality, lower levels of quality will often satisfy specific clientele, depending on expectations and performance needs of online shopper. In some products, quality may be equated with durability and for others it may suggest a fit with a certain lifestyle (Riesz 1978).

Online purchase context quality is considered a service quality that includes the approach from how the service provider, for example a website, serve their customers, how the product they offer satisfies customer needs (as in physical quality of product) and how such particular products apparently communicate that brand image to the online shopper (Bitner 1992); (Booms and Bitner 1982). Quality is regarded as a key strategic component of competitive advantage and therefore the enhancement of product or service quality has been a main matter of concern for firms (Daniel, et.al 1995).

Dependent Variable
Customer Satisfaction

Customer satisfaction is the ultimate result of meeting a consumer's expectation from the performance of products (Schott, 2017; Asnawi et al., 2019). Most satisfied customers normally have the intention to re-purchase the products if product performance meets his or her expectation. Like traditional shopping, online shopping also needs to satisfy their customers. Customer satisfaction is one of the central constructs in the study of consumer behavior both in traditional and online shopping. Customers must be satisfied with the e-commerce shopping experience before acquiring more goods and services online. A great deal of studies has been conducted to identify the antecedents of customer satisfaction towards online shopping by (Jun et.al 2004). Limayen et.al (2000) found that customer's attitudes and beliefs regarding convenience and security concerns have significant effects on their intention to purchase online. Shankar et.al (2003) also contended that service provided during and

following the purchase is essential to e-consumers repeat purchases. Christian and France (2005) had identified three categories of determinants that could affect customer satisfaction towards online shopping. These are technology, shopping and product factors.

Relationships among variables
Relationship with reliability

In the study conducted by (Liu et.al 2008) it was argued that information quality, website design, merchandise attributes, transaction capability, security or privacy, payment, delivery and customer service are strong predictors of customer satisfaction in the online shopping environment. The merchandise attribute was evaluated from the dimensions such as product variety and product price. Furthermore, the quantity and quality of the product plays a significant role in whether customers are satisfied or dissatisfied with their online shopping experience. It is indicated that reliability will have positive effects on customer satisfaction in the online shopping. Thus leading to the development of H_1 -

H_1 There is a significant relationship between reliability and customer satisfaction
Relationship with security

The relationship of security plays a role in creating satisfied and expected outcomes in online transactions by (Pavlou et.al 2003; Seddighi & Yoon 2018). Egger (2006) argued that sufficient trust needs to exist when placing an order online and when the customer submit his or her financial information and other personal data in undertaking financial transactions. Jarvenpaa and Tractinsky (1999) concluded that the higher the degrees of customers trust the higher degree of customer online purchase. Kim and Shim (2002) emphasized that the personal awareness of security has the significant influence on customer satisfaction. This leads to the formulation of H_2

H_2 There is a significant relationship between security and customer satisfaction

Relationship with quality

Gehrt et.al (2007) discovered that customers from the shopping enjoyment segment are positively inclined toward recreation, quality and impulse orientations when making online purchase. This support the development of H_3.

H_3 There is a significant relationship between quality and customer satisfaction

Theoretical framework

Figure 1 shows the framework which was adopted from Sekaran (2000). Sekaran in her study proposed reliability, security and quality as the independent variables for customer satisfaction. Dholakia and Uusitalo (2012) mentioned that reliability, security and quality are directly proportional to customer satisfaction, meaning to say that if any one variables from these three variables did not fulfil its requirement, there will be some asymptote in the customers' level of satisfaction.

Customer satisfaction should be measured and translated into number of measurable parameter. Customer satisfaction measurement may be considered as the most reliable feedback, providing client' preferences and experiences in an effective, direct, meaningful and objective way. According to Gerson (2013), customer satisfaction may be considered as a base line standard of performance and a possible standard of excellence for any business organization.

