

THE IMPACT OF SHOPEE ONLINE BUSINESS TOWARD CUSTOMER  
SATISFACTION



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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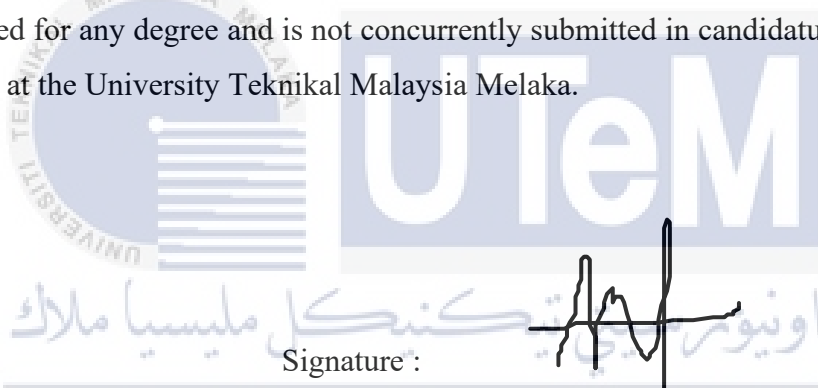
NUR AFIQAH BINTI MAHAT



FEBRUARY 2024

## DECLARATION

I declare that this thesis entitled “THE IMPACT OF SHOPEE ONLINE BUSINESS PLATFORM TOWARDS CUSTOMER SATISFACTION” is the result of my own research except as cited in the references that carried out during the course of our study under the supervision of Mr. Ismail bin Ibrahim. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree at the University Teknikal Malaysia Melaka.



Signature :

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Date : 22 JANUARY 2024

## APPROVAL

We, Hereby admit that we have read this thesis and in our opinion this thesis meet the scope and quality for the purpose of awarding Bachelor Degree of Technology Management.

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	Date	: 7/2/2024

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## DEDICATIONS

I would like to dedicate this research paper to my parents especially my mother for her great support and has been my main source of inspiration and fully support during my degree studies. Not forgetting to my friends, because she is ready to give me guidance on the part that I don't understand when preparing this proposal. Besides, thanks to my friends for moral support and encouragement during my research study. Thank you for supervisor, Dr. Fauzan because giving me the opportunity and totally new experience and memorable in my life to complete this research. Finally, to those who indirectly contributed to this research, your kindness means a lot to me. Thank you

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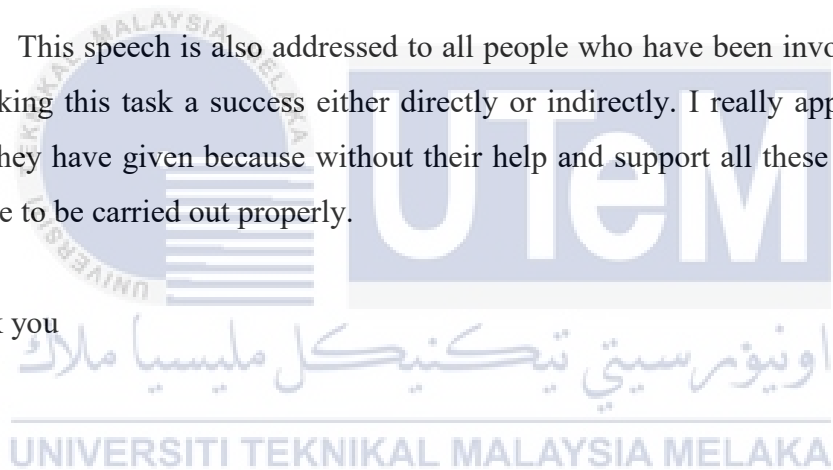
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This speech is also addressed to all people who have been involved with me in making this task a success either directly or indirectly. I really appreciate all the help they have given because without their help and support all these tasks may not be able to be carried out properly.

Thank you



## ABSTRACT

Conduct a research about the impact of Shopee online business platform towards customer satisfaction. Online business as we know it has existed because of the development of advanced technology to this day. The rapid growth of technology has a significant impact on our daily lives. As people all over the world know, online business is one of the best and suitable strategies used by all businesses to expand their business to a higher level. Online businesses such as Shopee have taken steps to enter the field of online business by opening their own network platform in 2015. Online businesses such as Shopee have tried to further expand their market to the global level. In business, customer satisfaction is the main key to the success of a business. The changing times that are becoming more sophisticated also change the tastes of customers who are increasingly following the trends. In this research, the researcher will find out the impact faced by customers in achieving their satisfaction when using the Shopee online business platform. Effects such as product quality, price and convenience were taken to conduct this study. A questionnaire survey was conducted to collect respondents' answers, and the data collected was analyzed using quantitative methods. The findings of the study show that there is a significant relationship between the independent variable that is customer-focused, user-friendly and service quality to the dependent variable that is customer satisfaction. The researcher also suggested to future researchers that they can explore more deeply about customer satisfaction in using Shopee's online business platform services.

\*Keywords: Shopee, Online Business, Customer Satisfaction

## ABSTRAK

Menjalankan kajian mengenai kesan perniagaan atas talian Shopee terhadap kepuasan pelanggan. Perniagaan atas talian seperti yang kita tahu ia telah wujud kerana berkembangnya teknologi canggih sehingga ke hari ini. Pertumbuhan pesat teknologi memberi impak yang ketara kepada kehidupan seharian kita. Seperti yang diketahui oleh masyarakat di seluruh dunia perniagaan atas talian merupakan antara strategi yang bagus dan sesuai digunakan oleh semua pengusaha perniagaan untuk mengembangkan perniagaannya ke tahap yang lebih tinggi. Perniagaan atas talian seperti Shopee telah membuka langkah untuk menceburi bidang perniagaan atas talian dengan membuka platform rangkaiannya sendiri pada tahun 2015. Perniagaan atas talian seperti Shopee telah cuba untuk meluaskan lagi pasarannya sehingga ke peringkat global. Dalam perniagaan, kepuasan pelanggan merupakan kunci utama kejayaan sebuah perniagaan. Perubahan zaman yang semakin canggih juga turut mengubah citarasa pelanggan yang semakin hari semakin mengikut trend. Dalam penyelidikan ini, pengkaji akan mengetahui kesan-kesan yang dihadapi oleh pelanggan dalam mencapai kepuasannya semasa menggunakan platform perniagaan atas talian Shopee. Kesan seperti kualiti produk, harga dan kemudahan telah diambil untuk menjalankan kajian ini. Tinjauan soal selidik telah dijalankan untuk mengumpul jawapan responden, dan data yang dikumpul dianalisis menggunakan kaedah kuantitatif. Penemuan hasil kajian menunjukkan bahawa terdapat hubungan yang signifikan antara pembolehubah tidak bersandar iaitu memfokuskan pelanggan, mesra pengguna dan kualiti perkhidmatan terhadap pembolehubah bersandar iaitu kepuasan pelanggan. Pengkaji juga mencadangkan kepada penyelidik akan datang bahawa mereka boleh meneroka dengan lebih mendalam mengenai kepuasan pelanggan dalam menggunakan perkhidmatan platform perniagaan atas talian Shopee.

\*Kata Kunci : Shopee, Perniagaan Atas Talian, Kepuasan Pelanggan



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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

This chapter will briefly discuss on the background of study, problem statement, research questions, research objectives, scope and limitation of the study, significance of study and summary of the study.

### 1.2 Background of Study

These days, online firms are sprouting up like mushrooms after a storm. Because of the rapid growth of information systems and increased Internet access, many businesses and individuals have migrated to digital platforms. Therefore, many Malaysians people or people around the world are now active in this online business, whether they are entrepreneurs, housewives, or students. Online business is a any type of business activities carried out 'online' where the internet was used as the main medium for mediation between sellers and buyers. In addition, the term online business also includes the activities of buying and selling goods and providing services online. According to Nogueira (2018), e-business is defined as an online business that operates over the Internet and supports all business processes and including the management of relationships with suppliers, customers , and other stakeholders as well as organizational communication, cooperation, and integration of all activities.

Additionally, this online business or e-commerce is believed to have its own potential in assisting entrepreneurs or new traders who wish to try their hand in the business area to generate additional revenue, particularly when faced with a calamity.

This is because the demand for goods online is seen to continue to increase from time to time.

According to estimates from Mohsin (2019), online sales would rise from 1.3 trillion USD in 2014 to 4.5 trillion USD in 2021. Indirectly, this growth will result in less consumer demand for tangible goods. In addition, Since technology has advanced, the majority of people find it more convenient to purchase necessities online rather than physically at the grocery store. This is demonstrated by data from Sellbrite.com, which asserts that more than one billion Internet users have made online purchases. The trust and security elements are the major motivators for clients to make online purchases. Trust is seen as a necessary and predictive factor for business success (Zhao et al., 2019). According to Nur Ain and Md Lukmanul Hakim et al. (2021) discovered that 61% of Malaysians aged 16 to 64 in January 2021. Furthermore, customer satisfaction is one of the key areas that traders need to concentrate on as online buying and selling operations rise. Customer loyalty towards a product and seller can be attained by ensuring that customers are satisfied with their buying and selling experiences. Repeat business is crucial for internet retailers since customers can easily contact rival firms if their needs aren't supplied by the ones they now deal with. According to Ali and Bhasin (2019), the process by which customers request goods and services from related businesses is known as a repeat purchase intention, and the cause of this intention is prior purchasing experience.

As stated by Fida (2020), utilised shopping apps on their mobile phones to find or sell products. According to Muhammad Thoriq bin Baharun and Mohd Abd Wahab Fatoni bin Mohd Balwi's (2021) research, online business platforms have a greater reach than physical enterprises. With the availability of Internet connectivity and innovative technology that can be used all over the world, traders have a fantastic opportunity to develop their business. With online business, a product can be more broadly advertised to fulfil the needs of both domestic and foreign customers.



### **1.3 Problem Statements**

Inaccurate product representation is one of the problems that online businesses have to face during buying and selling activities with customers. Customers may encounter situations in which the goods obtained does not meet their expectations based on the information supplied online, such as variations in colour, size, or quality, which can lead to disappointment and dissatisfaction. When customer expectations and viewpoints are compared, quality occurs (Giao et al., 2020). According to Fida et al. (2020), good product and service quality increases the probability of customer satisfaction. Online business owners must come up with ways to make sure that clients don't run into issues, such employing high-quality product photos.

In addition, shipping and delivery problems are also problems faced by online businesses to ensure constant customer satisfaction. Customer satisfaction can be greatly impacted by late deliveries, damaged items, or lost packages. Dissatisfaction can also be influenced by problems with shipment alternatives, tracking information, or bad customer service from shipping companies. Therefore, according to Hong et al. (2019), found that convenience, communication, reliability, and responsiveness in shipping services can increase customer satisfaction. Customer satisfaction is positively correlated with seller-customer accessibility. Reliable service accessibility raises a company's competitiveness in business. Thus, accessibility can give positively influences customer satisfaction.

