

THE IMPACT OF SERVICE QUALITY ON  
CUSTOMER SATISFACTION: A STUDY OF  
BINGOBOX STORE IN KUALA LUMPUR DURING  
POST PANDEMIC COVID-19



UNIVERSITI TEKNIKAL MALAYSIA MELAKA


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STUDY OF BINGOBOX STORE IN KUALA LUMPUR DURING POST  
PANDEMIC COVID-19



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## APPROVAL

‘I hereby declare that I have read and go through this dissertation/report/thesis and certify that, this thesis is satisfactory in the sense of scope and quality as a partial fulfilment the requirements for the award of Bachelor of Technology Management (Innovation) with Honours and will submitted to the Universiti Teknikal Malaysia Melaka.’

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This thesis is submitted in partial fulfillment of the requirements for the award of  
Bachelor of Technology Management (Technology Innovation) with Honors.

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FEBRUARY 2023

## DECLARATION

I hereby declared that this thesis entitled “**THE IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION: A STUDY OF BINGOBOX STORE IN KUALA LUMPUR DURING POST PANDEMIC COVID-19**” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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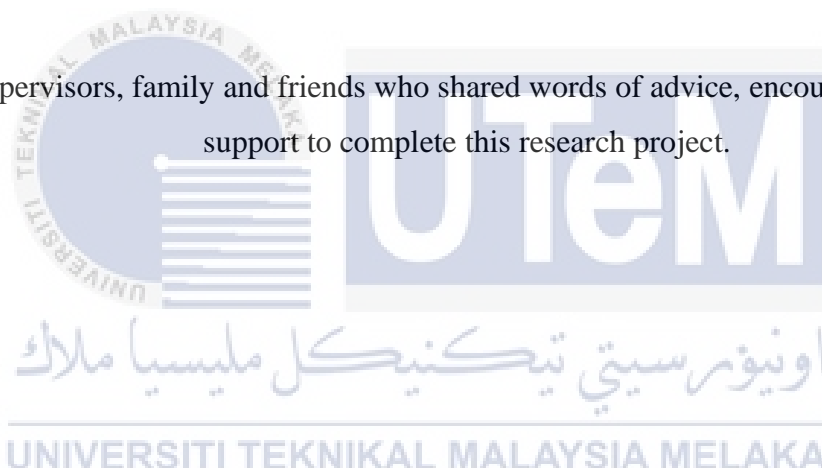
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## DEDICATION

This research paper is wholeheartedly dedicated to dear parents, Mr Mohd Fozi Bin Sukor and Mrs Ellyza Binti Shuhur which is my main source of motivation.

They always give us strength when we think of giving up, which continues to provide their moral, spiritual, emotional, and financial support.

To supervisors, family and friends who shared words of advice, encouragement, and support to complete this research project.



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## ABSTRACT

A Bingobox store is a retail outlet that allows customers to choose and pack their things without the assistance of a store employee. The cashless payment mode with a unified payment system replaces several payment terminals. In Malaysia, grocery stores without cashiers began to be accepted by the community, especially when the country was hit by the COVID-19 pandemic virus. It is evident from the available literature that research related to non-cashier convenience stores prioritizes technical, organizational and implementation related aspects while less attention is given to understanding aspects of consumption and consumer satisfaction. Therefore, this study aimed to examine consumer usage and satisfaction of Bingobox stores by empirically testing the relevant constructs from DeLone and McLean's IS Success Model. The models developed include such as information quality, system quality, service quality, trust, net benefits and user satisfaction. A survey based on a questionnaire was used to collect data from 150 respondents, who were residents and tourists around Kuala Lumpur. This research uses simple random sampling as probability sampling in which samples are selected at random. The data obtained were analyzed using Statistics and Social Science Package (SPSS). The results of this study indicate that all relevant constructs have shown a significant relationship on Bingobox store user satisfaction. As a result, this research could benefit the community and government to develop a better cashier-free retail store system for consumers.

