

**THE INFLUENCING FACTORS OF CUSTOMER
SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG
UMK STUDENTS.**

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UNIVERSITI

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by

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UNIVERSITI MALAYSIA KELANTAN

2024

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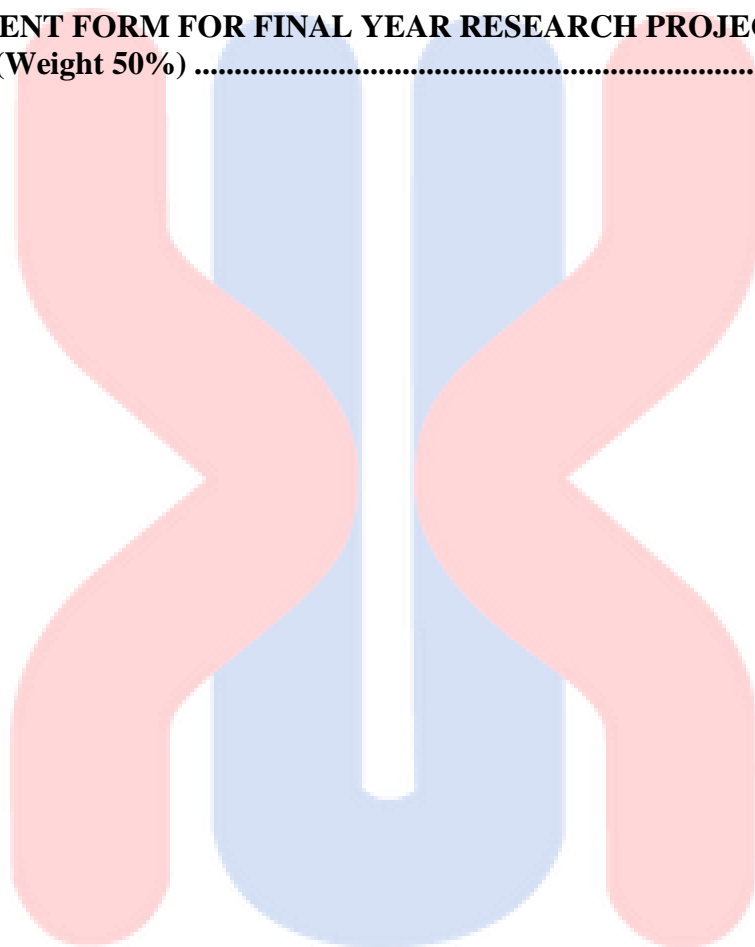
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ABSTRAK

Penyelidikan ini mengkaji faktor-faktor yang mempengaruhi kepuasan pelanggan terhadap produk tekstil dalam talian di kalangan pelajar di Universiti Malaysia Kelantan (UMK). Kajian ini bertujuan untuk mengenal pasti dan menganalisis penentu utama yang mempengaruhi tahap kepuasan pelajar UMK apabila membeli produk tekstil melalui platform dalam talian. Survei telah digunakan untuk mengumpul data daripada sampel yang mewakili pelajar UMK. Penemuan menunjukkan beberapa faktor penting yang mempengaruhi kepuasan pelanggan, termasuk kualiti perkhidmatan, kualiti produk, dan strategi harga. Selain itu, pembolehubah demografi seperti jantina, umur, tahap pendidikan, dan kekerapan responden dalam pembelian tekstil dalam talian juga dipertimbangkan dalam analisis. Kajian ini menggunakan reka bentuk berasaskan analisis rentas-seksyen, dan soal selidik diberikan kepada responden melalui persampelan kemudahan. Sebagai hasilnya, sejumlah 278 jawapan dikumpulkan daripada peserta kajian. Pakej Statistik untuk Sains Sosial (SPSS) digunakan untuk menguji model. Akhirnya, penyelidikan ini memberikan pandangan berharga bagi perniagaan yang ingin meningkatkan kepuasan pelanggan dalam industri tekstil dalam talian, khususnya di kalangan pelajar universiti.

