

**WEBSITE SERVICE QUALITY, PERCEIVED VALUE, TRUST, CONVENIENCE  
AND CUSTOMER LOYALTY OF ONLINE SHOPPING**

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## ABSTRAK

Pertumbuhan urus niaga atas talian telah meningkat dengan begitu memberangsangkan termasuklah dari segi jumlah jualan dan kesan nilai tambahan yang diperolehi selari arus perkembangan penggunaan Internet. Seterusnya, ia telah menjadi satu saluran biasa yang diguna pakai dalam melakukan pertukaran dan penyampaian maklumat berkaitan perniagaan, produk dan perkhidmatan bagi pasaran global. Meskipun kaedah urus niaga dan transaksi atas talian ini telah mula memikat atau memenangi hati pengguna Malaysia, namun terdapat beberapa faktor utama yang telah mempengaruhi kesanggupan dan keinginan untuk membeli barang atas talian namun masih tidak diketahui. Oleh yang demikian, objektif kajian ini adalah untuk mengenal pasti hubungan antara kesetiaan pelanggan dengan pembolehubah bebas yang lain seperti kualiti perkhidmatan laman web sosial, nilai yang diterima, kebolehpercayaan dan kemudahan dalam urus niaga membeli-belah atas talian. Seramai 200 orang pensyarah akademik Politeknik Sultan Abdul Halim Mu'adzam Shah telah memberi maklum balas kepada kajian ini, seterusnya data- data yang telah dikumpul, dianalisa dengan menggunakan kaedah *Statistical Package software for Social Science (SPSS)* versi 20.0 bagi menganalisis data yang telah dikumpul. Statistik deskriptif, analisis faktor dan korelasi telah digunakan ke atas kajian ini. Keputusan kajian telah menunjukkan dengan jelas bahawa pembolehubah bebas (kualiti perkhidmatan laman web, nilai yang diterima, kebolehpercayaan dan kemudahan) urusniaga atas talian mempunyai kesan positif ke atas pembolehubah bersandar (kesetiaan pelanggan dalam membeli-belah atas talian). Cadangan bagi penyelidikan di masa hadapan adalah dengan meneruskan kajian yang berkaitan kesetiaan pelanggan ke atas urus niaga atas talian dan diperluaskan ke negara-negara lain dalam menentukan

corak tingkahlaku pembelian pengguna. Selanjutnya, bagi penyelidikan akan datang penekanan perlu difokuskan kepada perbezaan tingkah laku pengguna dalam pemilihan produk , laman web yang dikunjungi dan juga industri.

## **ABSTRACT**

As the Internet has matured, there has been a huge growth in the volume and value of online transaction. Furthermore, it becomes a common channel for delivering and trading of information, products and services at global marketplace. Even though this method of business exchange or transaction has started to win the hearts of Malaysian users, the main elements influencing the willingness and retentions to purchase online are still unknown. Thus the objectives of this study is to identify the relationship between customer loyalty with other independent variables such as website service quality, perceived value, trust and convenience in online shopping transactions. A total of 200 academic lecturers in Politeknik Sultan Abdul Halim Mu'adzam Shah were responding to this study. Further, Statistical Package software for Social Science (SPSS) Version 20.0 was used to analyze the collected data. Descriptive statistic, factor analysis and correlation were applied to this study. The results of this study were clearly shown that the independent variables (website service quality, perceived value, trust and convenience) had positive impact on dependent variable (customer loyalty in online shopping). It is suggested for future research to conduct this type of research and to be extended to any other countries in order to determine consumer pattern in online shopping behavior. Moreover, future research also should focus on differentiation of consumer's behavior in term of products, websites also the industries.

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## **LIST OF ABBREVIATIONS**

<b>SERVQUAL</b>	Service Quality
<b>TAM</b>	Acceptance Model
<b>TCA</b>	Transaction Cost Analysis
<b>TRA</b>	Theory of Reasoned Action
<b>TPB</b>	Theory of Planned Behavior

# CHAPTER 1

## INTRODUCTION

### 1.0 Background Of The Study

In recent years, the internet has providing a frictionless business environment whereby it enabled numerous organizations to transform the challenges of the past into the opportunities of the future and react as an effective medium in order to create a stronger relationship with the customers. Resulting from the commercialization of the Internet in the USA, most Asian countries have begun promoting the use of the internet and venture into online retailing. The process start with set up state run Internet service providers (ISP), executing the system and implement the procedures in order to develop more effective and achieve the requirements and expectations of online shoppers.

Through the internet, barriers in communication processes such as geography, time zones and location within customers and employees would be reduce, thus enabling smoothness in business environment. Thus, it would permit the organization to improve their customer services and feedback system (Yu, 2006).

Additionally, internet is a systematic medium that allows user's arbitrary connections in an open environment, created more challenges and opportunities but less expensive to venture into global market. Moreover, internets simplify business operations by reducing their dependability on the other channel parties through electronically transactions (Yu, 2006). As a result it enables each

The contents of  
the thesis is for  
internal user  
only

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#### **ANOTHER SOURCES :**

Sources: Alexa.com, Google.com, Bing.com and Yahoo.com

## APPENDICES

### Appendix 1 :



UUM  
COLLEGE OF BUSINESS

**WEBSITE SERVICE QUALITY, PERCEIVED VALUE, TRUST,  
CONVENIENCE AND CUSTOMER LOYALTY OF ONLINE SHOPPING**

*Dear Respondents,*

*I am currently pursuing my Master of Science (Management) at Othman Yeop Abdullah , Graduate School of Business, Universiti Utara Malaysia. The study that I am conducting is the partial fulfillment towards the completion of my postgraduate degree. The title that I want to explore is “ **ANALYZE THE FACTORS DETERMINANT OF CUSTOMER LOYALTY IN ONLINE SHOPPING** ”.*

*I would appreciate if you could spare some time and thought in completing the survey questionnaires. I hope that you would co-operate in completing the questionnaire with the best of your ability.*

*This questionnaire consists of four sections. Section one consists of questions about your demographic profile and followed by section two about your awareness of customer loyalty, section three about website service quality, perceived value, trust and convenience.*

*Your response will be treated as confidential and used for research purposes only. There is no right or wrong answer. Thank you for your willingness to participate in this study.*

*Yours sincerely,*

Noorashikin Binti Harun @ Che Ani

Matric No : 811068

Email : ckinharun@yahoo.com

## SECTION A: Respondent Profiles.

This section intends to get information the respondents' demographic background.