### **1.4 Research Questions**

The questions of the research will be stated as follows:

RQ1: What are relationship between the price and customer satisfaction in using Shopee online business platform?

RQ2: What are the relationships between product quality and customer satisfaction in using Shopee online business platform?

RQ3: What are the relationships between convenience and customer satisfaction in using Shopee online business platform?

### **1.5 Research Objectives:**

There will be three main objectives of this research and they are as follows:

RO1: To determine relationships between price and customer satisfaction in Shopee online business.

RO2: To analyze relationships between product quality and customers satisfaction in the Shopee online business

RO3: To analyze the relationships between convenience and customer satisfaction in Shopee online business

### **1.6 Scope and limitation of the study:**

The purpose of this study is to examine the impact of Shopee on online business on customer satisfaction. In addition, to investigate Shopee's business services for assuring customer satisfaction, which can have a significant impact on Shopee's online company. The study will take place in existing online businesses and will be limited to those who have run an online business who answered a survey about the impact of Shopee online business. The research will be carried out quantitatively to help researcher in understanding and improving online business. Data was collected from a questionnaire distributed to Shopee online business users in using a google form survey. The target respondent are people who regularly use online business platforms Shopee to shopping online for respondents in Universiti Teknikal Malaysia Melaka. 370 respondents were targeted to answer this questionnaire.

### **1.7 Significance of study:**

This study researchers investigate the impact on customer satisfaction in Shopee online business. Even the researcher already aware there are various types of online businesses platform other than Shopee in understanding how to ensure that customers get their satisfaction. In addition, this allow the researcher to know more in-depth the factors that can affect customer satisfaction in using Shopee online business. Shopee can finding various ways and solutions that can reduce business costs and increase maximum and overall user satisfaction and help achieve strategic objectives. This study is also important to provide additional findings on the issue and can also be used as a basis for doing other related research issues.

### **1.8 Thesis outline:**

This research will be about the impact of online business in fulfill user satisfaction.

- Chapter one will discuss introduction, background, problem statement, research questions, research objectives, scope and limitation of the study and significance of study.
- Chapter two will discuss the overall literature review, such as all past and previous studies.
- Chapter three discussion will be encompasses the theoretical concepts that further provide information regarding impact of online business to fulfill user satisfaction.
- Chapter four data analysis and discussion what found when analyzed research data.
- Chapter five recommendation and conclusion of the overall result of study.

## 1.9 Summary

Summarily of chapter 1, it is introduction of the research, which it discuss about background of study about online business on customer satisfaction. Next, determine the problem statement faced by online businesses in improving customer satisfaction. To assist in guiding the research process and shaping the direction of the study, research questions and research objectives were developed. Furthermore, the scope and limitations of the study are provided to provide the researcher with a knowledge of what is to be accomplished in the study and what cannot be addressed. The significance of the study also resides in its ability to provide the researcher with fresh information, ideas, or viewpoints. Lastly, the purpose of a thesis outline is to give a well-structured blueprint or road map for your thesis or research paper.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

The purpose of this chapter on providing the theoretical models that are related to the topic of the research study. The chapter also presented the findings of the past researches in regards to the impact of Shopee online business on customer satisfaction, with a particular emphasis on special attention paid to various online businesses. By reading the relevant kinds of literature, the dependent variables and independent variables were defined. At the end of this chapter, the proposed research framework can describe the theory.

#### 2.2 Shopee

Shopee is a leading e-commerce platform that operates across various countries in Southeast Asia and Taiwan. It was founded in 2015 by Li, F, who is also the leader of Shopee's company, Sea Group. Shopee provides a user-friendly online store where a variety of goods may be bought and sold by both people and companies. The platform provides a wide range of products, including electronics, fashion, beauty, home and living, and many others. It acts as a one-stop shop for customers to find and purchase items from the comfort of their own homes. By leveraging technology and innovation, Shopee seeks to create a smooth shopping experience. One of Shopee's key features is its mobile-first approach. The platform includes a powerful mobile application that is intended to cater to the region's growing number of smartphone users. The app has an easy-to-use layout, secure payment choices, and a variety of features to improve the overall shopping experience.

Shopee's platform also contains social components, allowing users to connect with vendors and other consumers via features such as in-app chat, user reviews, and ratings. This promotes a sense of community and makes communication between buyers and sellers easier. According to Madan et al. (2022), Shopee is a user-friendly online marketplace that allows people to buy and sell goods quickly and conveniently. Shopee had approximately 54 million monthly visits in the second quarter of 2021, a rise from the previous quarter. Shopee's headquarters are in Singapore, which is home to one of the most powerful e-commerce platforms in Southeast Asia and Taiwan.

### **2.3 Customer Satisfaction**

In the past few years ago, most businesses have been interested in using mobile commerce applications within their organizations as a ways of targeting or satisfying users or end customers. Customer satisfaction is the degree to which the needs, expectations and preferences of users are met by a product or service. In this context, it can be influenced by many factors, such as usability, functionality, design, performance, support and value. Therefore, improve online customer satisfaction has become a key issue for online business companies to increase customer stickiness and promote customer repeat purchases (Liu & Zhang, 2016). Customer satisfaction is becoming more and more important for companies and it has a direct impact on the company's profitability. Online users has expect higher levels of service quality compare to traditional channels user. Without that, the customer can easily switch to other online business like in the business to consumer (B2C) e business model. So, using all the limited resources, making the service quality and the user or customer satisfaction become better, and keep up the loyalty are particularly important (Garg, 2018).

Customers always want goods and services that are of high quality and meet their expectations. When they ensuring that the products meet high standards, it can make crucial to maintain customer satisfaction and avoid returns or complaints. Which is, when customers start making complain always it actually can impact the online business reputation to other customers. The quality control processes and

supplier evaluations can help in assessing the reliability of the goods. Quality is regarded as a main strategic component of competitive advantage and therefore the enhancement of product or service quality has been a matter of main concern to firms (Daniel, Reitsperger, and Gregson, 1995; Foster). In addition, actually in meeting the needs of user can be a complex task, as their requirements can vary based on their business models, target markets, and specific demands. However, it is an essential aspect of building strong business relationships between business and users and also will ensuring it a successful partnership. According to Galbreath (2002), the key ingredient for partners' relationship success is collaboration and best communication way via electronic integration.

Customers are the lifeblood of every business and are regarded as royalty. The happiness of its customers determines a business's performance. The degree to which a consumer is satisfied with a product, its quality, and their whole experience is measured by customer satisfaction. It indicates whether or not a consumer is satisfied doing business with a company. It's crucial to gauge a company's success in this regard.

By offering superior services, internet businesses these days are remembering who their previous clients were. Using enticing offers to draw clients is a transient stage. A business may gain a customer for life by offering superior services and meeting consumer needs. It will improve the brand's reputation and have an effect on the business's success as well. However, a dissatisfied consumer might have a negative impact on the company and could result in loss. Retailers should communicate with consumers on a frequent basis, solicit their input, and act upon it in order to increase customer happiness. According to Hasemark and Albinsson (2004), customer satisfaction essentially refers to an emotional response to the discrepancy between what customers receive and what they truly desire. Additionally, they make clear that pleasure is a general viewpoint of a product supplier. Hoyer & MacInnis (2001) concur with this assertion and elucidate that customer satisfaction pertains to an individual's level of contentment with the product or service. Furthermore, they mentioned that happy consumers suggest that product or service to their friends and family. Customer happiness is the primary factor contributing to the company's noteworthy financial accomplishments. Customer satisfaction is now

measured in terms of time, results processing, effective evaluation, cognitive evaluation, and the fundamental feeling of fulfilment (Souca, 2014).

Customer satisfaction is determined by the cognitive evaluation and is reflected in the replies that are influenced by the summary. Customer satisfaction lacks a precise definition. It has also been said that understanding economic enhancements alters the notion of consumer happiness (Souca, 2014). It is necessary to specify two crucial elements in addition to client happiness, which are customer contentment and customer discontent. According to Souca (2014), customer discontent may be attributed to three primary components: an effective reaction, a clear viewpoint, and a set point within a given time frame. Conversely, client satisfaction arises when a business surprises clients by exceeding their expectations. Customer satisfaction, customer joy, and customer dissatisfaction are shown to be strongly correlated (Souca, 2014). It has been demonstrated that the corporation develops its goods and services in response to client demand; as a result, producing appealing items of high quality has become essential. It has been shown that consumer happiness aids in product development (Taylor and Baker, 1994). To classify the quality qualities, it is necessary to ascertain the level of client satisfaction. Classifying and identifying the quality qualities is necessary to comprehend consumer requests. Consumer satisfaction is a useful indicator of product quality (Taylor and Baker, 1994). Many publications have said that if consumers are happy, the firm's brand image will grow as well. For this reason, the company must satisfy customers by offering high-quality items at competitive prices with a range of options. Taylor and Baker (1994) found that there was an unbalanced and nonlinear link between the quality characteristics and customer satisfaction. Customers' contentment will naturally diminish if the quality of the items declines, which would harm the company's brand image.

## **2.4 Impact of Online Business**

The rapid growth of internet users around the world was spurred by the customer's need for the ease of purchasing items via the internet. The fast expansion of internet users has aided the growth of online shopping service providers. As you



know, online business has many effects that can be positive or negative. In general, online business can make it easier for producers and consumers to buy or market a product according to consumer needs. Online business is a boom in modern business. Online business includes online marketplace, online advertisements, digital services, promotion of businesses through social media, and much more. It is a huge world of business on the web and with the growing technological advancements, the prospects of e-commerce are also continually growing to provide what user want. In context of online business, user satisfaction has emerged as a critical factor in determining the success of any product, service, or platform of online business. It encompasses the overall experience, usability, and value that users derive from their interactions, and has a profound impact on the reputation, growth, and sustainability of businesses. Through the new systems of online business that is increasing, the process of reaching out to various clients, customers, and target audiences had been made all the more convenient and efficient (Lamba et al., 2020). The advent of the technology and the proliferation of various online business platforms have opened up new avenues for entrepreneurs and consumers alike. This has led to a profound impact on various aspects of society, including the economy, consumer behavior, employment, and market dynamics.

#### 2.4.1 Price

Price is an important matter in business because it involves transactions that need to be issued to ensure the success of a business. How customers perceive a certain price, in which the high-low price of a product can be a significant effect on a customer intention to purchase the product. Therefore, customer will give an attention to the price paid by other customers, no one is happy to pay more cash compared to other customers. The fairness of the price will influence the perception of the customers and it ultimately will influence their willingness to become a customer. Thus, price is the primary consideration behind satisfaction because customers will carefully check whether they entirely use the product to obtain benefits. Consumers will try to find online businesses that sell goods at cheap prices because many online businesses market the same product so that there are those who lower prices to compete with other traders. Price appropriateness will likely help

consumers remain satisfied after reaching the expected level of interest. Along this route, customers' trust will continue to improve and repeat the purchase. Good cognition will make customers satisfied. Unexpectedly, if customers have opposing opinions, they will feel dissatisfied, which makes them reluctant to continue to buy back products. Similarly, consumer satisfaction can also constitute a sacrifice, depending on the value obtained, which means that the price of a product depends on the advantage obtained (Wantara & Tambrin, 2019).