Kata Kunci: Kepuasan Pelanggan, Produk Tekstil Dalam Talian, Industri Fesyen Dalam Talian, Pelajar Universiti Malaysia Kelantan, dan Kualiti Produk.

ABSTRACT

This research investigates the influencing factors affecting customer satisfaction with online textile products among students at Universiti Malaysia Kelantan (UMK). The study aims to identify and analyze the key determinants that impact the satisfaction levels of UMK students when purchasing textile products through online platforms. Surveys were employed to gather data from a representative sample of UMK students. The findings reveal several critical factors influencing customer satisfaction, including service quality, product quality and price strategy. Additionally, demographic variables such as gender, age, education levels, and frequency of respondents about online textile purchases were considered in the analysis. This study used a design based on cross-sectional analysis, and questionnaires were given to respondents by convenience sampling. As a result, a total of 278 responses were gathered from the survey participants. The Statistical Package for the Social Sciences (SPSS) is used to test the model. Finally, this research provides valuable insights for businesses looking to improve customer satisfaction in the online textile industry, especially in the university student demographic.

Keywords: Customer Satisfaction, Online Textile Product, Online Fashion Industry, Universiti Malaysia Kelantan Students and Product Quality.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discusses the research background, problem statement, research objectives, research questions, as well as the scope and significance of study regarding the influencing factors of customer satisfaction on online textile products among UMK students. The goal of this research study is to identify the variables that affect UMK students' online textile purchases in terms of customer satisfaction.

1.1 Research Background

The textile industry, traditionally associated with brick-and-mortar retail, has experienced a profound evolution in recent years due to the rapid emergence and expansion of online retail platforms. This digital shift has not only reshaped the industry but also created a highly dynamic and fiercely competitive marketplace for online textile products. As a result, businesses have had to adapt to new consumer behaviors, preferences, and expectations, and this adaptation has become even more critical when considering the specific demographic of university students, particularly those enrolled at Universiti Malaysia Kelantan (UMK).

Every company aims to deliver the highest level of customer service. Prioritizing customer satisfaction is crucial as it serves as a gauge for the approval of your target audience. As noted in Franklin's research (2021), strong customer satisfaction contributes to bolstering a company's

reputation, fostering customer loyalty, and retaining its customer base. Consequently, numerous businesses place significant importance on ensuring customer satisfaction.

Viewing customer satisfaction as a factor impacting financial performance suggests that increased consumer contentment can lead to both short and long-term sales growth. Conversely, customer dissatisfaction carries various risks, such as declining sales, potential consumer boycotts or protests, government intervention, competitive responses, and the introduction of new substitute products in the market (Tarigan & Hatane, 2019).

Product quality stands as a pivotal component within the realm of online textile products. Ensuring customer satisfaction remains imperative for these providers in order to maintain their clientele. Furthermore, the enhancement of service quality capabilities can empower service-oriented businesses to make significant advancements (Yaacob & Yaacob, 2022). Regarding delivery, customers consistently seek expedited service, and they evaluate distribution options based on a favorable blend of convenience, speed, and dependability (Pandey et al., 2021). Customers place a significant emphasis on price strategies when dealing with cognitive challenges, and this factor ultimately impacts their satisfaction (Yaacob & Yaacob, 2022).

1.2 Problem Statement

The issue of pricing strategy poses a significant concern for all customers seeking to purchase textile products, regardless of whether they opt for online or brick-and-mortar shopping. Shoppers generally anticipate that the consumers with atypical preferences were more likely to shop online because offline retailers did not offer their preferred product (Gauri et al., 2021). Traditionally, the customer's quicker product acquisition has been one area where offline retailers have an advantage over online retailers (Gauri et al., 2021). In contrast, when buying

textile products online, the process merely involves visiting a website and engaging in virtual price comparisons. Customers have the advantage of comparing prices with ease across various websites, often discovering textile products at more affordable rates compared to traditional retail settings. This is due to the wider product selection and pricing diversity offered by online retailers.