**[Tick the box which answers is best describing you]**

### 1. Gender

Male

Female

### 2. Age

25 - 30 years old

36 - 40years old

31 - 35 years old

More than 40 years old

### 3. Race

Malay

Chinese

Indian

Others

### 4. Educational Level

Degree

PhD

Master

### 5. Working Experiences

Less than 3 years

Between 3 - 4 years

Between 4 - 5 years

More than 5 years

### 6. Monthly Income

RM 1, 501 - RM 3, 000

RM 3, 001 - RM 4, 500

RM 4, 501 - RM 6, 000

RM 6, 001 - and above

**SECTION B: Customer Loyalty**

This section intent to get the respondents feedback about the topic study.

Please base your answers on the one shopping website that you most frequently use.

[Using the following scale, please cycle the number that represents your most appropriate answer.]

**Customer Loyalty**

		Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
1	My preference for this online shopping website would not willingly change.	1	2	3	4	5
2	It would be difficult to change my beliefs about this online shopping website.	1	2	3	4	5
3	Even if close friends recommended another website, my preference for this online shopping website would not change.	1	2	3	4	5
4	I will buy from this online shopping website the next time I purchase product/ service.	1	2	3	4	5
5	I intend to keep purchasing products/ services from this online shopping website.	1	2	3	4	5

**SECTION C: Factors Determinant Customer Loyalty Of Online Shopping**

This section intent to get the respondents feedback about the topic stu

Please base your answers on the one shopping website that you most frequently use

[Using the following scale, please cycle the number that represents your most appropriate answer.]

**Factor 1: Website Service Quality**

		Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
1	The online shopping website information is regularly updated.	1	2	3	4	5
2	The online shopping website provides full information on product features and services offered.	1	2	3	4	5
3	When a customer has a complaint or grievance, it is dealt with rapidly and effectively.	1	2	3	4	5
4	The confidentiality of customer data is ensured.	1	2	3	4	5
5	Customer has the option to modify or defer at anytime the transaction process without commitment.	1	2	3	4	5

**Factor 2: Perceived Value**

		Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
1	Products' service is considered to be a good deal buy.	1	2	3	4	5
2	Product/ service charges are acceptable.	1	2	3	4	5
3	The company provides more free services.	1	2	3	4	5
4	The company offers attractive product/ service costs.	1	2	3	4	5
5	The company charges me fairly for similar products' services.	1	2	3	4	5

**Factor 3: Trust**

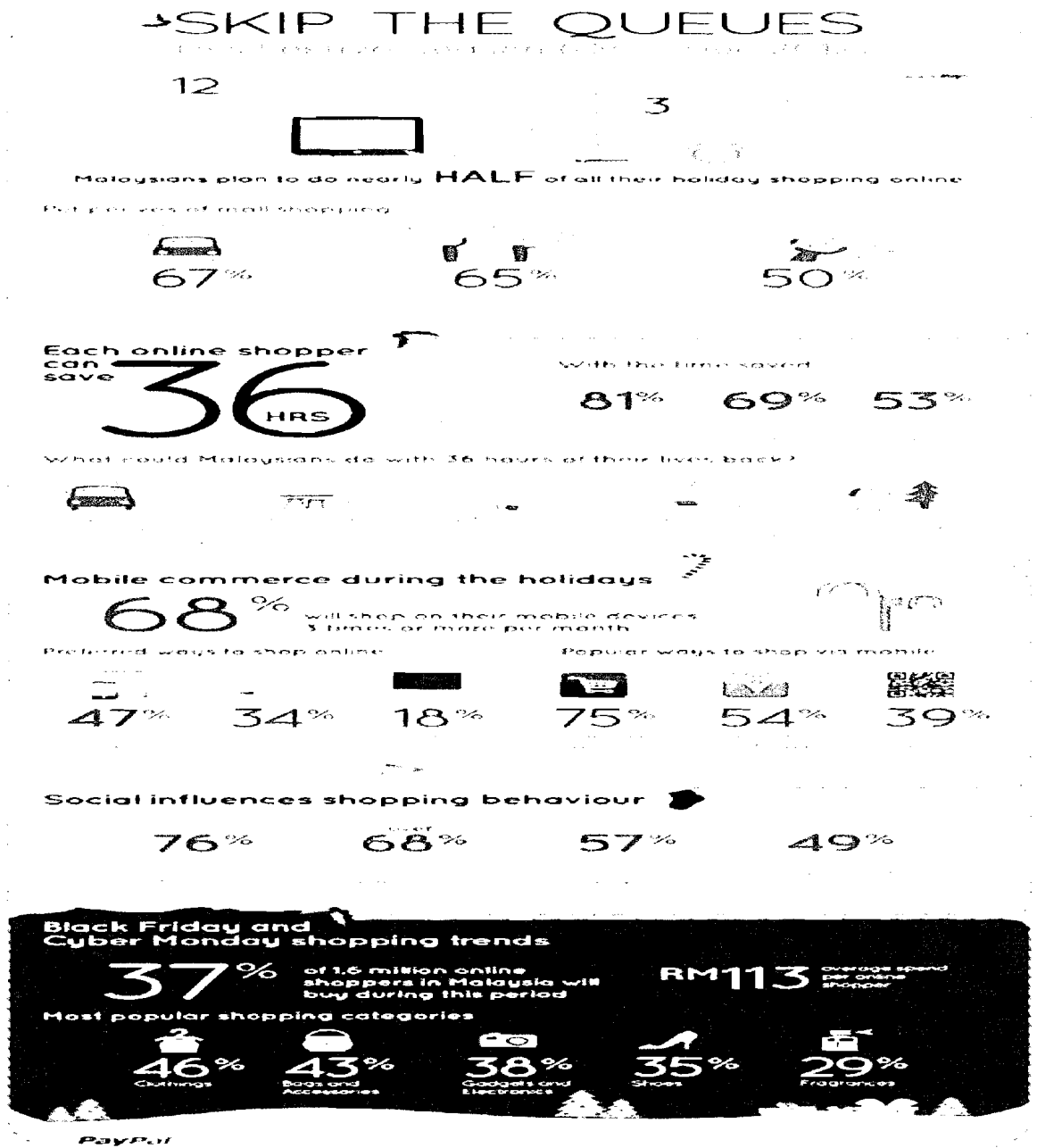
		Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
1	Based on my experience in the past, I know it cares about customers.	1	2	3	4	5
2	Based on my experience in the past, I know it is honest.	1	2	3	4	5
3	Based on my experience in the past, I know it is not opportunistic.	1	2	3	4	5
4	Based on my experience in the past, I know it is predictable.	1	2	3	4	5
5	Based on my experience in the past, I know it knows its market.	1	2	3	4	5