In addition, distribution via the Internet is said to be quite successful because it connects end-users with producers directly. This will reduce the traditional role of intermediaries, namely agents and distributors in international marketing. The benefits obtained can be seen clearly which is that it can reduce costs that are not required by producers in marketing the product and as a result the price that reaches consumers is cheaper compared to going through intermediaries (Peattie, 1993). Through e-commerce, it can eliminate or reduce the cost of renting a warehouse or business premises, insurance, rental of control services and other costs related to storage costs in the transaction of transferring goods or services. Therefore, savings on labor costs are also enjoyed, i.e. there are no more provisions to pay workers' wages, and utility bills (electricity and water) can also be saved. According to 68 Malaysian Consumer Journal with the convenience of the Internet it can also reduce the cost of advertising so it becomes cheaper.

#### **2.4.2 Product Quality**

Product quality is a fundamental aspect of retail satisfaction in online businesses. When customers shop online, they expect the products they receive to meet their expectations in terms of durability, functionality, aesthetics, and overall performance. Therefore, product quality is one of the common problems in e-commerce. Moreover, it will affect the satisfaction of consumers if it does not meet the standards of goods and services as required. When user shop in online business platform, product quality cannot be guaranteed even if there is a product review. Because customer feedback is valuable for other potential buyers and can influence

their decision-making process. Positive reviews and high ratings enhance retail satisfaction and build trust in the online business.

In addition, some defective products sold online are caused by fraudulent sellers who focus on sales (Vasić et al., 2019). In B2C transactions, longer delivery time is another critical problem. Although in business to business, it can offset the number of projects with cost or amount. However, some e-commerce services provide day transport services, but a large part of them cannot be delivered to consumers in time. In online shopping, buyers are not willing to wait long to sign for the package to be delivered (Tram, 2020). Online businesses should strive for continuous improvement in product quality to always make user satisfied when want buy product. Additionally, improving the service quality of online business is considered one of the critical factors in determining the success or failure of online business. Online business is most concerned about logistics, including delivery time, being too long, and received products and online specifications that need to match (Rita, Oliveira & Farisa, 2019).

There are several scenarios against the retailer and the customer. For example, the risk of quality assurance when the goods purchased do not meet the customer's requirements. In addition, the size of the item, color and description of the actual item may differ from that in the catalog. Disappointed customers had to agree when they received the goods. There are also untrustworthy people who take advantage of cheating in online business. As a result, many cases of Internet fraud have been reported lately. In fact, customers are exposed to fraud such as orders different from the received goods, low quality and expensive charges than the prices listed in advertisements and various other cases. This is of great concern to online customers. Thus, according to Anderson (2013) stated that a online business which is free from fraudulent activity can attract consumers to make online purchases. Hence, a user-friendly and safe online business will help consumers to make online purchases easily and which will ensure they are more eager to buy other products online.

### 2.4.3 Convenience

Convenience refers to the ability to use self-service technology. Online businesses provide convenience to users by allowing them to shop or access services from the comfort of their own homes or on-the-go. Users can browse and purchase products or services at any time, cause can avoiding the need to travel to physical stores or adhere to specific business hours. This convenience factor contributes to higher user satisfaction. It provides convenience because it actually allows users to access for 24/7 to ensure that users can shop or access services whenever it suits them. This eliminates the need to adhere to physical store hours and provides flexibility to consumers. According to Zhu, k. and kraemer, K.L, (2002), some customers may have a limited time so they can save time and take advantage of the convenience of buying online. In other words, when something is convenient it could means both saving time and being done in the right moment. Online business is usually faster, cheaper and more convenient than the rationale methods of bartering goods and services (M. Taylor and Mark P. Taylor, 2004).

In addition, online business can be a convenience for personalization to users. Where an online business can leverage user data to personalize the shopping experience such as by analyzing the user's browsing history, purchasing behavior and interactions with the platform, algorithms can suggest related products or services that match the user's preferences. This helps consumers discover new items they may be interested in, saving them time and effort in searching for products themselves. According to Kaufman-Scarborough & Lindquist, (2002), internet provides individuals with a lot of available information and offers the possibility to compare information. Online business is seen to be easier even if it takes a little time between one to two days. Also, online business is very popular because it gives comfort to make a choice (Abdul Wahab et al., 2019). Only consumers or buyers have faith in the online process will do online purchase transactions. The purchase transaction will not happen if there is no trust between the consumer and the seller (Yazid, Che Wel, & Omar, 2016).

## 2.5 Factors Influence Online Business Customer Satisfaction

Online business is any commercial activity conducted over the internet. It involves the buying and selling of products or services, as well as various other business operations which is carried out through online platforms. Online businesses utilize the internet as their primary medium for communication, marketing, transactions, and customer interaction. In addition, online businesses can take different forms, including e-commerce stores, digital marketplaces, online consulting services, software-as-a-service (SaaS) platforms, online advertising, and more. Also they can be operated by individuals, small businesses, or large corporations, and can target local, national, or international markets. There are some advantages of online businesses include the ability to reach a global audience, reduced overhead costs compared to traditional brick-and-mortar businesses, flexible working hours, and the potential for automation.

### 2.5.1 Trust

As demonstrated by Yo et. Al. (2021), trust is defined as a set of specific beliefs dealing primarily with the benevolence, honesty and dignity of another party in the context of online shopping. Shopee's comfortable and secure environment has influenced customer's attitudes toward the company. In online business, trust affects customers' intentions to buy from a specific online platform like Shopee and continues this process because there is no face-to-face contact, and customers require a lot of reassurance to compensate. Trust can help them overcome their high level of uncertainty, fear, and potential risks, allowing them to confidently share their private information with sellers. As a result, it facilitates online business transactions and is one of the reasons for online business success. (Irantaj, Giti, 2018)

The biggest barrier to going online is security concerns, which may compel them to provide information online. For online business customers, they must focus solely on the potential profit from the current purchase is simply not an option. Customers expect retailers to guarantee the security of their personal information. Companies that find a way to overcome this type of malicious activity after their

purchase may be liked by customers and achieve satisfaction. (Khalid Soliman, 2016). In addition, trustworthy online businesses will strive to provide reliable and accurate information about their products, services, and delivery options. For example, they fulfill their promises, deliver products on time, and also provide accurate descriptions and images. Therefore, customers who trust the business to deliver what they expect are more likely to be satisfied with their purchases.

### **2.5.2 Online Business Services Quality**

As mentioned by Nassauer (2020), to survive, one factor that captured the attention of people all over the world was the shift from traditional shopping or trade to digital. Customers today are more sensitive to the services provided by sellers, and good service provides a positive experience. Customers who have a positive experience with the service provided will be satisfied, and this can turn them into loyal customers. Abdullah Sarwar, 2016., also stated that service can be defined in a variety of ways. Activities, performances, and experiences are all examples of service. With increased more services in their platform, like a which is Shopee, has turned to e-commerce and the online channel in dealing with their customers, the concept of service quality has become a more important factor because it can lead to customer satisfaction and retention.

Services quality has been measured in various ways over the last two decades. Several previous research (Ahasanul Haque, 2016) focused on present service quality rather than past service quality. Service quality can be defined as the entire process of service delivery by service providers via the online channel. Service, as an innovative brand in provides customers with varying levels of satisfaction. Customers must be provided with a certain level of basic service in order to meet their basic expectations.

Finally, many online shopping websites, such as Shopee, offer services continuous individual support to customers. This is primarily for after-sales administrative inquiries and provides complex support. Furthermore, to make it easier to use the internet, give online feedback to encourage visitors to return.

While improvements should result in systems that do not require paperwork, systems may still be required to present supporting documents. Such information should be very easy to find, entirely focused on tasks, and generally accompanied by checklists defining steps to be taken. (Abdullah Sarwar, 2016).

### **2.5.3 Ease of Use**

The customer's perception of how simple it would be to interact with an e-commerce platform is referred to as perceived ease of use (Sabeh et al., 2021). The definition of ease of use is "the degree to which a person believes that using a particular system would be free of effort." This definition is in line with the term of 'ease' as the absence of difficulty or great effort. Ease of use is a critical factor in customers usage and experience with computer technology, especially for customers who are new to such technology.

In these terms as well, Shopee is assumed to be generally enjoyable and fulfilling, and thus the promoting sites must be generally organized and easy to navigate. Sellers on Shopee can provide customers with more ways to secure purchases, solutions, and services over the internet and with lower customer service fees, resulting in a higher level of customer satisfaction. All of this is possible with e-commerce. Not only that, but customers can conduct these transactions from the comfort of their own homes. (Seethaetchumy Thambiah, 2016)

According to the author Khalid Soliman, 2016 the author discovered that the affinity with the computer, its ease of use, and users' involvement in the auction influence this trend to offer in online sales. The ease of use of information technology has been identified as a critical factor in its popularity.



## 2.6 Service Quality of the Shopee Online Business to the Customers

### 2.6.1 Responsiveness

Jayawardhena, C. (2018) defined *responsiveness* as the willingness to assist consumers and the capacity to offer timely services. Andrews and Turner (2017), in research on customer experience in service delivery in the UK public sector, determined that the responsiveness, competency, and promptness of employees increased customer satisfaction. In research on service quality and customer happiness in thermal tourism, Silvestri et al. (2017) discovered that the employee's willingness to assist customers, the promptness of services, and the ability to offer customized attention to clients increased customer satisfaction.

According to Whyte and Tresia (2018) found that responsiveness, civility, and competence positively influenced customer satisfaction concerning service orientation. Other research in Namibia revealed that promptness and responsiveness positively affected customer service. They believed that workers' responsiveness, competency, and civility represented the service-oriented ethos of the company.

Several kinds of research conducted in Botswana came to the same conclusion which there is a favorable relationship between service quality measures and levels of customer satisfaction. According to Jaiyeoba et al. (2017), responsiveness favors customer satisfaction with online services and the value of e-mail service. In the research, an investigation of the Botswana Public Officers Medical Aid Scheme and the Pula Medical Aid was carried out. The research also discovered that responsiveness contributed to efficiency and fulfillment in resolving the complaints that members of the health insurance system lodged.

### 2.6.2 Tangibility

Tangibles include visual images that help customers form impressions of the quality of service, which will have a positive effect on the customer's perception and contribution to profit. It includes physical evidence of the services



(Ana et al., 2022). Tangibility identifies the features of buildings, equipment, communication materials, and technology. These provide clients as a customers with sufficient clues regarding the firm's service quality. Additionally, this aspect strengthens the company's image. Consequently, the tangibility factor is crucial for businesses, and they must spend extensively arranging physical facilities.

