



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

UNIVERSITI PENYELIDIKAN

Faculty of Management and Human Resource Development
Universiti Teknologi Malaysia

THE MODERATING EFFECTS OF PERCEIVED EASE OF USE AND PERCEIVED
USEFULNESS ON E-SERVICE QUALITY, VALUE AND SATISFACTION

MUHAMMAD KHAIRI BIN ABDUL MAJID

870830025303

MH102016

**THE MODERATING EFFECTS OF PERCEIVED EASE OF USE AND
PERCEIVED USEFULNESS ON E-SERVICE QUALITY, VALUE AND
SATISFACTION**

MUHAMMAD KHAIRI BIN ABDUL MAJID

**A thesis submitted in fulfillment of the requirements for the award Master of
Management (Technology)**

**Fakulti Pengurusan Dan Pembangunan Sumber Manusia
Universiti Teknologi Malaysia**

13 DECEMBER, 2013

Jutaan Terima Kasih buat:

Sekalung kasih kepada Mak (Kuzurina) dan Abah (Abdul Majid) yang telah membesarkan daku dengan penuh kasih sayang dan mendidik sehingga daku diiringi kejayaan, tidak dilupakan Isteri tercinta (Nur Shazwani Laila) yang memahami dan memberi ruang masa bagi daku menyiapkan tesis ini.

Terima kasih juga diucapkan kepada adik beradik atas segala dorongan yang diberikan selama ini.

Kepada para pengajar dan penyelia saya, jutaan terima kasih atas bantuan dan tunjuk ajar mu. Bingkisan doa ku agar segala ilmu yang dicurahkan akan dibalas oleh-NYA.

Kepada para sahabat ,semoga kalian semua berbahagia disamping orang tersayang.....Terima Kasih untuk segalanya semoga Allah S.A.W memberkati kalian semua.....

ACKNOWLEDGEMENTS

Assalamualaikum, I would like to take this opportunity to express my deepest and sincere gratitude to my supervisor Prof Madya Mohd. Shoki Mohd Ariff for his consistence in guidance and advice during my research period.

Appreciation also goes to my parents who always pray for me to give my best during my studies and give full support when completing this study. Not to forget my beloved wife, she always has a hand to help me from every aspect for the success of this study.

Last but not list appreciation extended to Salihah Sapar, Rahmat Roslan, Salasiah Abbas, Jaffrey Samsul Bahrin, Ali Buang, Yusmadi which was very helpful in providing guidance and advice in the completing of this thesis and thank for all colleagues who helped me in completing this study.

Finally, appreciation is also given to all individuals and parties who are involved directly or indirectly in the process of completing this study. Hopefully, the study will benefit all.

ABSTRACT

E-service markets have been growing rapidly over the past several years on airline website, and e-commerce and e-service marketing activities have attracted a great deal of attention as mean of increasing customers perception of online shopping activities, since they reduce the waiting time incurred by of line shopping transactions. Electronic service quality (e-SQ) plays an important role for any business that involved with online transaction to attract customers. With improving e-SQ it will improve and create service satisfaction and increase customers' perceived service value. Customers' assessment of website quality and e-service quality usually based on their actual experience of interacting with the site as well as post interaction service with core service quality, therefore it is important to determine dimensions of e-SQ in order to meet customer needs in internet environment. The present study addressed dimensions of e-SQ in the low cost carrier airline context and their relationship with the customer perceived satisfaction and customers perceived service value. Furthermore the moderating effect of perceived ease of use and perceived usefulness on the relationship between e-SQ, perceived service value and perceived service satisfaction was also examined. The quantitative research paradigm and a convenient sampling procedure were employed to distribute questionnaire among Airasia customers (International ticket holders) in Sepang, Malaysia. The results indicated that e-SQ dimensions: Customization, Site privacy and aesthetic, Efficiency, System availability and Fulfilment constitute e-SQ for low cost carrier airline. Furthermore the result also illustrate that perceived ease of use and perceived usefulness, which are the factors of the technology acceptance perspective, positively moderate the relationship between e-service quality, perceived service value and perceived service satisfaction.

ABSTRAK

Pasaran perkhidmatan elektronik telah berkembang pesat sejak beberapa tahun lalu di dalam industri penerbangan, aktiviti e-dagang dan e-pemasaran perkhidmatan telah menarik perhatian ramai pengguna. Kita dapat lihat purata aktiviti membeli-belah dalam talian menunjukkan peningkatan, ini kerana pengguna dapat mengurangkan masa menunggu dalam urus niaga dalam talian berbanding urus niaga konvensional. Kualiti perkhidmatan elektronik (e-SQ) memainkan peranan yang penting bagi perniagaan yang terlibat dengan transaksi dalam talian untuk menarik minat pelanggan. Dengan meningkatkan e-SQ ia dapat meningkatkan dan mewujudkan kepuasan dan nilai kepada pengguna. Penilaian pengguna terhadap kualiti perkhidmatan dan kualiti laman web biasanya berdasarkan pengalaman sebenar mereka berinteraksi dengan laman web serta kualiti perkhidmatan yang ditawarkan, oleh itu ia adalah penting untuk mengetahui dimensi e-SQ bagi memenuhi keperluan pelanggan dalam persekitaran pasaran elektronik. Kajian ini dilakukan bertujuan untuk mengenalpasti dimensi e-SQ dalam konteks syarikat penerbangan tambang murah dan hubungannya dengan kepuasan pelanggan dan nilai kepada pelanggan, penyelidik juga mengkaji kesan “perceived usefulness” dan “perceived ease of use” pada hubungan e-SQ , nilai perkhidmatan dan kepuasan pelanggan. Kajian ini merupakan penyelidikan kuantitatif dan prosedur persampelan rawak mudah telah digunakan untuk mengedarkan borang soal selidik di kalangan pelanggan AirAsia (pemegang tiket Antarabangsa) di Sepang , Malaysia. Keputusan menunjukkan bahawa dimensi e-SQ : Penyesuaian, Privasi dan estetik , Kecekapan , Memenuhi dan Ketersediaan Sistem merupakan dimensi bagi syarikat penerbangan tambang murah di Malaysia. Selain itu hasil kajian juga menunjukkan “perceived ease of use” dan “perceived usefulness” menunjukkan hubungan yang positif di antara hubungan kualiti e- perkhidmatan, perkhidmatan nilai dan kepuasan perkhidmatan.