**Factor 4: Convenience**

		Strongly disagree 1	Disagree 2	Neither agree or disagree 3	Agree 4	Strongly agree 5
1	I could shop anytime I wanted.	1	2	3	4	5
2	I could order products/ services wherever I am.	1	2	3	4	5
3	The website provides sufficient information so that I can identify different products/ services within the same categories.	1	2	3	4	5
4	Payment methods are flexible.	1	2	3	4	5
5	Product/ service delivery is timely.	1	2	3	4	5



**Appendix 2 : Percentage of consumer behavior towards buying and selling online transaction**



The info graphic show consumer behavior towards buying and selling online transaction in Malaysia based on PayPal's study.

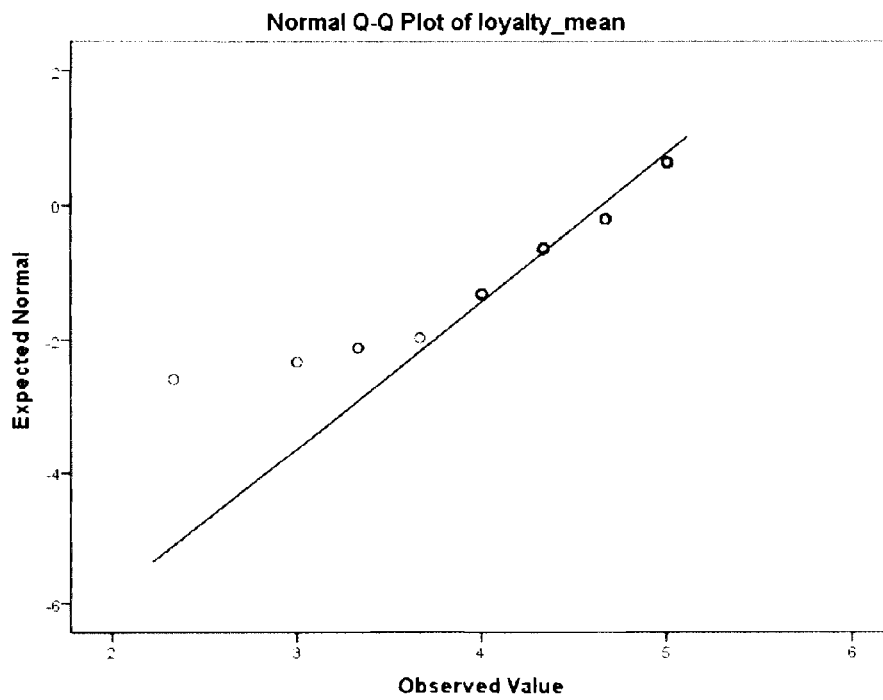
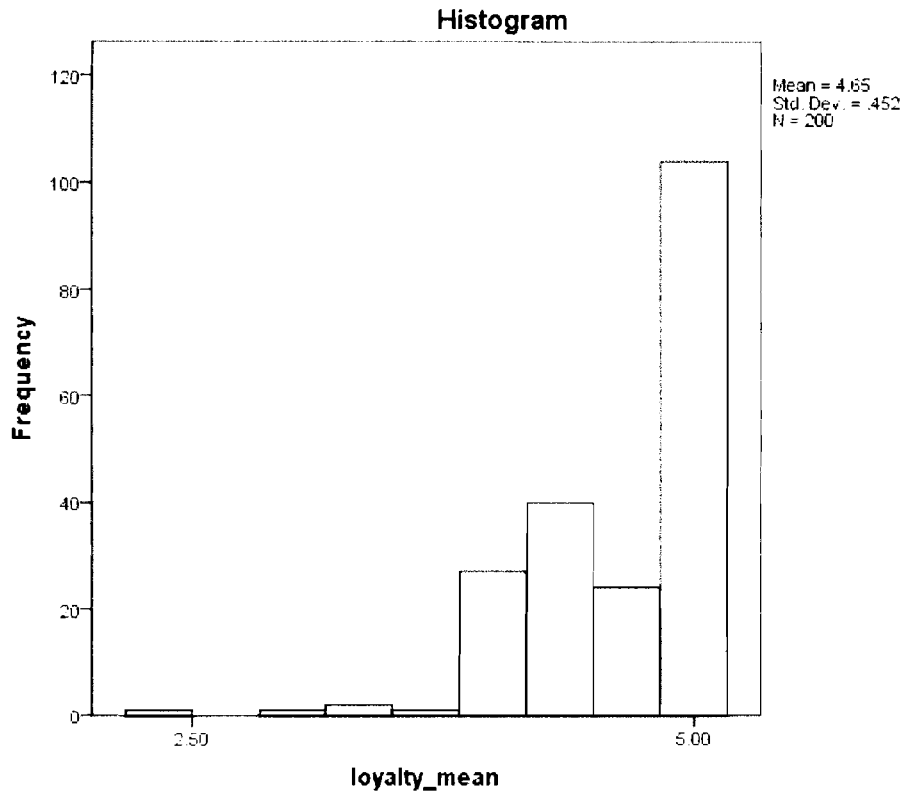
**Appendix 3: SPSS Output on normality test, reliability test, descriptive statistics, correlation and multiple regression analysis**