Furthermore, product quality represents a prevalent concern for individuals seeking to purchase textile items. An issue arises when customers lack information about the quality of products they wish to acquire from physical stores, where often only the product's name is displayed. This situation prompts customers to approach their purchases with trepidation, as they harbor concerns that the product's quality may not meet their expectations (Ghani, 2020). Conversely, customers engaging in online shopping have the advantage of ascertaining product quality through detailed product descriptions and reviews contributed by other customers, providing them the confidence to make purchases without apprehensions regarding product quality (Rita et al., 2019).

The quality of service represents a significant concern for anyone seeking to utilize textile product services. Exceptional service quality and the resulting high levels of purchase intention are intricately linked, as demonstrated by (Vu, 2021). Challenges arise when customers experience dissatisfaction with the service quality in the online textile product realm, often manifesting as shipping delays. Late deliveries or prolonged shipping times can evoke customer frustrations and discontent.

1.3 Research Questions

These research questions are based on research objectives which aim to analyze the influencing factors of customer satisfaction on online textile products among UMK Students.

- 1) Is there any significant relationship between service quality and customer satisfaction?
- 2) Is there any significant relationship between product quality and customer satisfaction?
- 3) Is there any significant relationship between price strategy and customer satisfaction?

1.4 Research Objectives

The research objective of "The influencing factors of customer satisfaction on online textile products among UMK students" is to investigate how customer satisfaction affects the online textile products among UMK students. Specifically, the study aims to explore the following aspects:

- 1) To determine the relationship between service quality and customer satisfaction.
- 2) To determine the relationship between product quality and customer satisfaction.
- 3) To determine the relationship between price strategy and customer satisfaction.

1.5 Research Scope

This research is about the influencing factors of customer satisfaction on online textile products among UMK students. This research focuses on the textile industry. This research is focused on

University Malaysia Kelantan students. Students are often more trend- and fashion-aware. The newest trends and styles in apparel, accessories, and other textile goods could catch their attention. Students may buy conveniently from the comfort of their homes or dormitories by browsing and making purchases online. Due to the size of the population, their unique demands, and the possibility that they will remain devoted clients even after they graduate, concentrating on students in the online textile industry might be a wise strategic decision. The information gathered for a research project that is systematically examined and interpreted is referred to as analysis data. SPSS will be used in this study to analyze the data. To preserve the integrity of their work, researchers must approach this stage with extreme care, transparency, and attention to detail.

1.6 Significance of Research

This study is conducted based on several significant factors. The most important, significant factor focuses on the influencing factors of customer satisfaction on online textile products among UMK students.

By examining the specific context of online textile products and its effect on customer satisfaction among UMK (Universiti Malaysia Kelantan) students. Previous research may have explored broader aspects of e-commerce or customer satisfaction in different industries, but this study narrowed the focus to specific demographic and product categories, providing valuable insights that can be used in a targeted way.

Furthermore, this research contributes to the theoretical framework by incorporating the unique perspectives and preferences of UMK students, who represent a distinct consumer group with their own distinct behaviors and preferences. By delving into this specific market segment, the

study offers a more nuanced understanding of the factors that influence customer satisfaction in the context of online textile products.

In addition, this thesis establishes a foundation for future research efforts in this field. The findings and insights generated from this study can be a springboard for further investigations, potentially leading to a more comprehensive understanding of consumer behavior in the online textile industry and its implications for businesses and marketers. This research sets the stage for a broader exploration of customer satisfaction dynamics within specific university demographics and, by extension, in other educational institutions or similar contexts.