Several studies have shown that providing customers with tangible benefits increases their satisfaction, such as their banking experience like in Indian public sector banks. In an investigation of the relationship between service quality and customer happiness in the field of thermal tourism, which was carried out by Silvestri et al. 2017, the researchers found that the appearance, cleanliness, comfort, safety, and tangibility of the resort spa and thermal pool gave more satisfaction to the users. As stated by Whyte and Tresia, 2018 observed in further research that tangibility and security favored customer satisfaction in Namibia. This was shown to be the case in Namibia. Andrews and Turner, 2017, discovered in their research on the customer experience in service delivery in the public sector of the United Kingdom those physical aspects had a less significant impact on customer satisfaction. This may imply a less appealing service atmosphere and a reduced performance from the equipment.

### **2.6.3 Fulfillment**

Activities that guarantee customers get what they request is what fulfillment is. Components of the method include the timeliness of delivery, the correctness of the order, and the condition of the delivery (Blut, 2016). All these things may only be evaluated after the purchase or payment has been made. Customers expect their shipments to arrive free from defects and undamaged throughout the delivery process. Otherwise, the levels of satisfaction experienced by customers would take a significant hit (Jain et al., 2017). It is equally important to ensure that the consumer receives what they requested and that the item is in the same condition it was in when it was sent to them, in addition to providing quick shipping and return alternatives. According to Rita et al. (2019), consumers who buy online in Indonesia place a high value on order fulfillment, which favors quality online services. Accordingly, the findings of Kumar and Anjaly's (2017)

research suggested that one of the essential factors determining a customer's satisfaction level and propensity to make additional purchases is the fact that the products they ordered were delivered to them in the expected good condition.

## 2.7 Conceptual Framework

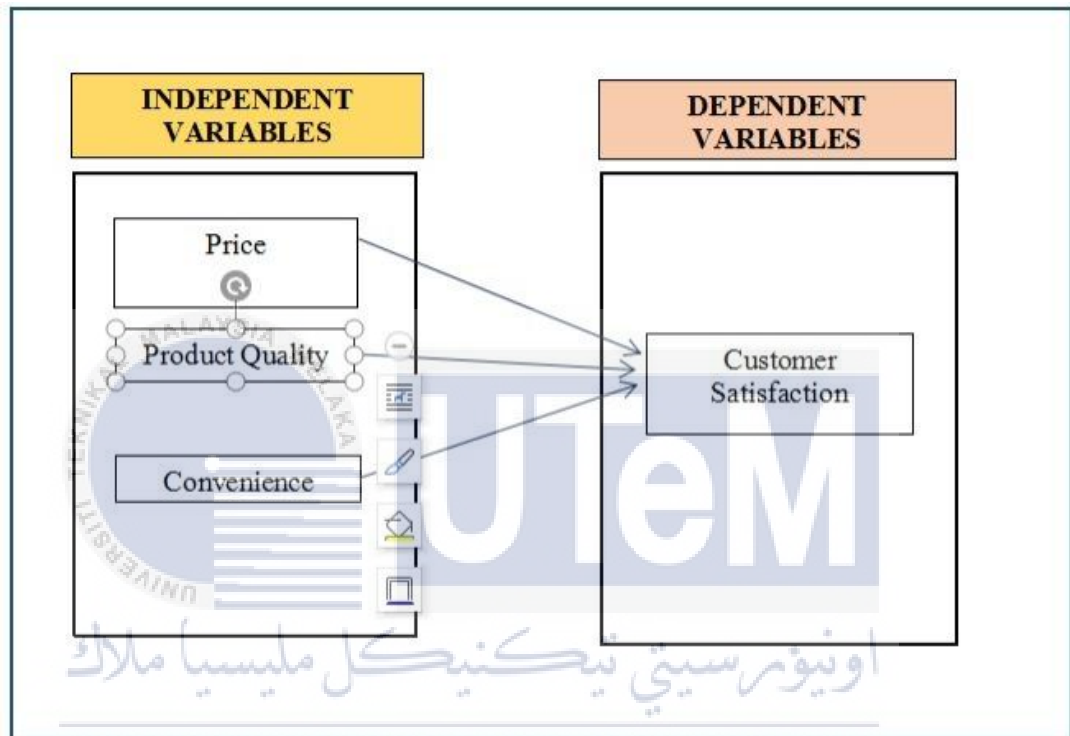


Figure 2.7 : Conceptual Framework

## 2.8 Hypothesis

### Price

H0: There is no significant relationship between price and customer satisfaction.

H1: There is a significant relationship between price and customer satisfaction.

### Product Quality

H0: There is no significant relationship between product quality and customer satisfaction.

H2: There is significant relationship between product quality and customer satisfaction.

### **Convenient**

H0: There is no significant relationship between convenient and customer satisfaction.

H3: There is a significant relationship between convenient and customer satisfaction.

## **2.9 Summary**

In this summary, this paper is still doing research to evaluate and determine customers satisfaction levels and the service quality of the Shopee application, especially on its customer services platform. The researcher explains some elements related to online business as a reference for the researcher to continue the study. The researcher examines the factors influencing customers satisfaction levels on the services available in the Shopee online business . It is to find out whether Shopee's online business platform has a positive impact on its customers who might use it. Not only that, but the researchers also analyzed the services quality of Shopee to achieve the objectives of the study conducted on Shopee users.

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## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

This chapter presents the study's of research methodologies for gathering data and information in order achieve the research objectives. The researcher has carried out this study using a variety of research techniques to gather the required data. According to M. S. Sridhar (2007), research methodology is the study of how research is conducted scientifically. It aims to show how research is carried out, data is collected, and information is analyzed to generate correct results. This chapter covers about research design, methodological choice, source of data, location of research, sampling data, research strategy, data analysis, validity, reliability and analysis process.

#### 3.2 Research Design

The research design is a plan and procedure for conducting research which involves decisions ranging from broad assumptions to detailed procedures of data collecting and analysis. Research design is an action plan that shows in detail how a study is conducted (Sabitha, 2006). Therefore, research design is important for a study as a guide to guarantee that the study's objectives are achieved and that the research questions are answered. Research design also serves as a guide in assisting researchers in the process of collecting, analyzing and interpreting the results of the research conducted. The research design also serves as a model to enable the researcher to make inferences about the variables being studied.

In addition, this study uses a quantitative approach which is a research design survey through the questionnaire method to collect data to obtain the information needed to answer the questions presented. The researcher went to the research field

to find and collect and analyze data from the respondents. The information from this study is obtained from a questionnaire that has been formed based on the objectives of the study. The purpose of this study is to figure out the impact of Shopee online business towards customer satisfactions.

### **3.2 Methodological Choice**

Methodological choice refers to the decisions made regarding the methods and techniques that will be employed to collect and analyze data in a research study. Based on Zait & Zait (2009), state that the methodological choice supports the development of a suitable research plan for gaining access to research issues and achieving the targeted goals. The study findings are impacted by the use of qualitative, quantitative, or mixed methods (Zait, 2015). The researcher used quantitative approaches to conduct this research. Quantitative research method is a research strategy that focuses on the quantification of data collection and analysis. It is formed from a deductive approach where emphasis is placed on testing theories, shaped by empiricist and positivist philosophy.

According to Adedoyin (2020), quantitative research is known as the study of phenomena that uses numerical data and statistical, computing or analytical tools. And also, according to Håkansson (2013), surveys, case studies and experimental research are among the most frequently used research strategies in quantitative research. There are lots of benefits to using quantitative approaches for researchers, such as having data that can be assessed correctly, being more objective, and revealing data that can be measured to construct theories, facts, and patterns of research. Therefore, to conduct this study the researcher chose a quantitative method to study the impact of Shopee online business toward customer satisfaction. It is also used by researchers to examine the relationship between independent and dependent variables.

### **3.4 Source of Data**

Data sources consist of two sources namely primary data and data secondary.

#### **3.4.1 Primary Data**

Primary data is data that comes from natural sources that are collected to answer the research question. Primary data collection sources include observations, surveys, experiments, questionnaire, personal interview, and others. Primary data, as defined by Ajayi (2017), is firsthand data that has been gathered directly by the researcher from sources such surveys, observations, questionnaires, and interviews. In this research, researcher choose to use a questionnaire for primary data. Questionnaires allow researchers and respondents to communicate directly. The researcher used a questionnaire to give to the respondents in order to carry out this investigation as well. The researcher will ask questions via questionnaire, and the questions will be relevant with the objectives study of the impact of Shopee online business towards customers satisfaction. Furthermore, the questionnaire will be handed to 370 respondents while the researcher conducts the study in the research area. To get more respondents to answer that questionnaires about this study, researcher also use Google Form because it easy to researcher use to create questionnaires quickly and can automatically get the data from respondents.

#### **3.4.2 Secondary Data**

Based on Martins et al. (2018) define secondary data as datasets that were previously collected by a person other than the researcher and seems to be useful in answering the research questions of this research. The secondary data refers to existing data that has been collected by someone else for a purpose other than the current research or analysis being conducted. Therefore, it is data that has been previously collected, processed, and made available for use by researchers or analysts. This data is typically obtained from sources such as research studies, surveys, government agencies, public records, books, journals, or online databases.

To examine this research, the researcher implemented the research using secondary data such as library websites to find journals, books, newspapers, reports from past studies, and data relating to the topic from articles come from internet sources to be applied as a reference in this study.

### **3.5 Research Location**

This research is conducted in specific city in Melaka, which researcher choose as a respondent were students in Universiti Teknologi Malaysia Melaka. The goal is to get as much information as possible from people who s purchase product from Shopee online business as their central platform. Most student university in Malaysia especially city like in Universiti Teknologi Malaysia Melaka use Shopee as their central platform to purchase and use products and services from Shopee. As a result, this study would be ideal for researching the satisfaction of customers who use Shopee as their primary platform to purchase what they desire. Using the questionnaire, the researchers gave to the respondents. This research can also determine what problems customers face when using the Shopee platform. As a result, collecting all the appropriate information as a data from the respondents is feasible.

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Based on study, showed the researcher has chosen Universiti Teknologi Malaysia Melaka as the research location because majority of people living there able to shopping online. This research location was chosen also because the researcher thinks that Universiti Teknologi Malaysia Melaka its places frequently use technology in the best way, such as the use of smart phones. They use it not only for phone call but most of them also use it to make purchases on online business platforms with using Shopee to get goods and services what they want. Shopee focuses on attracting customers from cities because of their high income or lifestyle, which allows users to spend more money on goods and services from Shopee's online business.

