Consumer Satisfaction in E-shopping: A Factor Analysis of Customer Satisfaction in Malaysia

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Abstract--- *This study is taking place to analyse the factors that might affect the customer's online purchasing dissatisfaction using E-Shopping. When the customers are unsatisfied with a selective online shop, they will not repeat purchasing at there or might as well banned the shop. Customer satisfaction is the consequence of customer experience through different stages of purchase as the customers cannot physically contact with the products when they bought the products and they are only based on the information provided by the sellers. Generally, the benefit of online purchasing is merely depends on the customer satisfaction during their time to purchase the product or service. The importance of this study is to focus on the awareness, satisfaction level and problems that had been faces by customers especially teenagers on online purchasing. Hence, the result of this research might be useful for customers who always do online purchasing. Lastly, lack of product's information and fraud and security was found that have a significant effect on factors affecting customers' online purchasing dissatisfaction with a significance level of (sig. t = 0.005) with a positive beta.*

Keywords--- *E-Shopping, Determinants of Customer Satisfaction, Quality of Products, Fraud & Security, Delivery, Product's Information.*

I. INTRODUCTION

Nowadays the internet has played a very important aspect in our daily life because the world now is on our fingers. We can just do anything with one click on the mobile phone or on the computer. In the business context, the internet itself give many benefits to the businessman as well as to the customers. For example the business can offer their products or services through online. According to (Rosqvist and Hiselius, 2016; Mortimer et al., 2016) in the past twenty years, the online purchasing and technological has grown considerably and it have made the existence in online purchasing more time competent, transparent and easier.

As stated by (Krbova & Pavelek, 2015), there are many challenges of traditional retailers as consumer will choose to go for online purchasing. It is because, nowadays, technology seems to be the first thing that consumer reach as it is more easy and flexible. The marketers and consumers lifestyle now is surrounded by high technology so it will be harder for traditional retailers to compete with online retailers. However, traditional retailers should be more tallies and up to date to the world improvement so that they are not being left behind.

Customer satisfaction is the main factor to measure how the company's performances whether it will increase the profit or not. It is the measure of how the consumer's needs and wants are being collaborated and being

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delivered in order to fulfil the consumer's expectation. But in this case, many companies' especially online sellers neglected the consumers' right when purchasing their products. They feel that even though consumers bought something from them, they will surely repurchase. But the truth is, it does not work like that. Once consumers feel dissatisfied with their product or service, they will not repurchase from the same shop. Besides, according to (Li, 2010) many online sellers did not paying attention to consumers' dissatisfaction and they did not try to overcome the problem. In result, the online sellers will lose the opportunity to solve the problems and fail to win the consumers' back. As conclusion, the online sellers must practice the management of customers' dissatisfaction by encouraging them to solve the problems arise.

Next is the problem of customer dissatisfaction towards online purchasing. Even though there are many past researchers had done research to find out factors that influence customers satisfaction in online purchasing, there are still seldom touched on the factors affecting customers dissatisfaction of online purchasing among teenagers. The problem of customer dissatisfaction towards online purchasing is related to the perceived risk. In the field of marketing, according to (Chen, Yan & Fan, 2015) risk comprises of two components which is uncertainty and consequence. The probability of customer choosing to make a purchase depends on his or her perception of uncertainty and there different grades of uncertainty. Even though online purchasing has given many benefits to our lifestyle, it also has its own negative sides. The past research has demonstrate a relationship between the risk perception of a new shopping channel and the choice of purchasing using that channel according to (Bhatnagar et al., 2000).

II. METHODOLOGY

Hypothesis Statements

There are four hypothesis that have been developed for this research based on dependent and independent variables:

H1: There is a significant relationship between quality of products and customers' online purchasing dissatisfaction

H2: There is a significant relationship between fraud and security and customers' online purchasing dissatisfaction.

H3: There is a significant relationship between problem with delivery of products and customers' online purchasing dissatisfaction.

H4: There is a significant relationship between lack product's information and customers' online purchasing dissatisfaction.

Based on the hypothesis, the research framework is focused on the four independent variables and the dependent variables is customers' online purchasing dissatisfaction.

Administration of the Questionnaire

The answers were rated by using the five point Likert scale with a horizontal format used, ranging from 1 = Strongly Disagree to 5 = Strongly Agree. (Sekaran & Bougie, 2013). The frequent of online purchasing was

measured by asking the factors affecting customers' online purchasing dissatisfaction. The questionnaires' layout was designed to be as easy as possible in order to avoid the misinterpretations and as well as can enhance the validity and reliability of the answers.