1.7 Operational Definition of Key Terms

<p>1. Customer Satisfaction</p>	<p>A marketing strategy called "customer satisfaction" focuses on how customers behave after making a purchase (Choi et al., 2019).</p>
<p>2. Online Business</p>	<p>Dealing in professional, commercial, or industrial tasks via the internet is known as online business.</p>
<p>3. Textile</p>	<p>Textile businesses acquire and prepare fibers, then at different phases of manufacturing, turn</p>

	<p>them into yarn, thread, or webbing, fabric, or related items. Finally, they dye and finish these materials (Ghosh and Gangopadhyay, 2000).</p>
4. Service Quality	<p>Viewed service Quality is characterized as the customer's appraisal of a product's superiority or excellence, whereas perceived value is the customer's general evaluation of a product's utility based on perceptions of what is given and received (Zeithaml, 1988).</p>
5. Product Quality	<p>Product quality is associated with a product's capacity to work well and benefit its users. Product strength (reliability), ease (producing effectiveness), improvement (meaning the product can be refreshed so as to minimize costs), and other attributes that bring benefits are generally referred to as product quality. (Kotler and Keller, 2019)</p>

1.8 Organization of Thesis

There are five chapters in this thesis. The study's history, research challenges, literature gap, goals, and research questions are all covered in the first chapter. Additionally, there is the study's importance and breadth. Term definitions are provided at the end.

The second chapter then reviews the majority of the literature that supports the underlying hypothesis of this study, including earlier research on the independent variable for service quality, product quality, and pricing strategy. This chapter also contains the conceptual framework model for the present study. Lastly, the hypothesis statement for the theory will be the final step that will be conducted throughout the literature review.

Chapter three presents the research methodology of the present study based on the research paradigm, operationalization of variables and questionnaire-research instruments. This chapter also includes the research in the population and sampling, data analysis procedure and testing for mediation role of satisfaction. Lastly, an assessment of Statistical Fit is conducted.

The results and data analysis are presented in chapter 4, particularly in the research of the influencing factors of customer satisfaction on online textile products among Universiti Malaysia Kelantan students. Additionally, this chapter addresses and condenses the findings and outcomes of the current investigation. This chapter provides thorough explanations of the findings pertaining to each hypothesis, to put it briefly. It also includes the responses to the study questions stated in Chapter One.

Chapter five concludes with a conclusion based on the analysis presented in the preceding chapter. The findings' implications for the theory and literature on the variables impacting

consumer satisfaction on online textile products among students at Universiti Malaysia Kelantan are highlighted.

1.9 Summary

This introduction chapter presents research background and statement of problem associated with factors that influence customer satisfaction issues which guide the development of research questions and objectives. Next, research scope is explained, followed by the significance of current study to be conducted. Subsequently, each operational definition of key terms is outlined and finally the organization of the thesis is briefly introduced. The next chapter will highlight the underpinning theory of this research, together with detailed explanations for all variables utilized in this study.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The aim of the literature review is to determine the limitations and gaps in the current research by examining relevant theories and empirical studies related to online customer satisfaction with textile products. The earlier research work is also represented in this chapter. This chapter also presents the hypothesis statement and the conceptual framework that guides it.

2.2 Underpinning Theory

The underpinning theory of a research study is usually a collection of accepted ideas, frameworks, or concepts from the body of current academic literature. These ideas help researchers comprehend and provide an explanation for the phenomena they are studying. These theories aid in the formulation of hypotheses, the planning of surveys or experiments, and the interpretation of the findings within a preexisting conceptual framework. It is crucial to provide a solid theoretical framework before delving further into the variables impacting UMK students' consumer satisfaction with online textile purchases. Two major ideas that support our study are presented in this part, giving the foundation for our data analysis and interpretation.

2.2.1 Servqual theory

The foundation of the servqual theory is the idea that five essential dimensions—tangibles, assurance, responsiveness, and empathy—can be used to evaluate the quality of a service. Every one of these factors is essential in determining how consumers see service quality in general.