### 3.6 Sampling Design

Sampling can be used to establish conclusions about a population or to make broad statements about existing theories. It all essentially boils down to choosing the right sampling method. The research should also determine how the sampling method chosen will correctly reflect the research as a whole. Thus, there are two types of sampling methods namely probability sampling and non-probability sampling. The target population for this research is Shopee users and shopping online fans. Sampling is a process in which a small number of the entire population is selected and studied to allow us to make generalizations about that population. As stated by Dana P. (2019), sampling is the selection of a subset of the population of interest in a research study. Probability sampling is a sampling technique in which each member of the population has a chance to be selected as a respondent in the study. This sampling requires a group of respondents to be taken based on certain characteristics to describe the entire population to be studied. The main principle is to explain the entire population. Individuals taken as a sample should have all the variations that exist in the population. Therefore, probability sampling will be used by researchers when a precise statistical explanation is needed for a large population.

The population found in the research location of Universiti Teknologi Malaysia Melaka is customers who interested in shopping online using Shopee and mostly main target Shoppe customers is woman or teenagers aged 18 and above. This population was selected to see the answers from respondents in using Shopee online business and customers who can give the researcher a answer of their satisfaction to be recorded in the study. The sample size must be more than 380 respondents.



Table 1 : Krejcie & Morgan (1970) Population Table

TABLE FOR DETERMINING SAMPLE SIZE FROM A GIVEN POPULATION									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size  
"S" is sample size]

Krejcie, Robert V., Morgan, Daryle W., "Determining Sample Size for Research Activities", Educational and Psychological Measurement, 1970.

Based on the Krejcie & Morgan (1970) population table, researchers need to look at the population table to determine the study sample size. This study which has a population of 37 716 was selected using simple random sampling and shows that this study has a sample consisting of 380 respondents to answer the questions in the questionnaire. In a population of 37 716 people, 380 responders were collected by researchers, according to Krejcie & Morgan's table (1970).

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### 3.6.1 Simple Random Sampling

For this research, researcher choose to conducted this study using simple random sampling. As explained by Latpate, Gupta, Kshirsagar & Chandra (2021), simple random sampling was a type of probability sampling in which make the researcher randomly selects the subset of participants from a population. Simple random sampling is a straightforward and easy to implement because it involves randomly selecting individuals or items from the population without any complicated procedures or stratification. This simplicity makes it convenient for researchers and reduces the chances of errors or biases in the sampling process.

### 3.7 Research Strategy

A research strategy is a step-by-step action plan that leads researchers' thought and activity, encouraging them to perform research consistently and on time in order to generate high-quality results and detailed presentation. Based on Kapur (2018), the research strategy involves meticulous planning in terms of developing a structure, choices about who and how to interview, whether to do individual or group interviews, and methods for recording and analyzing them. The researcher will conduct a survey to collect data about the impact of Shopee online companies on customer satisfaction as a next step in this study. The information and data gathered by the researcher and allows it to be used to develop or create appropriate questions for the questionnaire that will be delivered to the respondents. The respondent will answer the questionnaire questions in order for the researcher to collect all of the data needed for the next phase of research.

#### 3.7.1 Survey

A survey is a research method used by researchers to collect data from individuals or groups to enable the collection of information about their opinions, attitudes, behaviors, or characteristics. Surveys typically consist of a set of questions that are presented to a sample of respondents. According to Nigel, Nick , and Amanda (2019), survey is a versatile research method that will be used to explore a wide range of issues, and it frequently utilizes questionnaires as a way to gather data. The main purpose of this study is to determine whether customers are having difficulty in purchasing products and services using Shopee online business platform. As a result, the researchers performed a survey for the respondents by giving them questionnaires. However, for approval in conduct this survey, the researchers need agreement from the respondents, which they can use if the respondents agree to provide the information with their consent. The researcher conducts a survey to collect information about the variables and it allows the researcher to measure the variables associated with a phenomenon without questioning why the variables exist. In addition, the researcher selects a sample from the targeted population, collects information about the impact of Shopee online business on customer satisfaction and

then analyses it to answer the research question using this survey approach. To collect survey data, researcher use questionnaires to make sure all the objectives of study be answered by respondents.

### **3.7.2 Questionnaire**

A questionnaire is a set of questions or items in written form. It is a tool that is specifically developed to collect information for analysis in order to answer research questions. As stated by Saul Mcleod (2023), questionnaire is a research tool that displays a list of questions in order to collect data from respondents. Questionnaires can help researchers identify relationships or patterns between the variables being studied. For instance, by comparing answers from various groups of respondents, researchers can determine if there are significant differences in attitudes or knowledge between the groups. For this study, questionnaires are distributed to selected respondents. Based on impact of Shopee online business, researchers may assess the level of satisfaction of customers in purchase goods and use services through the Shopee platform. The researchers choose to sample to distribute questions to chosen respondents where they believe it is appropriate for this study. The data was gathered via a questionnaire distributed to respondents using the Google platform.

### **3.7.3 Pilot Test**

A pilot test is a small-scale trial or experiment used to evaluate and develop procedures, protocols, methods, or interventions before they are implemented on a larger scale. It is used as a preliminary testing step to discover potential difficulties, gather input, and make required changes before moving forward with full-scale implementation. Concurring to Tanya (2023), a pilot test is a small preliminary study used to test a proposed research study before a full scale performance. The purpose is to identify flaws with the questionnaire, such as weak questions, inadequate instructions, and items that are difficult to answer. The purpose of the

pilot test is that it should be carried out against the instrument that has been built, to test the period required to answer the questionnaire, check all items and instructions for clarity and drop items that do not produce the required data. This pilot test can be used both quantitatively and qualitatively. For qualitative studies, instrument improvements can be made after acquiring experience and feedback from pilot study subjects. In quantitative research, improvements can be made using statistical observations in addition to feedback in the form of ideas from respondents.

The researcher can use pilot test when developing surveys or questionnaires. It is because a pilot test is essential to assess the clarity and effectiveness of the questions, response options, and survey structure. It helps identify any issues with item wording, formatting, or comprehension before administering the survey to a larger population. In this study, the researcher used a pilot test to conduct a study on the impact of Shopee online business on customer satisfaction. They developed survey questionnaires to collect data on various aspects such as product quality, price and convenience. With pilot test, researcher can tracks the time taken to respondent complete the survey questionnaires. This helps in estimating the overall survey questionnaire length and determining if it is reasonable and feasible for the target population.

### **3.8 Data Analysis**

Data analysis is the methodical application of logical or statistical tools to describe and depict, summarize and assess data. Data analysis is simply called the process of converting collected data into meaningful information (Taherdoost, 2022). Data analysis assists the researcher in better understanding the data which is by applying the right analysis techniques and methods and also the researcher can find hidden patterns, causal connections, and a deeper explanation of the observed phenomena. The obtained information and data were quantitatively analyzed. The Statistical Package for Social Science (SPSS) is the method we use to analyze data and to determine the effect of a variables on independent and dependent variable

### 3.8.1 Pearson correlation coefficient

The correlation coefficient that is often used by researchers is Pearson's coefficient, which is to determine the relationship between two variables at the interval and ratio levels. The symbol  $r_{xy}$  indicates the correlation between the variables  $x$  and  $y$ . The Pearson correlation coefficient, also known as the Pearson  $R$  test statistic, measures the strength between different variables and their relationship. Whenever a statistical test is performed between two variables, it is a good idea for the person doing the analysis to calculate the value of the correlation coefficient to know how strong the relationship is between the two variables. The Pearson correlation coefficient returns a value between -1 and 1. The interpretation of the correlation coefficient is as below:

- If the correlation coefficient is -1, this indicates a strong negative relationship. This implies a perfect negative relationship between the variables.
- If the correlation coefficient is 0, this indicates no relationship.
- If the correlation coefficient is 1, this indicates a strong positive relationship. This indicates a perfect positive relationship between the variables.

Table 2: Table for Pearson correlation coefficient

<b>Value of Correlation Coefficient</b>	<b>Relationship Interpretation</b>
0,000 – 0,199	Very Weak
0,200 – 0,399	Weak
0,400 – 0,599	Moderate
0,600 – 0,799	Strong
0,800 – 1,000	Very Strong

### **3.8.2 Multiple Regression Analysis**

A regression model that includes more than one independent variable is called multiple linear regression. To determine the direction and degree of the independent variable's effect on the dependent variable, multiple linear regression analysis was carried out (Ghozali, 2018). To be specific, Regression analysis is a statistical analysis used to find out the relationship between the dependent variable and the independent variable. When there is only one dependent variable and one independent variable it is called simple regression analysis, while when there are several independent variables it is called multiple regression analysis.

### **3.8.3 Validity and Reliability**

Validity and reliability are two main characteristics that are interrelated in determining the appropriateness and usability of an instrument in a research study. Validity is defined as the appropriateness, truthfulness, meaningfulness and usefulness of instruments that allow the data to be inferred. Based on Robert (2023), Validity is defined as the extent to which a concept is accurately measured in a quantitative study. Reliability is a measurement value to determine the consistency of each item's score. As stated by Alison (2023), reliability relates to the consistency of a measure like a participant completing an instrument meant to measure motivation should have approximately the same responses each time the test is completed. Researchers use validity in a research to ensure that their findings are accurate, meaningful, and applicable to the research question or hypothesis. Researchers strive to eliminate alternative explanations and confounding factors to establish a clear link between the independent variable and the dependent variable. Therefore, from external and internal validity, researchers will gather data and investigate dependent variables and independent variables through a questionnaire survey conducted to find out the answers from respondents about the impact of Shopee's online business on customer satisfaction.

Table 3: Cronbach's Alpha Coefficient Range

<b>Cronbach's Alpha</b>	<b>Strength of Association</b>
$a \geq 0.9$	Excellent
$0.7 \leq a < 0.9$	Good
$0.6 \leq a < 0.7$	Acceptable
$0.5 \leq a < 0.6$	Poor
$< 0.5$	Unacceptable

### 3.9 Summary

In summary, this data shows the information on respondents views to ascertain the reliability of the Shopee online business platform services which makes customers satisfied. This design is aimed at assisting researchers through the study. Average data is also important because it demonstrates customers' trust in Shopee goods and services and they Shopee ensure that something is good and has no future problems. With a high average, this is the public's choice, and the researchers also learn about the customer's statistics that are required. This statistic can assist the online business platform (Shopee) in maintaining and improving its quality to ensure consistent trust. Finally, these data show the analysis used in data collection in great detail.



## CHAPTER 4

### DATA ANALYSIS AND DISCUSSION

#### 4.0 Introduction

This chapter will go over the data analysis, statistics, and study findings in detail. As our main focus study, the questionnaire was distributed via Google form link to students at Utem for targeted participants. The findings will be answer the research objectives in this study. The response is primarily from an online survey, which allows most participants to easily access and join the survey. For analyzing the data, SPSS software is used to generate statistics from the response data.

#### 4.1 Analysis of Pilot Test

The analysis of the pilot test is essential for optimizing the research strategy and, in the end, for raising the validity and reliability of the whole study. Pilot test will assist researchers in determining whether the research topic is appropriate and in making any necessary adjustments for the main study.