**Normality test**

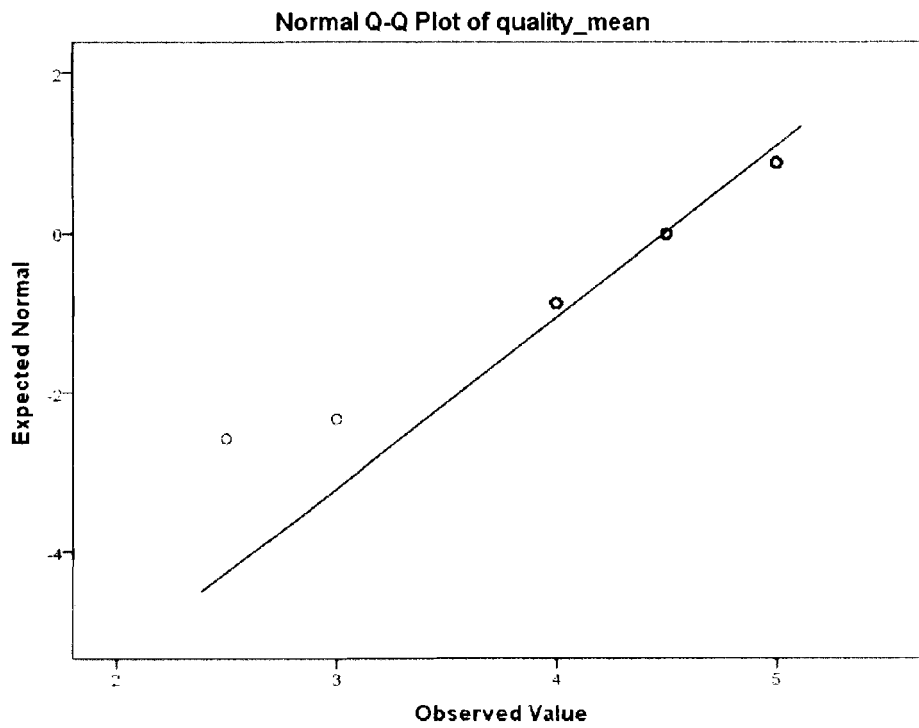
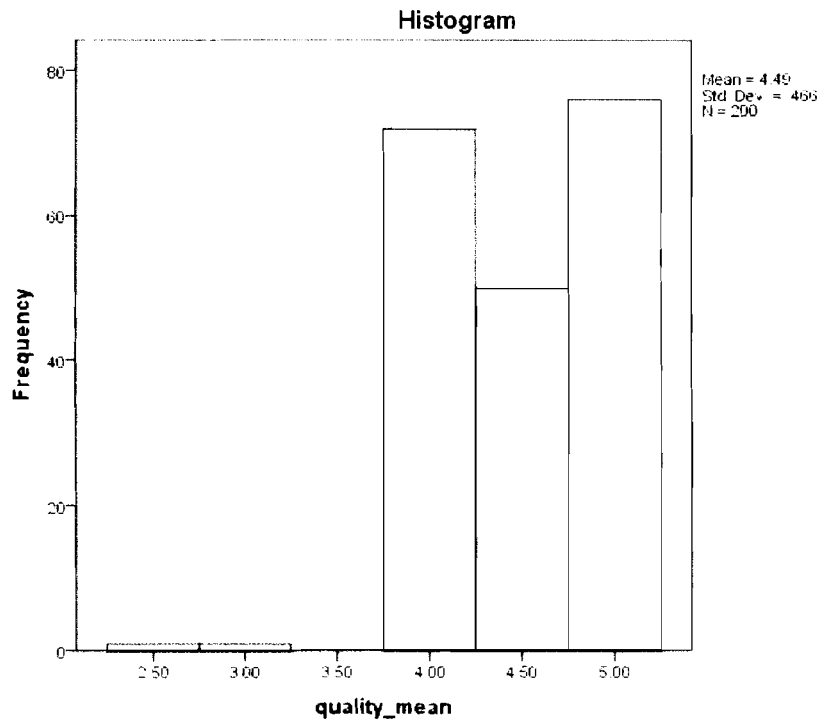
Descriptives			Statistic	Std. Error
loyalty	Mean		4.6450	.03197
	95% Confidence Interval for Mean	Lower Bound	4.5820	
		Upper Bound	4.7080	
	5% Trimmed Mean		4.6852	
	Median		5.0000	
	Variance		.204	
	Std. Deviation		.45215	
	Minimum		2.33	
	Maximum		5.00	
	Range		2.67	
	Interquartile Range		.67	
	Skewness		-1.431	.172
	Kurtosis		3.077	.342
	quality	Mean		4.4925
95% Confidence Interval for Mean		Lower Bound	4.4275	
		Upper Bound	4.5575	
5% Trimmed Mean			4.5056	
Median			4.5000	
Variance			.217	
Std. Deviation			.46613	
Minimum			2.50	
Maximum			5.00	
Range			2.50	
Interquartile Range			1.00	
Skewness			-.496	.172
Kurtosis			.245	.342
Value		Mean		4.5550
	95% Confidence Interval for Mean	Lower Bound	4.5048	
		Upper Bound	4.6052	
	5% Trimmed Mean		4.5733	
	Median		4.6000	
	Variance		.130	
	Std. Deviation		.36003	
	Minimum		3.00	