Data Collection

After the data were collected, the next stage for researcher is to analyse them. Since this research is quantitative, hence researchers use SPSS to analyse and generate the results from the collected questionnaire. The population for this research is about 300 respondents. The questionnaires were distributed to a total sample of 200 respondents but there are 210 respondents answered for the questionnaire (Krejcie & Morgan, 1970).

III. FINDINGS AND CONCLUSION

Reliability Analysis

Below is the table 1 that shows the Cronbach alpha and items of each independent variable namely quality of products, fraud and security, delivery and product's information. The Cronbach's coefficients alpha values for all factors that ranged from 0.705 to 0.739 indicated good inter-item consistency for each factor. Sekaran (1992) explained that the reliability of a measure is established by testing for consistency and stability of data collected.

Table 1: Results of Reliability Test

Variables	Number of items	Cronbach Alpha
Quality of products	5	0.714
Fraud and security	5	0.709
Delivery	5	0.699
Product's information	5	0.702

Reliability analysis was used to measure the goodness of data. This is to ensure that all items used in each variables are free from error and thus, providing consistent results. According to Sekaran (2000), the range of alpha was measured by over 0.80 was considered good whereas range of 0.70 is considered acceptable.

Descriptive Analysis among All Variables

Table 2: Presents the Means and Standard Deviation for all the Study Variables

Table 2: Descriptive Analysis

Variables	Mean	Standard deviation
Quality of products (MeanB)	3.9967	0.77649
Fraud and security (MeanC)	3.4787	0.90140
Delivery (MeanD)	3.2313	1.02658
Product's information (MeanE)	3.6360	0.89863

By referring to the above table, mean for all variable ranges between 3.4787 to 3.9967. This mean and standard deviation for independent variables measures which are quality of products, fraud and security, delivery and product's information were 3.9967, 3.4787, 3.2313 and 3.6360 respectively.

Factors Affecting Customers' Online Purchasing Dissatisfaction

Multiple regression analysis was used in order to determine the factors affecting customers' online purchasing dissatisfaction among teenagers.

Table 3: Results of Regression Analysis on Acceptance

Variables	Beta	t-Ratio	Sig. t
Quality of products	0.044	1.113	0.267
Fraud and security	-0.101	-2.865	0.004
Delivery	-0.042	-1.368	0.172
Product's information	0.098	2.847	0.005
R square = 0.056 F = 4.379 Sig. F = 0.036			

Based on the regression analysis done to determine the factors that affecting customers' online purchasing dissatisfaction among teenagers, quality of products was found to have no significant effect (sig, t = 0.267) on the customers' dissatisfaction. By referring the table above, it can shows that the dissatisfaction of using online purchasing does not depend on the products quality. This is probably because the customers might feel that the quality of the products is not important factor whenever they want to purchase something. The hypothesis H1 which stated that there is a relationship between quality of products and factors affecting customers' online purchasing dissatisfaction among teenagers is insubstantial.

Next, the regression analysis indicates fraud and security was found to have significant at 5% significant level (sig, t = 0.004). This could explained that customers are more likely to take serious on fraud and security of the products they purchased. Besides, customers also are worried if their products are being scammed or their personal information are being stolen by some irresponsible party. The hypothesis H2 which stated that there is a relationship between fraud and security and factors affecting customers' online purchasing dissatisfaction among teenagers is substantiated.

The regression analysis also indicates that problem with delivery does not significantly effect on the factors affecting customers' online purchasing dissatisfaction among teenagers as the result shows significance level (sig, t = 0.172). This shows that customers would still purchase the product even though the delivery service is not good. Therefore, the hypothesis H3 proved that relationship between delivery and the factors affecting customers' online purchasing dissatisfaction among teenagers was not supported.

Lastly, lack of product's information was found to have a significant effect on factors affecting customers' online purchasing dissatisfaction among teenagers with a significance level of (sig. t = 0.005) with a positive beta. This indicates that product's information does influence the factors affecting customers' online purchasing dissatisfaction among teenagers. Therefore, the hypothesis H4 which shows there is a significant relationship.

IV. SUMMARY

In summary, the analysis that was carried out, the results of the hypothesis tested were described in Table 4.

Table 4: Results of Hypothesis Testing

No of Hypothesis	Statement of Hypothesis	Results
H1	There is a significant relationship between quality of products and customers' online purchasing dissatisfaction.	Rejected
H2	There is a significant relationship between fraud and security and customers' online purchasing dissatisfaction.	Accepted
H3	There is a significant relationship between delivery of products and customers' online purchasing dissatisfaction.	Rejected
H4	There is a significant relationship between lack of product's information and customers' online purchasing dissatisfaction.	Accepted

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