##### 4.1.1 Validity of Pilot Test

Validity analysis of a pilot test is an essential stage in evaluating and improving a research tool before it is used extensively. Validity in this context refers to the extent to which the pilot test accurately measures what it intends to measure. The test is improved and made more accurate and reliable for use in the larger research study thanks to the insights gathered from validity analysis during the pilot test phase.



Table 4: Validity of Pilot Test

Variable	Item	Value	Critical Value	Validity
Price	I find that Shopee's prices are significantly lower than those found elsewhere.	0.759	0.361	Valid
	I find that the price can make peoples save more.	0.780	0.361	Valid
	I would not buy a product with a high price even if the quality is guaranteed.	0.744	0.361	Valid
	I will buy the product at a high price if the quality is guaranteed.	0.871	0.361	Valid

Source: Data Analysis from SPSS

Table 5: Validity of Pilot Test

Variable	Item	Value	Critical Value	Validity
Product Quality	What is most important to me is the product's quality.	0.785	0.361	Valid
	Shopee has a variety of options for me to choose the product.	0.779	0.361	Valid
	All the Shopee products have a good quality.	0.787	0.361	Valid
	I have received the correct product for my order from Shopee.	0.681	0.361	Valid

Source: Data Analysis from SPSS

Table 6: Validity of Pilot Test

Variable	Item	Value	Critical Value	Validity
Convenience	The ordering process by Shopee is efficient with fast check-out and order confirmation by email.	0.771	0.361	Valid

	Using Shopee platform is convenient to me.	0.856	0.361	Valid
	I found the delivery service provided by Shopee to be quite fast from the set time.	0.783	0.361	Valid
	When I make an online purchase, I have no trouble communicating with Shopee.	0.746	0.361	Valid

Source: Data Analysis from SPSS

Table 7: Validity of Pilot Test

Variable	Item	Value	Critical Value	Validity
Customer Satisfaction	I like the content and layout of the Shopee application and website.	0.721	0.361	Valid
	I am satisfied with my online purchasing experience at Shopee.	0.792	0.361	Valid
	I am satisfied with Shopee's online payment system security.	0.639	0.361	Valid
	I am satisfied with the buyer protection policy guaranteed by Shopee.	0.742	0.361	Valid

Source: Data Analysis from SPSS

Table 4.1.1 shows the validity of pilot test results of each variables for this research. Based on the value in the table for each variables, it show that all items in the questionnaire have valid. Each variable's validity was demonstrated by using the r table to determine the critical value, which must be greater than 0.361.

#### 4.1.2 Reliability of Pilot Test

The assessment of a variable's degree of consistency across several measurements is known as reliability. The researcher next used SPSS to examine the instrument's reliability using the Cronbach Alpha, and it was found that an acceptable range of above 0.60 represented the appropriate degree of reliability.

Table 8: Reliability of Pilot Test for IV and DV

Variable	Cronbach's Alpha	No. of Item	Reliability
Price	0.731	4	Reliable
Product Quality	0.659	4	Reliable
Convenience	0.794	4	Reliable
Customer Satisfaction	0.802	4	Reliable

Source: Data Analysis from SPSS

#### 4.2 Result Dissemination Questionnaires

In conducting this study, the researcher distributed questionnaires to a total of 370 respondents throughout Utem and actually it takes around 2 or 3 weeks to get back all the questionnaires that have been distributed. And the total of 370 questionnaires have been distributed, 370 that questionnaires had been return and be analyzed.

Table 9: Result Dissemination Questionnaires

Characteristics of Evidence	Total
Distributed questionnaire	370
Receive questionnaire return	370
Response rate	100%
No returned questionnaire	0
Incomplete questionnaire	0

Total analyzed qualified questionnaire	370
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Source: Data Analysis from SPSS

### 4.3 Result and Analysis

The rigorous methodology employed to guarantee the accuracy and reliability of the data collected throughout the research process is crucial to the validity of the findings of the study. A thorough analysis of the analysis validity shows that the selected statistical techniques and analytical tools are perfectly in line with the research objectives. This increases the study's overall credibility by lowering the possibility of biases and confounding variables, and the robustness of the experimental design significantly improves result validity and boosts confidence in the research's conclusions.

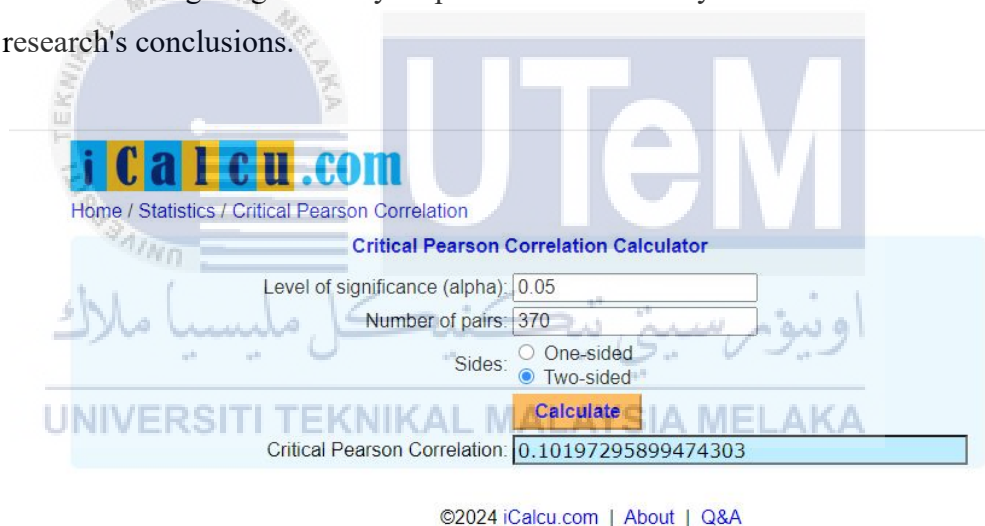


Figure 4.3 : Critical Pearson Correlation Calculator

#### 4.3.1 Validity Analysis

The amount to which the results genuinely measure what they are designed to measure (Middleton,2023). High validity research yields findings that accurately reflect the traits, qualities, and variances seen in the real world, whether it be social or physical. One sign of a valid measurement is high dependability. A procedure is probably invalid if it isn't dependable.

Table 10: Validity Analysis of IV 1

Variable	Item	Value	Critical Value	Validity
Price	I find that Shopee's prices are significantly lower than those found elsewhere.	0.734	0.101	Valid
	I find that the price can make peoples save more.	0.753	0.101	Valid
	I would not buy a product with a high price even if the quality is guaranteed.	0.761	0.101	Valid
	I will buy the product at a high price if the quality is guaranteed.	0.728	0.101	Valid

Source: Data Analysis from SPSS

Table 11: Validity Analysis of IV 2

Variable	Item	Value	Critical Value	Validity
Product Quality	What is most important to me is the product's quality.	0.699	0.101	Valid
	Shopee has a variety of options for me to choose the product.	0.729	0.101	Valid
	All the Shopee products have a good quality.	0.733	0.101	Valid
	I have received the correct product for my order from Shopee.	0.705	0.101	Valid

Source: Data Analysis from SPSS

Table 12: Validity Analysis of IV 3

Variable	Item	Value	Critical Value	Validity
Convenience	The ordering process by Shopee is efficient with fast check-out and order confirmation by email.	0.698	0.101	Valid

	Using Shopee platform is convenient to me.	0.722	0.101	Valid
	I found the delivery service provided by Shopee to be quite fast from the set time.	0.743	0.101	Valid
	When I make an online purchase, I have no trouble communicating with Shopee.	0.754	0.101	Valid

Source: Data Analysis from SPSS

Table 13: Validity Analysis of DV

Variable	Item	Value	Critical Value	Validity
Customer Satisfaction	I like the content and layout of the Shopee application and website.	0.747	0.101	Valid
	I am satisfied with my online purchasing experience at Shopee.	0.721	0.101	Valid
	I am satisfied with Shopee's online payment system security.	0.748	0.101	Valid
	I am satisfied with the buyer protection policy guaranteed by Shopee.	0.757	0.101	Valid

Source: Data Analysis from SPSS

Table 4.3.1 shows the correlation value and critical value for 370 respondents used to collect the data. From the table can be concluded that all items in the questionnaire have strong reliability and the set of the questionnaires were proving to be valid as the values of critical value is above 0.101.

#### 4.3.2 Reliability Analysis Result

Through reliability analysis, the characteristics of measuring scales and the items that make them up may be examined by the researcher. In addition to

calculating a number of widely used scale reliability metrics, the reliability analysis method offers details on the connections between each individual item on the scale.

Table 14: Reliability of Analysis for IV and DV

Variable	Cronbach's Alpha	No. of Item	Reliability
Price	0.731	4	Reliable
Product Quality	0.719	4	Reliable
Convenience	0.723	4	Reliable
Customer Satisfaction	0.709	4	Reliable

Source: Data Analysis from SPSS

Based on the table above, the Cronbach's Alpha for 370 respondents used to see the result of reliability for each number of item. It can be seen from the below table 4.3.2.2. From the table can be concluded that all items in the questionnaire have strong reliability and the set of the questionnaires were proving to be valid as the values of Cronbach's Alpha is above 0.6. As a result, the outcome was acceptable and reliable, and the data collection process can be continued.

#### 4.4 Demographic Analysis

##### 4.4.1 Gender

Table 15 : Gender

		GENDER			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Female	222	60.0	60.0	60.0
	Male	148	40.0	40.0	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Above table showed the detailed on the gender of respondents of participated in this survey. Based on the first detail of demographic information part is male and female. The results showed that female was the majority of participant in this research which 222 participants with 60%. The number of participant from male students was 148 and the percentage was 40%. The total number of students in Utem who participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.4.2 Age

Table 16: Age

		AGE			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	19 - 25 Years	190	51.4	51.4	51.4
	26 - 32 Years	99	26.8	26.8	78.1
	33 - 39 Years	54	14.6	14.6	92.7
	40 Years and Above	27	7.3	7.3	100.0
Total		370	100.0	100.0	

Source: Data Analysis from SPSS

Table above showed finding of the respondent age, it showed the majority of the respondents were age between 19-25 years old with frequency 190 (51.4%). Second highest of frequency were age 26-32 years old respondents amount 99 with 26.8% percentage. Third is 33-39 years old with amount 54 (14.6%) and the last is 40 years and above with 27 amounts with 7.3%. The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.