	Maximum		5.00	
	Range		2.00	
	Interquartile Range		.40	
	Skewness		-.891	.172
	Kurtosis		1.981	.342
Trust	Mean		4.3600	.04090
	95% Confidence Interval for Mean	Lower Bound	4.2793	
		Upper Bound	4.4407	
	5% Trimmed Mean		4.3889	
	Median		4.2500	
	Variance		.335	
	Std. Deviation		.57842	
	Minimum		2.00	
	Maximum		5.00	
	Range		3.00	
	Interquartile Range		1.00	
	Skewness		-.459	.172
	Kurtosis		.004	.342
convenience	Mean		4.6390	.02543
	95% Confidence Interval for Mean	Lower Bound	4.5889	
		Upper Bound	4.6891	
	5% Trimmed Mean		4.6689	
	Median		4.6000	
	Variance		.129	
	Std. Deviation		.35962	
	Minimum		2.40	
	Maximum		5.00	
	Range		2.60	
	Interquartile Range		.40	
	Skewness		-2.040	.172
	Kurtosis		8.351	.342

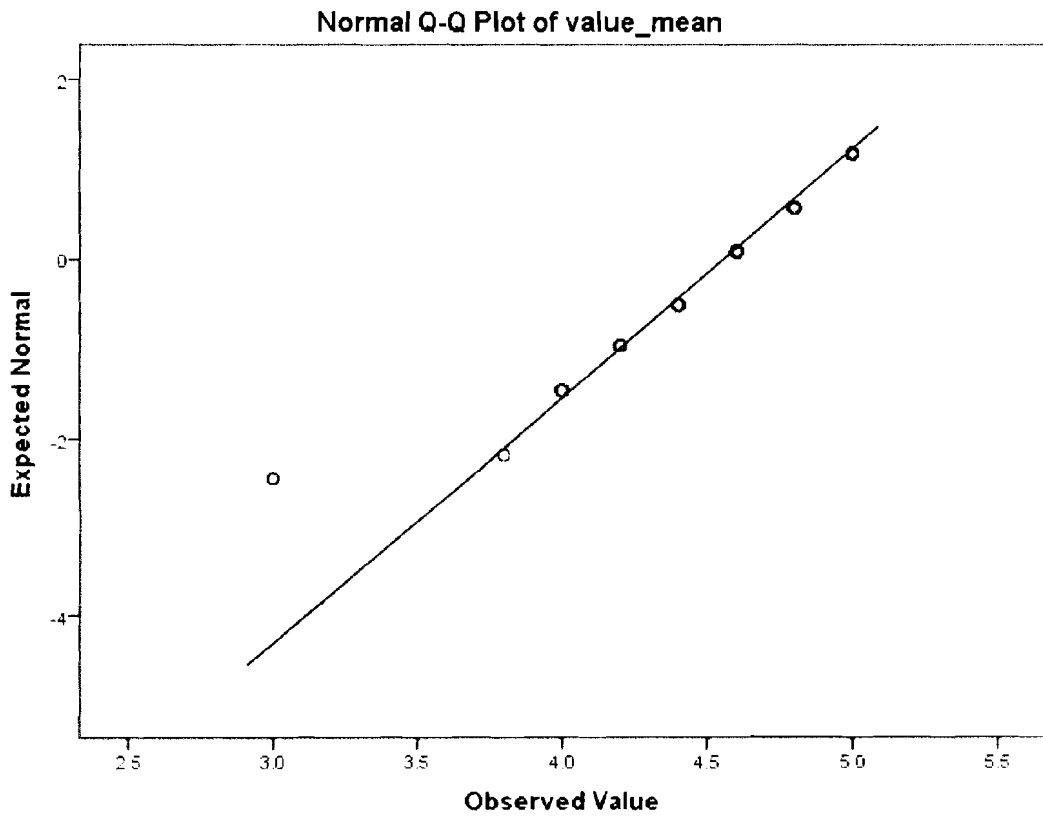
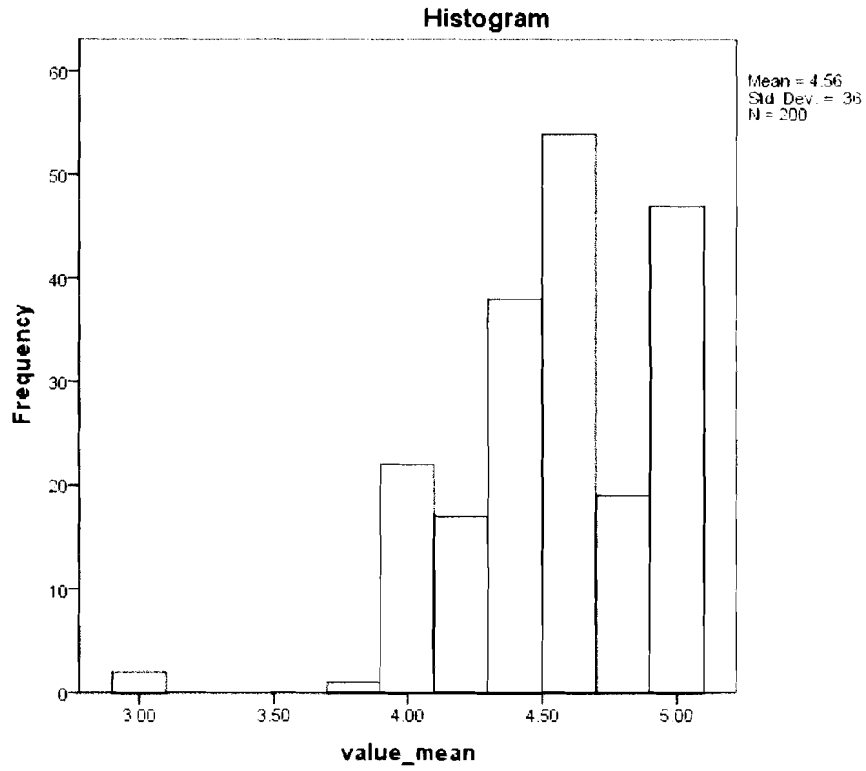
# Loyalty