Figure 1. Theoretical Framework
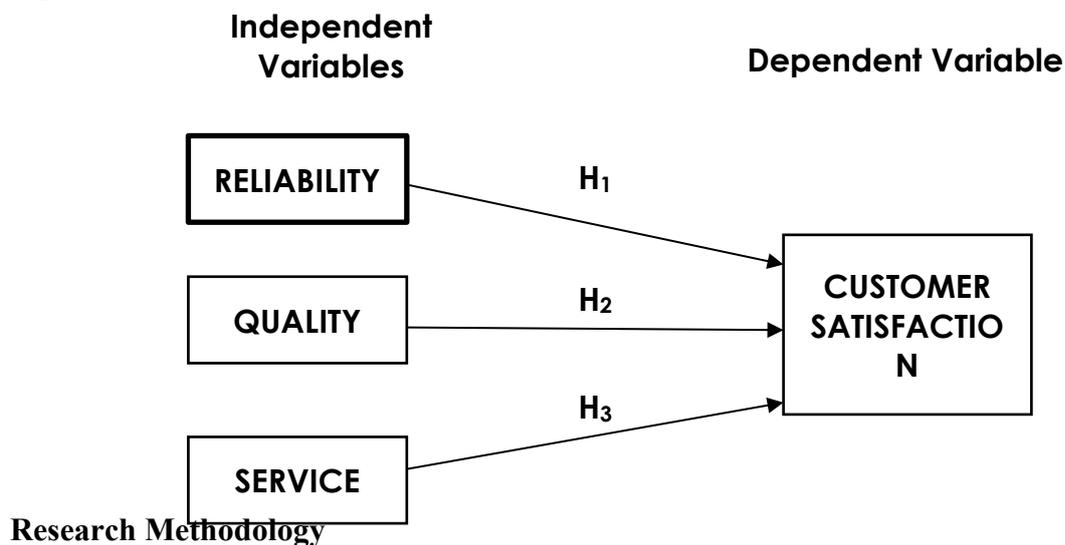
Research Methodology

A survey was randomly administered in three different areas in Klang Valley. They survey question was distributed to online shoppers in these area. The survey was not conducted online to better target the offline shoppers. 210 surveys were used for the purpose of data analysis. Ten surveys had to be discarded since they were incomplete or instructions had not been followed. The survey consisted of components such as Demographics, Reliability, Security, Quality and Customer Satisfaction, and Perception.

Sampling

This study uses convenience sampling and distributed the questionnaire to the online shoppers within Klang Valley. The population selected for the study are from mainly private universities in Sunway, Selangor and also working adults from private companies. Questionnaires were

distributed by hand to the respondents who have previous online shopping experience and enough time was given to respondents to fill in the questionnaire to reduce sampling error.

Findings and Discussions

A total of 210 questionnaire were distributed randomly. Only 10 questionnaire were discarded, which make 80% of total questionnaire distributed were satisfactory completed. These questionnaire were tested using SPSS and subsequently run for reliability test and regression analysis.

Descriptive Analysis
Demographic

The results show that 55.5% of the respondents are male while the remaining 44.5% are female. The majority of the respondents 71 were aged between 23-26 years old (35.5%) and 51% of the respondents are international citizens. Fifty three (26.5%) respondents are tertiary students, twenty five (12.5%) are from private sector, fifty six (28%) respondents came from government sector and the remaining sixty-six (33%) are self-employed. Ninety-two (46%) of the purchasers have an income range between RM1,001 to RM2,000 and sixty-seven (33.5%) make online purchase through access internet several times in a week.

Table 1: Reasons for preference for online purchase

Number of respondent	Percentage	Reasons prefer online purchase
60	30	Convenient
59	29.5	Can buy things whenever they want
40	20	Time saving
26	13	Cost saving
15	7.5	Not having to wait in a line

Table 1 shows that more than 50 percent of the respondents preferred to do online purchase due to its convenience for them to buy things as and when they want. Majority of the respondents (46%) buy tickets online as compared to buying clothes, electronic items, health products and books and only one respondent purchase collectibles and art online.

Analysis of Reliability Factor

Questionnaire responses were rated using a 5 point Likert scale ranging from Least Satisfied (1), Not Satisfied (2), Satisfied (3), Very Satisfied (4) and Extremely Satisfied (5).

Table 2: Mean score for Reliability.

Item	Reliability	Mean	Standard deviation
R1	Loyal to online shopping	3.09	1.011
R2	Willingness to do online shopping	3.37	1.107
R3	The goods is delivered on time as promised by the company	2.73	1.075
R4	Online shopping able to perform the promised service accurately	3.14	0.882
R5	I am satisfied with the delivery mode of the online shopping	3.21	1.084
R6	The items sent by the online seller are packed properly and perfectly sound	3.38	1.112
R7	The products on the purchase in delivered fast	3.36	1.115
R8	Low price	3.27	1.113
R9	It is easy to choose and make comparison with other products.	3.30	1.114

Referring to Table 2, with a mean score of 3.38 majority of the respondents are satisfied that "The items sent by the online seller are packed properly and perfectly sound". Under the category of R3, with a mean score of 2.73 majority of the respondents are less satisfied that "The goods are delivered on time as promised by the Company".