#### 4.4.3 Ethnicity

Table 17: Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	80	21.6	21.6	21.6
	Indian	71	19.2	19.2	40.8
	Malay	171	46.2	46.2	87.0
	Other	48	13.0	13.0	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Table 17 showed finding of the ethnicity, showed that majority of the respondents were Malay with frequency of 171 (46.2%). Second highest of frequency were Chinese respondents amount 80 with the percentage 21.6%. Next highest is Indian with frequency 71 (19.2%) and 48 for others respondents of ethnicity with 13%. The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.4.4 Faculty

Table 18: Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FPTT	144	38.9	38.9	38.9
	FTKE	44	11.9	11.9	50.8
	FTKEK	47	12.7	12.7	63.5
	FTKIP	45	12.2	12.2	75.7
	FTKM	58	15.7	15.7	91.4
	FTMK	32	8.6	8.6	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Table 18 showed finding of the faculty, showed that majority of the respondents were FPTT with frequency of 144 (38.9%). The second highest were

FTKM with frequency 58 amount with 15.7%. For FTKEK, FTKIP AND FTKE have almost the same amount with frequency 47 (12.7%), 45 (12.2%) and 44 (11.9%). And FTMK had the less participants of faculty in Utem with frequency 32 and percentage 8.6%. The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.4.5 Experience in using Shopee platform Before

Table 19: Experience in using Shopee platform Before

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	89	24.1	24.1	24.1
	No	72	19.5	19.5	43.5
	Yes	209	56.5	56.5	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Table 19 showed finding of the experience in using Shopee platform before , showed that majority of the respondents were ‘yes’ with frequency of 209 (56.5%). Second highest of frequency were ‘maybe’ respondents amount 89 with the percentage 24.1%. The last highest is ‘no’ for the experience in using Shopee platform before with frequency 72 (19.5%). The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.4.6 How many years in experience using Shopee

Table 20: How many years in experience using Shopee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 Years	193	52.2	52.2	52.2
	3-4 Years	114	30.8	30.8	83.0
	5 Years and Above	63	17.0	17.0	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Table showed finding of the ‘how many years in experience using Shopee’, showed that majority of the respondents were in 1-2 years with frequency of 193 (52.2%). Second highest of frequency were in 3-4 years respondents with amount 114 with the percentage 30.8%. Next highest is 5 years and above with frequency 63 (17%). The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.4.7 Often in using Shopee

Table 21: Often in using Shopee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	136	36.8	36.8	36.8
	Rarely	80	21.6	21.6	58.4
	Sometimes	96	25.9	25.9	84.3
	Very Often	58	15.7	15.7	100.0
	Total	370	100.0	100.0	

Source: Data Analysis from SPSS

Table showed finding of the often in using Shopee, showed that majority of the respondents were ‘always’ with frequency of 136 (36.8%). The second highest were ‘sometimes’ with frequency 96 amount with 25.9%. For ‘rarely’ the amount with frequency 80 (21.6%). And the last for often in using Shopee were ‘very often’ with frequency 58 and percentage 15.7%. The total numbers of students participated in this research as respondents was 370 in frequency and 100% in percentage.

#### 4.5 Correlation Analysis of All Variables

It is the statistical technique used in market research to determine the degree of a link between two or more variables. In summary, the method discovers patterns among the numerous variables in a datasets. It also the one of the best tools for figuring out how one variable influences another (Gell, T, 2023).

#### 4.5.1 Pearson Coefficient Correlation

The Pearson Coefficient a kind of correlation coefficient that shows the link between two variables measured on the same interval or ratio scale. It also the measurement used to quantify the degree of correlation between two continuous variables (Kenton, W, 2022).

Table 22: Table scale for Pearson correlation coefficient

Value of Correlation Coefficient	Relationship Interpretation
0,000 – 0,199	Very Weak
0,200 – 0,399	Weak
0,400 – 0,599	Moderate
0,600 – 0,799	Strong
0,800 – 1,000	Very Strong

Table 23: Pearson Coefficient Correlation

		Correlations			
		totalP	totalPQ	totalC	Total DV
totalP	Pearson Correlation	1	.768	.622	.787**
	Sig. (2-tailed)		.000	.000	.000
	N	370	370	370	370
totalPQ	Pearson Correlation	.768	1	.687	.627*
	Sig. (2-tailed)	.000		.000	.000
	N	370	370	370	370
totalC	Pearson Correlation	.622	.687	1	.736
	Sig. (2-tailed)	.000	.000		.000
	N	370	370	370	370
Total DV	Pearson Correlation	.787**	.627*	.736	1
	Sig. (2-tailed)	.000	.000	.000	
	N	370	370	370	370

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

As can be seen above, the findings are shown in a matrix that replicates the relationships. However, the sample size used for the computation, the significance value, and the Pearson correlation coefficient are included in the table. Based on the table below, two independent variables (price, product quality and convenience) and a dependent variable (customer satisfaction) are shown. Based on the result, to determine the relationship between independent variables (price, product quality and convenience) and customer satisfaction in Shopee online business, a Pearson correlation was performed. Price, product quality, convenience and customer satisfaction showed a strong, which are each of them had a positive connection that was statistically significant,  $n = 370$ ,  $p < .001$ , with values (0.787, 0.627 and 0.736) towards customer satisfaction. So, the conclusion is that all the independent variables and dependent variable had a strong correlation.

#### 4.6 Multiple Regression Analysis (MRA)

Table 24: Model Summary table

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	.661	.668	3.834

a. Predictors: (Constant), P, PQ, and C

The table below is labeled Model Summary and provides an overview of the results. According to the table, the value indicated that there is a significant relationship between the dependent modeled variables and the independent modeled variables. The R square value is 0.661, indicating that 66.1%, which demonstrates that the three independent variables in this research's goal were successful. This also indicated that 66.1% of the variables influenced the dependent relationship, whereas only 33.9% (100% - 66.1%) of the other impacts influenced the customer satisfaction.

## 4.7 Regression Analysis

### 4.7.1 ANOVA Table

Table 25: ANOVA

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3134.494	1	37.494	53.153	.000 <sup>b</sup>
	Residual	4564.450	368	1.330		
	Total	7698.944	369			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Price, Product Quality and Convenience

Source: Data Analysis from SPSS

According to the table Anova below, the f-test value was 53.153 and the significance level was  $<.005$ . This is characterized by a sum of the square of 3134.494, which underscores the collective impact of these predictors in meaningfully explaining the observed variability in the customer satisfaction of Shopee online business. The residual component, marked by the sum of the square of 4564.450, is the unexplained variability. The mean square for regression and residual was 37.494 and 1.330. Hence, it was evident that the customer satisfaction had a statistically significant impact of Shopee online business towards customer satisfaction.

### 4.7.2 Table Coefficient

Table 26: Table Coefficient

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.836	1.291		9.170	.000
	P	.342	.055	.341	4.212	.000
	PQ	.361	.058	.355	5.062	.001
	C	.336	.055	.329	2.477	.000

a. Dependent Variable: CS

Table 4.19 displays the table of the coefficient, which displays the p-value and contents for the significance of the independent variable in predicting the dependent variable. According to the finding, price has a significant positive effect on the customer satisfaction in using Shopee online Business, where ( $t=4.212$ ,  $p=0.000$ ,  $b=0.342$ ). Next, table below also demonstrated that product quality has a significant on the customer satisfaction in using Shopee online Business with ( $t=5.062$ ,  $p=0.001$ ,  $B=0.361$ ). In addition, convenience also significantly positive influence on the customer satisfaction in using Shopee online Business, where ( $t=2.477$ ,  $p=0.000$ ,  $b=0.336$ ). Thus, it can be concluded that all independent variables had significant relationship with customer satisfaction when using Shopee online business.

#### 4.8 Hypothesis Testing

Through the use of statistics, the hypothesis test evaluated the probability that a given hypothesis was true. Using information from relevant analyses, the independent variable was investigated using hypothesis testing. Like the table below, when the p-value was less than 0.05 ( $p < 0.05$ ), it signified that the independent variables had a notable impact Shopee online business towards customer satisfaction in using Shopee.

Table 27 : Hypothesis Testing Rule

- Sig.,  $p$  -value  $<$  means significant indicating the rejection of  $H_0$
- Sig.,  $p$ -value  $>$  means significant indicating the rejection of  $H_1$

### 4.8.1 Hypothesis Testing Table

Table 28: Hypothesis Testing Table

	Hypothesis	p-value	Result
H1	H0: There is no significant relationship between price and customer satisfaction. H1: There is a significant relationship between price and customer satisfaction.	0.000	Accepted (Reject H0,Accept H1)
H2	H0: There is no significant relationship between product quality and customer satisfaction. H2: There is a significant relationship between product quality and customer satisfaction.	0.001	Accepted (Reject H0,Accept H2)
H3	H0: There is no significant relationship between convenience and customer satisfaction. H3: There is a significant relationship between convenience and customer satisfaction.	0.000	Accepted (Reject H0,Accept H3)

### 4.8.2 Table Summary of Hypothesis Testing

Table 29: Summary of Hypothesis Testing Table

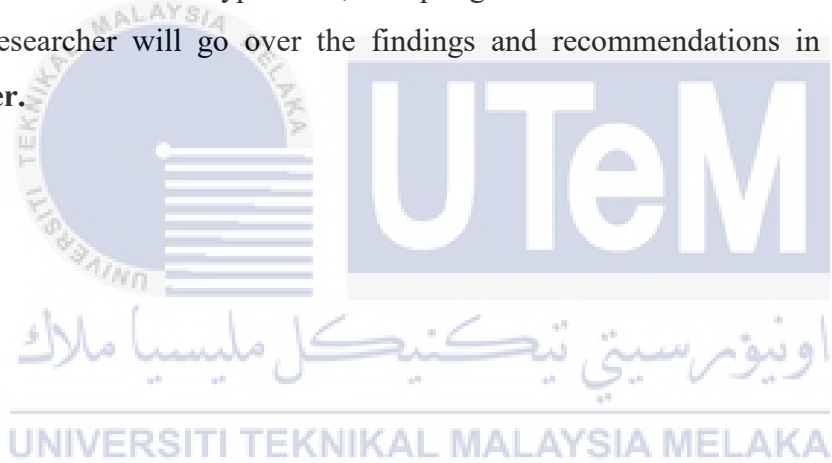
Hypothesis	Result
H1: There is a significant relationship between price and customer satisfaction.	Accepted
H2: There is a significant relationship between product quality and	Accepted



customer satisfaction.	
H3: There is a significant relationship between convenience and customer satisfaction.	Accepted

#### 4.9 Summary

The researcher concluded by going over the findings in this chapter. SPSS version 23 was used to calculate the reliability analysis, pearson correlation analysis, and regression analysis. Following analysis, the researcher determined how three independent factors and the dependent variable were related. In addition, the researcher tested the hypothesis, accepting all three of the research's assumptions. The researcher will go over the findings and recommendations in the upcoming chapter.



## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

#### 5.0 Introduction

In the previous chapter, we explored all the impact of Shopee online business towards customer satisfaction, including the ideas of price, product quality and convenience. The researcher analyzed the impact of Shopee online business platform towards customer satisfaction as dependent variables, based on the statistics we had collected. As a business online platform, Shopee will comprehend the various advantages and disadvantages of each impact their online platform in order to enhance satisfaction of customer.

#### 5.1 Summary of Findings

Based on the findings in chapter 4, that was showed the results of the analysis of 370 questionnaires collected from Universiti Teknikal Malaysia Melaka students. From the first part in the questionnaires distributed, they were asked to provide their demographic information with follow the question. Next, at the second of questionnaires distributed, they were asked to identify the impact of Shopee online business towards customer satisfaction. There are independent variables of the impact of Shopee online business already involved in this survey and that it which requires indicates them to rate.

