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27th International Business Information Management Association Conference - Innovation Management and Education Excellence Vision 2020: From Regional Development Sustainability to Global Economic Growth, IBIMA 2016; Milan; Italy; 4 May 2016 through 5 May 2016; Code 123005

Factors influencing customer satisfaction towards E-shopping in Malaysia (Conference Paper)

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Abstract

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Online shopping or e-shopping has changed the world of business and quite a few people have decided to work with these features. What their primary concerns precisely and the responses from the globalisation are the competency of incorporation while doing their businesses. E-shopping has also increased substantially in Malaysia in recent years. The rapid increase in the e-commerce industry in Malaysia has created the demand to emphasize on how to increase customer satisfaction while operating in the e-retailing environment. It is very important that customers are satisfied with the website, or else, they would not return. Therefore, a crucial fact to look into is that companies must ensure that their customers are satisfied with their purchases that are really essential from the e-commerce's point of view. With this in mind, this study aimed at investigating customer satisfaction towards e-shopping in Malaysia. A total of 400 questionnaires were distributed among students randomly selected from various public and private universities located within Klang valley area. Total 369 questionnaires were returned, out of which 341 questionnaires were found usable for further analysis. Finally, SEM was employed to test the hypotheses. This study found that customer satisfaction towards e-shopping in Malaysia is to a great extent influenced by ease of use, trust, design of the website, online security and e-service quality. Finally, recommendations and future study direction is provided. Copyright © 2016 International Business Information Management Association

Author keywords

Customer satisfaction; E-service quality; E-shopping; Malaysia; Online security; Trust

Indexed keywords

Engineering controlled terms: Commerce; Economics; Education; Electronic commerce; Information management; Innovation; Quality of service; Regional planning; Sales; Surveys; Sustainable development; Websites

E-Retailing; E-service quality; Globalisation; Malaysia; On-line securities; Online shopping; Trust; Valley areas

Engineering main heading: Customer satisfaction

ISBN: 978-098604196-9 **Source Type:** Conference Proceeding **Original language:** English

Document Type: Conference Paper



Volume Editors: Soliman K.S. **Sponsors:** **Publisher:** International Business Information Management Association, IBIMA

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