**Keywords** - *Bingobox store, IS Success Model, System Quality, Service Quality, System Information, Trust, Benefit, User Satisfaction*



## ABSTRAK

Kedai Bingobox ialah kedai runcit yang membenarkan pelanggan memilih dan mengemas barang mereka tanpa bantuan pekerja kedai. Mod pembayaran tanpa tunai dengan sistem pembayaran bersatu menggantikan beberapa terminal pembayaran. Di Malaysia, kedai runcit tanpa juruwang mula diterima masyarakat terutama ketika negara dilanda virus pandemik COVID-19. Ternyata dari literatur yang ada bahawa penyelidikan yang berkaitan kedai serbaneka tanpa juruwang lebih mengutamakan aspek berkaitan teknikal, organisasi dan pelaksanaan sementara perhatian kurang diberikan untuk memahami aspek penggunaan dan kepuasan pengguna. Oleh itu, kajian ini bertujuan untuk mengkaji penggunaan dan kepuasan pengguna terhadap kedai Bingobox dengan menguji secara empirik konstruk yang relevan dari Model Kejayaan IS DeLone dan McLean. Model yang dibangunkan merangkumi seperti kualiti maklumat, kualiti sistem, kualiti perkhidmatan, amanah, faedah bersih dan kepuasan pengguna. Tinjauan berdasarkan soal selidik digunakan untuk mengumpulkan data daripada 150 responden, yang merupakan penduduk dan pelancong di sekitar Kuala Lumpur. Penyelidikan ini menggunakan persampelan rawak mudah sebagai persampelan kebarangkalian di mana sampel dipilih secara rawak. Data yang diperoleh dianalisis menggunakan Pakej Statistik dan Sains Sosial (SPSS). Hasil kajian ini menunjukkan bahawa semua konstruk yang relevan telah menunjukkan hubungan yang signifikan terhadap kepuasan pengguna kedai Bingobox. Hasilnya, penyelidikan ini dapat memberikan manfaat kepada masyarakat dan pemerintah untuk membangun sistem kedai runcit tanpa juruwang yang lebih baik kepada pengguna.

**Kata kunci** - *Kedai Bingobox, Model Kejayaan IS, Kualiti Sistem, Kualiti Perkhidmatan, Maklumat Sistem, Kepercayaan, Faedah, Kepuasan Pengguna*

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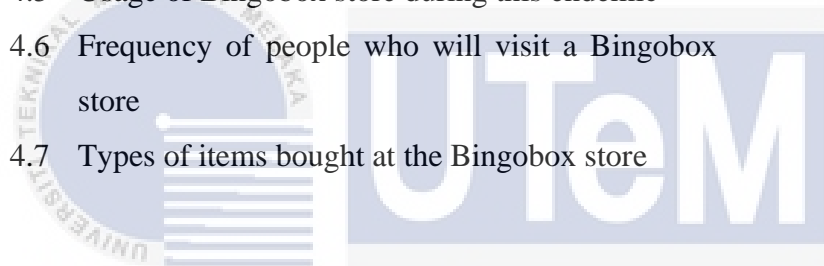
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## LIST OF ABBREVIATIONS

ABBREVIATIONS	MEANING
IS	Information System
SPSS	Statistical Package for Social Science
ISSM	Information System Success Model
NR	New Retail
IoT	Internet of Thing
MOSTI	Malaysian's Ministry of Science Technology and Innovation
SDGS	Sustainable Development Goals
4IR	Fourth Industrial Revolution