In addition, the test based on the hypotheses of this research was run after evaluation of the theoretical framework of this research was created. That hypotheses of study based on the three independent variables toward customer satisfaction in using Shopee online business platform. These data analyzed by using the SPSS program and there are 370 respondent were involved in this research.

For the last part in the questionnaire, there are question about dependent variables, which to want the respondent choose what the most thing about customer satisfaction. The results from the questionnaires concluded that all the three independent variables (price, product quality and convenience) had relationship toward customer satisfaction on Shopee online business platform.

## **5.2 Justification of Research Objective**

### **5.2.1 Fulfillment of First RO 1 : To determine relationships between price on customer satisfaction in Shopee online business.**

The research objective of investigating the relationships between price and customer satisfaction in Shopee's online business holds a significant positive relationships. This finding does support or accepted the H1. The low p-value ( $p < 0.00$ ) reinforces the statistical significance of this relationship. Pricing tactics are crucial in forming consumer perceptions and affecting their satisfaction levels in the ever-changing world of online business. It is becoming more and more important for academics and practitioners to comprehend the complex relationships between price structures and customer satisfaction as more and more customers use online platforms like Shopee for their buying requirements. The importance of the research is to understand the complex relationships between price and consumer satisfaction in the particular setting of Shopee.

### **5.2.1 Fulfillment of Second RO 2: To analyze relationships between product quality on customers satisfaction in the Shopee online business**

The result of this hypothesis reveals that the relationships between product quality and customer satisfaction and it is significant and positive. Thus, the hypothesis of H2 is supported and accepted with low p-value ( $p < 0.01$ ). The results indicate a strong positive correlation between product quality and customer

satisfaction, and this result demonstrates that customer thinks the quality as a part of their quality evaluation related to the product (Osman, G, 2020).

For Shopee, this analysis has enormous practical ramifications. It provides information that may guide strategic choices about product sourcing, quality assurance procedures, and customer relationship management. Furthermore, the results could have wider ramifications for the e-commerce sector as a whole, offering insightful information to companies hoping to improve client happiness and loyalty in the fiercely competitive online market. Essentially, this study goal is in line with the need to learn more about the particular dynamics that control product quality and customer happiness in the particular setting of Shopee, which will benefit academic and industry stakeholders alike.

### **5.2.1 Fulfillment of Third RO 3: To analyze the relationships between convenience and customer satisfaction in Shopee online business**

Convenience has an significant relationship towards customer satisfaction. Even the result discloses that convenience has a positive impact on customer satisfaction. Therefore, hypothesis H3 is a supported and accepted with the findings. This result with earlier studies showing that customers' intentions to purchase online are significantly influenced by convenience (Hasan, 2021).

The dynamic digital economy, typified by Shopee and other platforms, demands a sophisticated comprehension of the variables that impact customer happiness. One important component of online purchasing experiences is convenience, which is crucial in influencing consumer loyalty and opinions. Through an examination of the complex relationships between convenience and consumer happiness on the Shopee platform, this study seeks to uncover important information that might influence corporate practices and scholarly discourse. Comprehending the ways in which attributes like easy-to-use interfaces, smooth navigation, effective payment procedures, and prompt delivery affect customer contentment will not only enhance scholarly comprehension of consumer conduct in e-commerce but also offer practical suggestions for Shopee and analogous platforms to improve their offerings.

### **5.3. Implication of Research**

According to the findings, the majority of users are happy with Shopee in terms of price, product quality and convenience. The significance of customer satisfaction. Customer satisfaction is crucial since it shows how well your product or service is received by your target customer. The findings of this study also contribute to the existing body of knowledge in online business and customer satisfaction by shedding light on the specific dynamics and outcomes associated with Shopee's online business. The research may uncover unique features or strategies employed by Shopee that enhance or, in some cases, impede customer satisfaction. From a practical standpoint, particularly those in the online business sector, can benefit from the insights provided by the research. Understanding the factors also can influence customer satisfaction on Shopee's platform can guide other online businesses in developing effective strategies to enhance their own customer experience.

Moreover, the study may have implications for Shopee itself, offering actionable insights for the company to further refine its online business outcomes and improve customer satisfaction. The identification of key factors influencing customer satisfaction can assist Shopee in tailoring its strategies to better meet customer needs and expectations, ultimately fostering long-term customer loyalty. In summary, the research has the potential to advance academic knowledge in the field of e-commerce and customer satisfaction, while also providing valuable practical insights for businesses, including Shopee, to enhance their online operations and ultimately improve customer satisfaction.

### **5.4 Limitation of Research**

The limitation of the research while doing this research is to approach the respondents. This is because they mostly find it difficult to spend some time to answer the questions provided by the researcher. This may be because the researcher has chosen students at Universiti Teknikal Malaysia Melaka, where students are busy

with their daily activities such as going to class, attending university programs. This makes it difficult for researchers to find their time in answering the questionnaire.

In addition, the researcher felt that this research activity was a little challenging because this was the first time to study from chapter 1 to chapter 5, especially in chapter 3. It's possible that many graduate and undergraduate students will be navigating the complexities of research methodology for the first time. This lack of practical experience might show up in several parts of the research process, such as developing research questions, designing, gathering and analyzing data. Accurately interpreting research findings, comprehending the ramifications of researcher chosen techniques, and choosing relevant research methodologies can be challenging for students.

### **5.5 Recommendation for Future Research**

The researcher suggests that the researcher choose respondents who have qualified criteria, especially in the ability to answer questions and it must be appropriate to the title. If future researchers pay less attention in this aspect, it is possible that the time spent collecting data will be longer than the allocated time.

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In addition, future researchers are strongly encouraged to find secondary data information from no less than 5 years before. This is because there are many factors that can interfere with the results of the researcher's study which may not be to the taste of the examiner and the data of the previous 5 years is very good to use because the period is not that long ago. The researcher would also like to suggest that future researchers investigate first before deciding to do what kind of methodological research they want to do. This is because there are some researchers who can make it and finish it well and there are also researchers who are the opposite. Therefore, to avoid complicating the research process, research first before taking the next action in your research.

## 5.6 Summary

This research study is to examine the impacts of Shopee online business platform towards customers satisfaction. The target population was students who regularly use online business platforms Shopee to shopping online in Universiti Teknikal Malaysia Melaka. Hence, the result of respondent was 370. Overall, the study focused on three impacts which are price, product quality and convenience. From the correlation analysis, it shows that all the impacts (price, product quality and convenience) have the positive relationship with the customer satisfaction. With having understandable on the customer among student by identify some other important impact that can to improve their buying product through Shopee in the future.



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## APPENDIX

WEEK/ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
FYP 1 Discussion															
Finding out the FYP title															
Meeting with supervisor to discuss topic															
Constructing the proposal and try to do chapter 1															
Chapter 1 revision															
Chapter 2 accomplishment															
Discussion and making Chapter 3															
Correction chapter 3															
Preparation for presentation															
Presentation for FYP 1															
Correction of FYP 1 after presentation															
Submit the correction FYP 1 to supervisor and panel															
Correction and submit final FYP 1															

**Gantt Chart of Final Year Project (FYP) 1**

WEEK/ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
FYP 2 Discussion	■	■	■	■											
Confirmation for Survey Question			■	■											
Collect data from respondent				■	■	■									
Chapter 4 discussion						■									
SPSS Tutorial						■									
Checking chapter 4					■	■	■	■	■	■	■				
Checking chapter 1,2 and 3							■	■	■	■	■				
Complete all chapter 4								■	■	■	■	■	■	■	
Checking chapter 4								■	■	■	■	■	■	■	
Correction for chapter 4								■	■	■	■	■	■	■	
Discussion for chapter 5											■	■	■	■	
Checking chapter 5											■	■	■	■	
Correction for chapter 5											■	■	■	■	
Chaeking for All chapter												■	■	■	
Preparing slide														■	■
Submission report and slide														■	■
Viva presentation														■	■
Correction and submit final FYP report and slide														■	■

Gantt Chart of Final Year Project (FYP) 2

# THE IMPACT OF SHOPEE ONLINE BUSINESS PLATFORM AND ITS SERVICES TOWARD CUSTOMER SATISFACTION

## QUESTIONNAIRE

This section includes details regarding your personal background.

### SECTION A: DEMOGRAPHIC

1. Gender/Jantina

- Male  
 Female

2. Ethnicity/Etnuik

- Malay  
 Chinese  
 Indian  
 Others

3. Age/Umur

- 19 - 25 Years / 19-25 Tahun  
 26 - 32 Years / 26-32 Tahun  
 33 - 39 Years / 33 - 39 Tahun  
 40 Years and Above / 40 Tahun dan Ke Atas

4. Faculty

- Faculty of Electronics and Computer Technology and Engineering (FTKEK)  
 Faculty of Mechanical Technology and Engineering (FTKM)  
 Faculty of Industrial & Manufacturing Technology & Engineering (FTKIP)  
 Faculty of Information and Communications Technology (FTMK)  
 Faculty of Technology Management and Technopreneurship (FPTT)  
 Faculty of Electrical Technology and Engineering (FTKE)

5. You have used Shopee before.

- Yes  
 No  
 Maybe

6. Since when did you know about the Shopee online business platform.

- 1 Year - 2 Years  
 3 Years - 4 Years  
 5 Years above

7. How often do you use the Shopee platform?

- Always  
 Very Often  
 Sometimes

- Rarely
- Never

**SECTION B : INDEPENDENT VARIABLES**

Here are the statements that reflect your perception about the customer focused, user friendly, and services quality in Shopee online business platform and its services. Please indicate to what extend do you agree with the following statements by using the appropriate scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree,). Please tick (✓) your answer.

1. Customer focused / Tumpuan Pelanggan

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I find that Shopee's prices are significantly lower than those found elsewhere.					
I find that the price can make peoples save more					
I would not buy a product with a high price even if the quality is guaranteed.					
I will buy the product at a high price if the quality is guaranteed.					

2. Product Quality

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
What is most important to me is the product's quality.					
Shopee has a variety of options for me to choose the product.					
All the Shopee products have a good quality.					
I have received the correct product for my order from Shopee.					

### 3. Convenience

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
The ordering process by Shopee is efficient with fast check-out and order confirmation by email.					
Using Shopee platform is convenient to me.					
I found the delivery service provided by Shopee to be quite fast from the set time.					
When I make an online purchase, I have no trouble communicating with Shopee.					

### SECTION C: DEPENDENT VARIABLE

#### CUSTOMER SATISFACTION

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I like the content and layout of the Shopee application and website.					
I am satisfied with my online purchasing experience at Shopee.					
I am satisfied with Shopee's online payment system security. k dihantar tepat pada masanya.					
I am satisfied with the buyer protection policy guaranteed by shopee.					