Analysis of Security Factor

Table 3: Mean score for security

Item	Security	Mean	Standard deviation
S1	An online shopping gives trust on using the website	3.26	0.783
S2	Online shopping should provide an adequate payment options	3.36	0.85
S3	Online shopping should provide contact number	3.28	0.828
S4	Online shopping use sufficient security mechanism to ensure privacy	3.37	0.785
S5	Online shopping ask customer's permission to send advertisement	3.12	0.914
S6	Online shopping offer guarantee for their products	3.31	0.876
S7	Online shopping can be trusted	3.16	0.771
S8	Credit card's information is secured	2.96	0.95
S9	Online shopping provides accurate information	3.28	0.875

S10	The website is safe in doing transactions	3.27	0.742

Referring to Table 3, with a mean score of 3.37 majority of the respondents are satisfied that "Online shopping should provide contact number" and at the other end with a mean score of 2.96 majority of the respondents are less satisfied that "Credit card's information is secured".

Analysis of Quality Factor

Table 4: Mean score for Quality

Item	Quality	Mean	Standard deviation
Q1	The products of the website meet my needs and expectations	3.22	0.879
Q2	Customer service personnel are always willing to help	3.14	0.923
Q3	Online shopping would provide me with information 24 hours	3.34	1.076
Q4	Quality of information provided is reliable	3.3	0.901
Q5	I am satisfied with the product quality	3.33	0.951
Q6	The company is ready and willing to respond to customer needs	3.39	0.895
Q7	Willing to respond	3.1	1.037
Q8	Online shopping allows me obtain information on product easily	3.37	0.887
Q9	Online purchase provides accurate information	3.64	0.967
Q10	The online purchase having difficulty in returning products	3.15	0.996

Table 4 shows that the majority with the highest mean score is statement no Q9 (3.64) with the standard deviation of 0.996 while the lowest mean score is statement no Q7 (3.1) with standard deviation of 1.037.

Table 4 shows that with a mean score of 3.64 majority of the respondents are satisfied that "Online purchase provides accurate information", and with a mean score of 3.1 the majority of the respondents are also satisfied that "The company is ready and willing to respond to customer needs''.

Analysis of Customer Satisfaction Factor

Table 5: Mean score for Customer Satisfaction

No	Customer satisfaction	Mean	Standard deviation
C1	I have truly enjoyed purchasing from online	3.27	1.039
C2	I am satisfied with my most recent decision to purchase from online	3.41	0.875
C3	I am willing to use my credit card to purchase from online	3.3	0.935
C4	Online shopping would provide me with a timely response to request	3.47	0.907
C5	My choice to purchase from the online was a wise one	3.37	0.835
C6	I am satisfied with my decision to buy online goods	3.55	0.918
C7	In case of inconvenience do you use help service	3.45	0.889
C8	Online shopping would provide me with returns policy	3.29	0.926
C9	On a scale from 1 to 5 , how often you are going to shop online in near future	3.47	0.935
C10	Overall, how would you rate your satisfaction with online shopping	3.24	0.828

Table 5 Based on Table 4. 14 above, the highest mean score is statement no C4 (3.47) with the standard deviation of 0.907 and C9 (3.47) with standard deviation of 0.828.

Based on Table 5, with a mean score of 3.47 majority of the respondents are satisfied that "Online shopping would provide me with a timely response to request and the decision to buy product on online in near future. Whereas with a mean score of 3.47, the majority of the respondents are also satisfied that ''Overall, the respondents are satisfied with online shopping''.

Pearson correlation

Table 6 shows a strong significant level of 0.000 among the variables making significant unique contribution to the predication of the dependent variable (Palant, 2000).

Table 6: Correlation analysis

Independent Variables Sig. (2 tailed)	Dependent variable Customer Satisfaction
Reliability	0.372 0.000
Security	0.543 0.000

Quality	0.623
	0.000

Hypotheses testing using regression analysis

Table 7 shows the summary of regression analysis. A linear regression were used to test and determine whether there is a positive relationship between the Reliability, Security and Quality (Independent Variables) and Customer Satisfaction (Dependent Variables).