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## CHAPTER 1

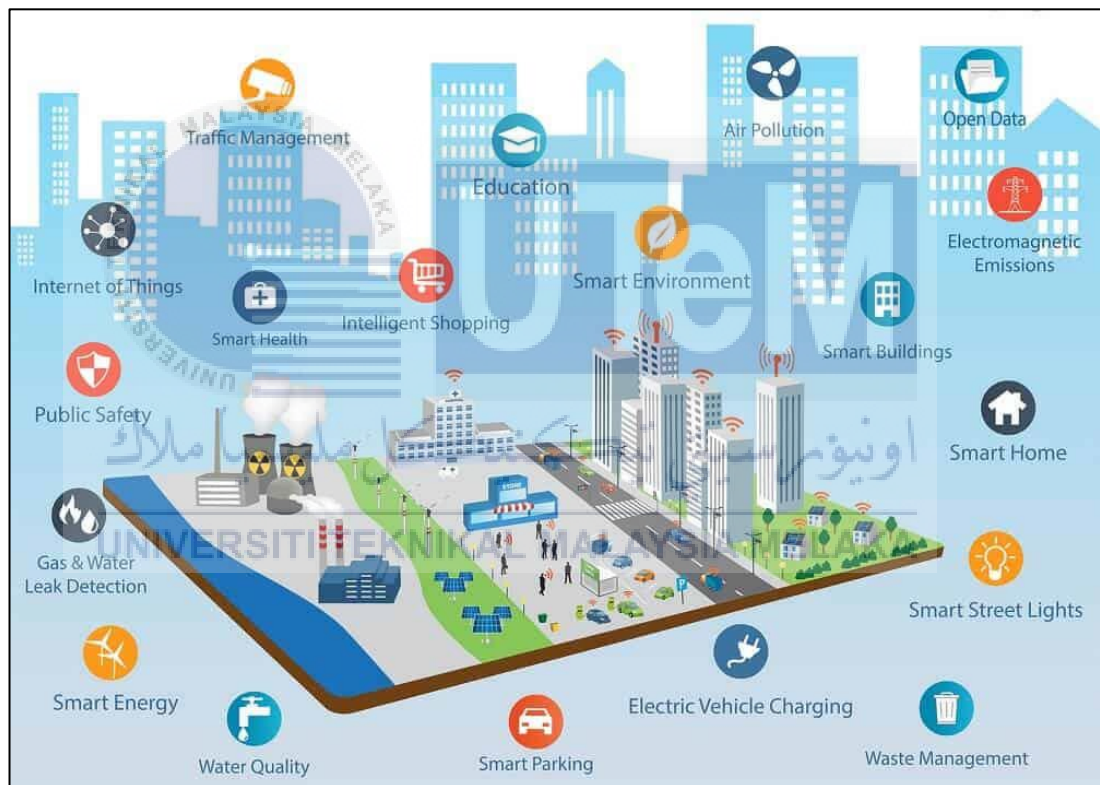
### INTRODUCTION

#### 1.0 INTRODUCTION

This chapter includes the outline of the research that illustrates the background of the study about the Bingobox store in Bukit Ceylon, Kuala Lumpur. A relative shortage of studies on what factors induce the acceptance or denial of Bingobox stores. Therefore, the objective of this research is to identify empirical factors affecting the use of the Bingobox store among users in Kuala Lumpur during post pandemic COVID-19, The remaining elements comprise the problem statement about users' satisfaction with the Bingobox store, research questions and research objectives, scope of the study, limitation of the study and the significance of study.

## 1.1 BACKGROUD OF STUDY

New technologies and modalities have recently transformed the nature of labour, having a significant influence on the global economy. Users are increasingly driven to online purchasing because e-stores often provide a wide range of services and products tailored to their specific needs. Some of the most significant advantages of buying online are convenience, round-the-clock availability, variable pricing, savings, and free door-to-door delivery. At the moment, an increasing number of online businesses are reporting increased demand for their products and services (Singh and Rana, 2018).



**Figure 1. 1: Smart City**

A smart city is a framework, primarily made up of information and communication technologies (ICT), that is used to create, deploy, and promote sustainable development strategies in order to address the growing problems that are associated with urbanization. This is done in order to address the growing population in urban areas. This framework was developed in order to create smarter, more sustainable ways to build cities. As a consequence of this, the use of tools and