Tangibles include things like how well-designed websites are, how well-shot products are, and how professionally customer service representatives conduct themselves. Precise product descriptions, punctual delivery, and keeping promises made to clients are all examples of reliability. The ability of customer service to handle questions and problems promptly and effectively is measured by responsiveness. Assurance is associated with the skill, demeanor, and reliability of service personnel, which in the context of the internet refers to competent and courteous customer service representatives. The capacity of service providers to comprehend and meet the unique demands of each client is the core of empathy, and it may be shown via responsive customer involvement, individualized product suggestions, and user-friendly interfaces. We want to thoroughly assess these aspects and their impact on UMK students' satisfaction with online textile items by using the SERVQUAL methodology in this study. This well-organized framework gives us a strong basis for comprehending and assessing service quality and gives us important insights into the elements that influence client happiness.

2.3 Previous Study

2.3.1 Service Quality

Research findings indicate that service quality plays a pivotal role in the realm of online textile product shopping. For businesses, service quality stands as a critical factor for not only thriving but also upholding customer confidence. The most significant factor influencing service performance is its quality, a fundamental determinant of a company's prosperity. Quality, along with the resultant satisfaction and dissatisfaction, is extensively discussed within the framework of service quality. When a customer experiences a level of service exceeding their initial

expectations, it can be categorized as high quality. When the service effectively aligns with the customer's requirements, it can be deemed as good, ultimately culminating in customer satisfaction. Conversely, if the service falls short of meeting the customer's anticipated standards, it is classified as poor quality or deficient.

The quality of service directly influences a customer's capacity to establish and sustain loyalty when dealing with online retailers. According to Philip Kotler and Gary Armstrong, a service provider's capacity to retain clients is what they called "service quality." That is, according to them, the most accurate indicator of service quality is customer retention (N et al., 2019). The degree to which a service meets the needs of clients and is evaluated by analysing their expectations is known as service quality. Studies have indicated that service quality comprises the improvements that companies make to raise the calibre of their goods, operations, and services.

On the flip side, several investigations into e-commerce assert that the quality of service has a substantial effect on customer contentment, as indicated by Vasic et al. in their 2019 study. Hence, offering top-notch service plays a pivotal role in enhancing customer satisfaction. According to Muh Feroza, a website's ability to adeptly and efficiently cater to customers' shopping requirements, facilitate purchases, and ensure timely product delivery is of paramount importance.

H1: Service quality has a significant and positive impact on online textile products.

2.3.2 Product Quality

Product quality encompasses a collection of attributes and traits of a marketable item that adhere to fundamental standards and are within the supplier's control to meet consumer anticipations. Scholars concur that product quality stands out as a highly influential determinant of customer contentment. According to (Kuzniar, 2021), The ability of a product to perform its intended function, which includes general durability, accuracy, ease of use, and product repair, among other product attributes, is known as product quality.

When shopping for textile products online, customers place a higher importance on quality than any other factor. While online shopping doesn't offer the opportunity for consumers to physically assess the product's quality, feedback and comments on platforms like Shopee can offer some insights into the product's quality. Quality is identified as a fundamental attribute of a product and a benchmark for achieving the expected level of product or service performance. Enhancing product quality is anticipated to yield a favorable influence on consumer satisfaction.

Product quality is a critical element that contributes to customer satisfaction, and it's imperative for companies to grasp this concept to effectively craft it. As highlighted by Yanti Murni, the significance of quality in relation to customer satisfaction cannot be overstated. Therefore, it is a commonly accepted notion that the quality of a product significantly influences customer satisfaction. Furthermore, a positive shopping experience, driven by satisfaction with the products, often prompts customers to engage in online shopping more frequently.

H2: Product quality has a significant and positive impact on online textile products.

2.3.3 Price Strategy

Pricing is an essential part of marketing strategy because it brings in money and, eventually, makes the company money. Pricing is what a business aims to accomplish, so choosing a price is a careful process that impacts not only profits but also the company's and brand's reputation. Two major obstacles to entering a new market are price and competition, which are both influenced by pricing strategy. The first thing a customer often notices about a product is its price. Even though the customer's final decision to buy may depend on all of the benefits offered by the products, it is more likely that he will evaluate the product by weighing its price against its perceived value. After learning about the price, customers try to learn more about the features of the product (Dengov, V., et al. (2020).