Table 7: Summary of regression analysis

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.246	.242	.38623
2	.241[a]	.058	.053	.43166
3	.381[a]	.145	.140	.41123

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig**
1 (Constant)	1.683	.200		8.419	.000
Reliability	.336	.057	.402	5.949	.000
Security	.030	.043	.047	0.692	.490
Quality	.161[a]	.055	.205	2.926	.004

a.   Dependent Variable: Customer Satisfaction

As shown in Table 7, the value of R. Square is 25% for reliability, 5.8% for security and 15% for the quality. This is supported by Beta (*B*) values of 34%, 3% and 16% respectively. The result shows a strong significant level of 0.000 which indicate that reliability and quality contributes to customer satisfaction in online shopping. However, for security, the significant value is 0.490 which is more than 0.05 do not contribute to prediction of Customer Satisfaction.

Summary of findings

Table 8 shows the result of the hypotheses testing where H_1 and H_3 are accepted and H_2 is rejected

Table 8: Result of hypotheses testing

H₁	There is a significant relationship between Reliability and Customer Satisfaction towards online shopping	Accepted
H₂	There is a significant relationship between Security and Customer Satisfaction towards online shopping	Rejected
H₃	There is a significant relationship between Quality and Customer Satisfaction towards online shopping	Accepted

Conclusion

Hypothesis 1 examines the relationship between reliability and customer satisfaction towards online purchase. Questions such as if they are satisfy with the service that the online shopper provides to their purchaser. Parasuraman et.al,'s (2005) study is on online service quality towards online purchase. The administration nature of the web service quality is particularly essential for the interface between online purchases and Web. Kateranttanakul (2002) argued that reliability of website information facilitated consumers to gain lower risks, better judgment for their decisions and security in reaching the flawless decisions, and in turn affects customer satisfaction and willingness to purchase online. If the customer finds the reliability factors helpful, they may continue using the online purchase, whereas if they think the factors makes no difference compared to traditions stores, than they may prefer the conventional store purchased.

Hypothesis 2 examines the relationship between security and customer satisfaction towards online purchase. Consumers concern about the security, liability and privacy of the online website (Gefen, 2002). In addition, the main critical factors that influence security is the trust because the online purchase need to trust the online business before doing and purchasing a transaction. It was pointed out that the lack of online consumer trust was the main barrier of consumer participation in e-commerce and has been found to be one of the major obstacles to the popularity of internet transactions. Therefore based on previous study, Christian and France (2005), this study reconfirmed that there is a unique and significant relationship between security and customer satisfaction.

Hypothesis 3 examines the relationship between quality and customer satisfaction towards online purchase. According to Jarvenpaa & Todd (1996), quality is an intrinsic property of a product. Product quality is expected standard of product or service excellence. Some consumers regard quality as their first consideration when shop online. Although online shopping cannot enable consumers to touch or feel directly the quality of the product, but comments on the website can indicate the quality of the product to some extent. Therefore, (Christian and France, 2005) enhancing product quality will have a positive effect in improving consumer satisfaction.

Limitations of the study

The present data are mostly exploratory in nature and it is inappropriate to arrive at assumptions from a solitary study. One issue is the utilization of subjects who may not be illustrative of the internet shopping community. While the shops on the web, an immense subject base, may be more fitting. Another limitation is the utilization of a paper based full-profile strategy conjoint analysis. A versatile conjoint analysis that could be administered by means of the web offices could give more propriety, empowering addition of more levels to every viewpoint at first and after that the selection of a noteworthy scoring level for the final analysis.

Recommendation for further study

Future work should be possible utilizing adaptable aggregate examination controlled by means of the Web with more levels to every viewpoint. The most noteworthy scoring levels for the last examination in light of the information could then be chosen. Incorporation of classes of variables and more characteristics was introduce investigation of classes of components not regularly found in the writing in this field, for example, social impact elements. It would likewise be interesting to conduct a period arrangement study to research how shopper inclinations change over time.

This study strengthens results from previous research where reliability and quality were found to be important criteria in determining customer satisfaction in an online purchase and which are supported with the research findings whereby H_1 and H_3 are accepted and H_2 is rejected.

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