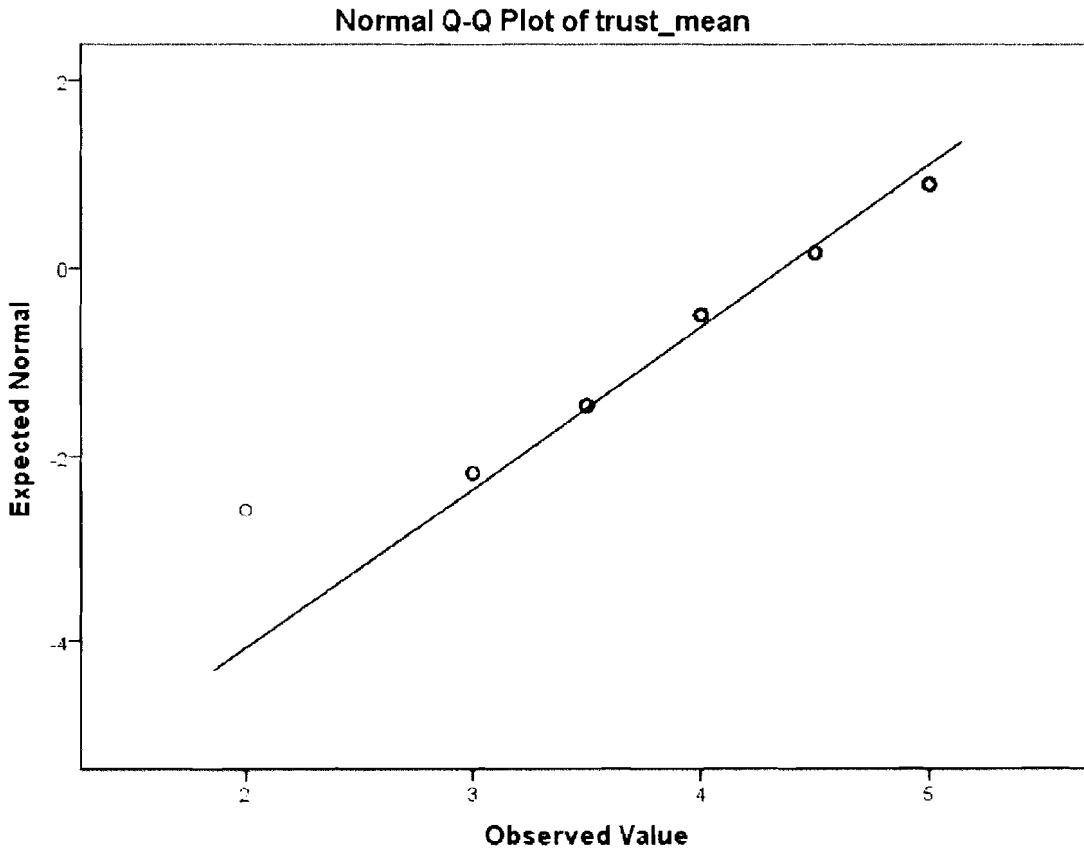
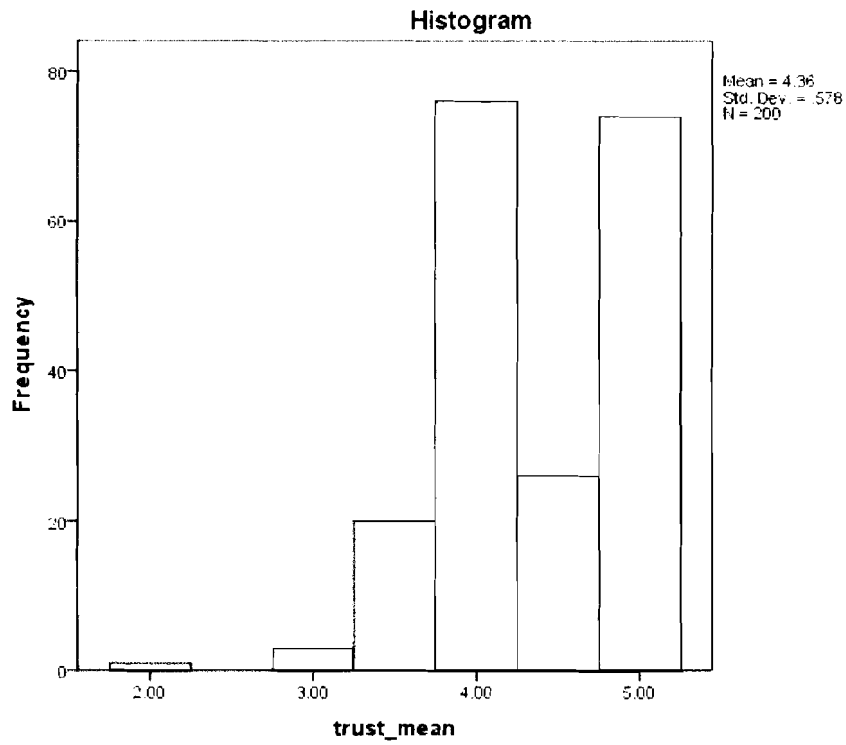
# Quality



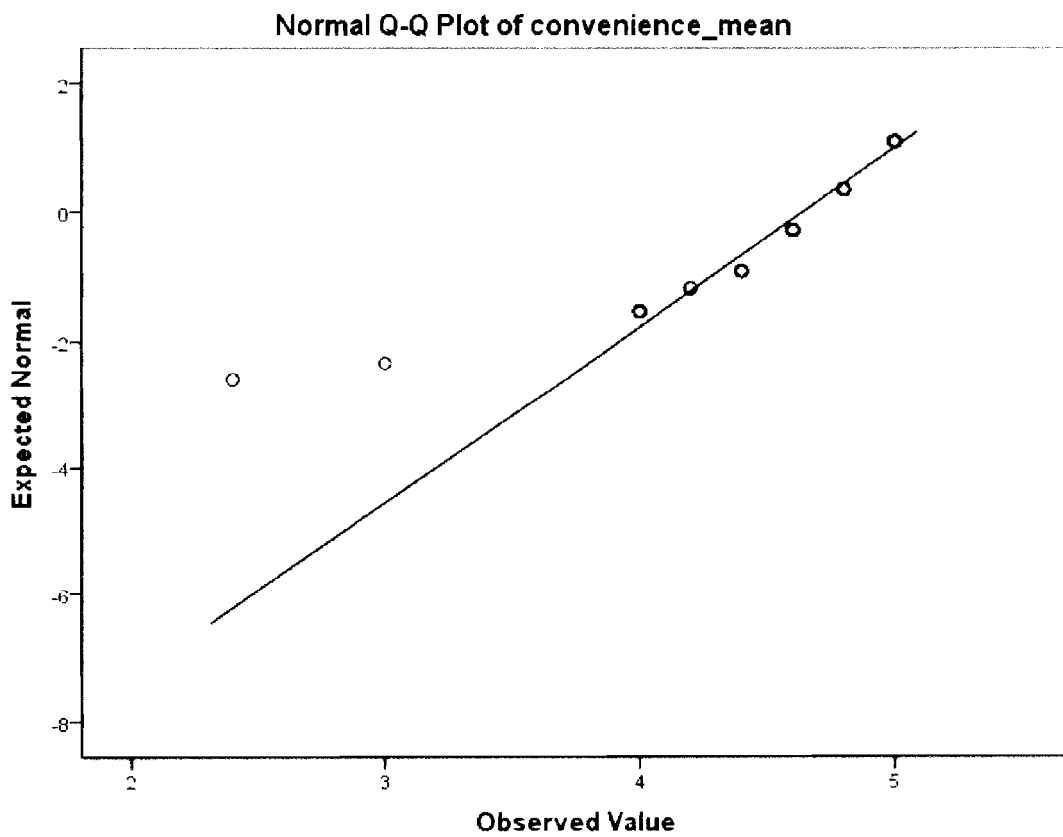
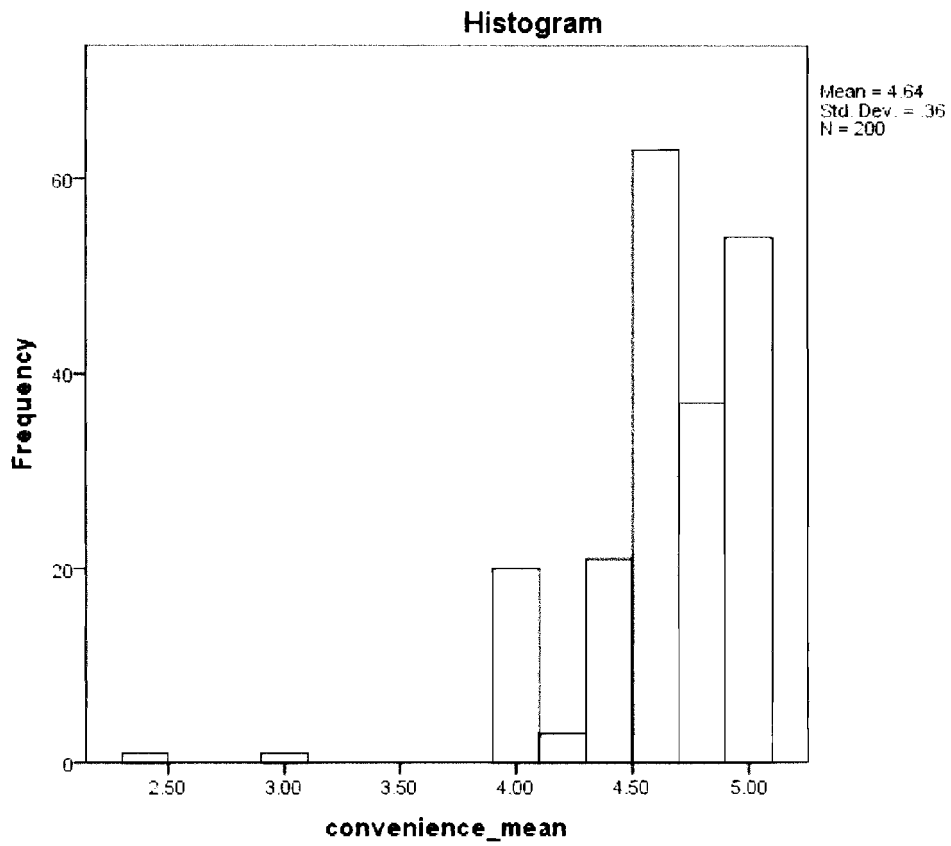
# Perceived Value



# Trust



# Convenience





## Reliability

### Loyalty

#### Scale: ALL VARIABLES

##### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
.749	5

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
My Preference for this online shopping website would not willingly change	18.56	2.178	.582	.678
It would be difficult to change my beliefs about this online shopping website	18.63	2.246	.553	.690
Even if close friends recommended another website, my preference for this website would not change	18.52	2.321	.547	.693
I will buy from this online shopping website the next time i purchase product/services	18.60	2.452	.440	.730
I intend to keep purchasing product/services from this online shopping website	18.55	2.410	.448	.728

## Quality

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.716	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The online shopping website information is regularly update	18.17	2.283	.477	.667
The online shopping website provide full information on product features and services offered	18.22	2.296	.498	.659
When a customer has a complaint or grievence, it is dealt with rapidly and effective	18.20	2.201	.506	.655
The confidentiality of customer data is ensured	18.15	2.393	.400	.697
Customer has the option to modify or defer at anytime the transaction process without commitment	18.01	2.311	.488	.663

## Value

## Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.734	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product/services is considered to be a good deal	18.33	2.143	.531	.674
Product/services charge are acceptable	18.30	2.121	.544	.669
The company provide more free services	18.19	2.315	.423	.715
The company offers attractive product/service costs	18.15	2.219	.493	.689
The company charges me fairly for similar product/services	18.13	2.261	.488	.691

## Trust

### Reliability

#### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.634	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Based on my experience in the past, i know it cares about customer	18.12	2.056	.419	.571
Based on my experience in the past, i know it is honest	17.92	2.285	.498	.528
Based on my experience in the past, i know it is not opportunistic	17.90	2.432	.373	.588
Based on my experience in the past, i know it is predictable	17.82	2.591	.345	.601
Based on my experience in the past, i know it known its market	17.76	2.626	.323	.610

## Convenience

## Reliability

### Scale: ALL VARIABLES

#### Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded <sup>a</sup>	0	.0
	Total	200	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.731	5

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I could shop anytime i wanted	18.59	2.193	.500	.682
I could order product/services wherever i am	18.60	2.172	.531	.670
The website provide sufficient information so that i can identify different product/services within the same categories	18.58	2.144	.509	.679
Payment method are flexible	18.53	2.220	.473	.693
Product/services delivery timely	18.49	2.311	.446	.702

## Descriptive Statistic

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
loyalty_mean	200	2.33	5.00	4.6450	.45215
quality_mean	200	2.50	5.00	4.4925	.46613
value_mean	200	3.00	5.00	4.5550	.36003
trust_mean	200	2.00	5.00	4.3600	.57842
convenience_mean	200	2.40	5.00	4.6390	.35962
Valid N (listwise)	200				

## Correlation

Correlations

		quality_mea n	value_mea n	trust_mea n	convenience _mean	loyalty_mea n
quality_mean	Pearson	1	.501**	.327**	.433**	.440**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
value_mean	Pearson	.501**	1	.445**	.563**	.597**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
trust_mean	Pearson	.327**	.445**	1	.379**	.286**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
convenience_me an	Pearson	.433**	.563**	.379**	1	.479**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
loyalty_mean	Pearson	.440**	.597**	.286**	.479**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

## Multiple regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635 <sup>a</sup>	.403	.391	.35279

a. Predictors: (Constant), convenience\_mean, trust\_mean, quality\_mean, value\_mean

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.414	4	4.103	32.970	.000 <sup>a</sup>
	Residual	24.270	195	.124		
	Total	40.684	199			

a. Predictors: (Constant), convenience\_mean, trust\_mean, quality\_mean, value\_mean  
b. Dependent Variable: loyalty\_mean

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.550	.368		1.497	.136
	quality_mean	.151	.064	.156	2.367	.019
	value_mean	.538	.093	.428	5.808	.000
	trust_mean	-.018	.049	-.023	-.369	.712
	convenience_mean	.225	.087	.179	2.587	.010

a. Dependent Variable: loyalty\_mean





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23 February 2014

**TO WHOM IT MAY CONCERN**

Dear Sir/Madam

**DATA COLLECTION**

**COURSE** : **Dissertation**  
**COURSE CODE** : **BPMZ 69912**  
**LECTURER** : **Dr. Norazuwa Bt. Mat**

This is to certify that the following is a postgraduate student from the OYA Graduate School of Business, Universiti Utara Malaysia. She is pursuing the above mentioned course which requires her to undertake an academic study and prepare an assignment. The details are as follows:

<b>NO.</b>	<b>NAME</b>	<b>MATRIC NO.</b>
1.	NOORASHIKIN BT HARUN @ CHE ANI	811068

In this regard, I hope that you could kindly provide assistance and cooperation for her to successfully complete the assignment given. All the information gathered will be strictly used for academic purposes only.

Your cooperation and assistance is very much appreciated.

Thank you.

**"SCHOLARSHIP, VIRTUE, SERVICE"**

Yours faithfully

**ABDUL SHAKUR BIN ABDULLAH**

Assistant Registrar

for Dean

Othman Yeop Abdullah Graduate School of Business

c.c - Student's File (811068)