The broad range of pricing options, encompassing both high and low-price points for a product, can significantly influence a customer's choice to make a purchase. This is based on how individuals interpret a particular price. Customers are keenly observant of what others have paid, as no one wants to overpay in comparison to their peers. The perceived fairness of the price plays a pivotal role in shaping customers' views and, ultimately, their readiness to buy. Pricing is a quantifiable concept that incorporates several factors, including what is considered reasonable, equitable, discounted, competitive, and appropriate when engaging in online shopping on platforms such as Lazada or Shopee.

H3: Price has a significant and positive impact on online textile products.

2.3.4 Customer Satisfaction on Online Textile Product

Customer satisfaction is the outcome of a user's sense of contentment. This sentiment is formed through the customer's appraisal of the online textile product they have received and the extent to which it aligns with their needs and anticipations. Evaluating customer satisfaction is achievable when the product or service aligns with the customer's initial expectations (Emy Ezura A. Jalil, 2019). Online textile product shopping involves customers using internet-based technology to purchase textile products.

The convenience factor leads many customers to select for online shopping when buying textile products, as opposed to in-person store visits. Online shopping provides the flexibility to purchase textile products from anywhere in the world. In other words, customers have the freedom to source their desired textile products globally. For instance, a customer in Malaysia can easily procure textile products from India by simply making an online purchase, eliminating the need to physically travel to India. However, the success of online textile product shopping hinges on achieving customer satisfaction. Customer satisfaction is attained through prior experiences and the trust customers place in online textile product shopping. Customers favor online shopping for textile products due to its round-the-clock accessibility. However, a number of variables, including price strategy, product quality, and service quality, affect customer satisfaction. Online shoppers may not be satisfied with their purchases of textile products if the seller does not effectively manage these factors.

2.4 Conceptual Framework

The relationships between each construct and their order of influence are diagrammatically represented in Figure 2.1, which serves as an illustration of the conceptual model for the current

study. This situation is made more complex by the fact that different research methodologies employ the term "conceptual framework" in different ways (Varpio, L., et al., 2020).

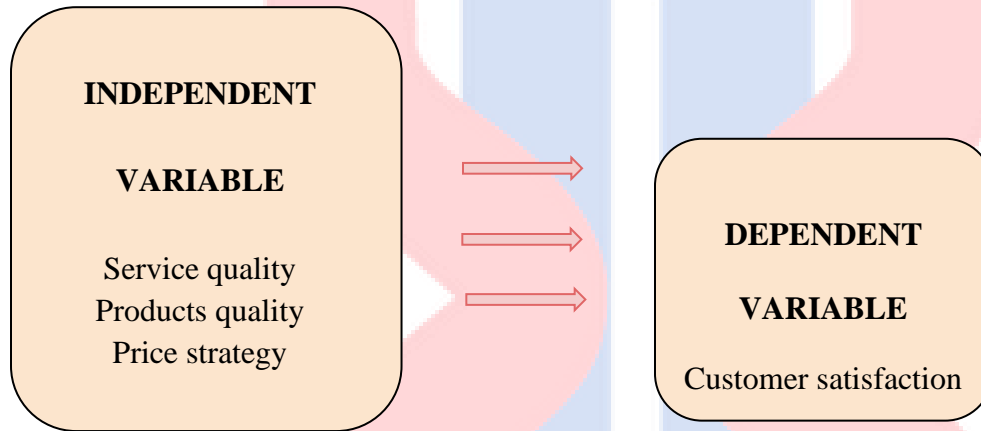


Table 2.1: Conceptual Framework

2.5 Hypotheses Statement

Testable hypotheses pertaining to each relationship and construct could be derived from this broad conceptual framework. Since a hypothesis is related to a researcher's prediction or postulate, it is extremely important (Binoy, S. 2019). The conceptual framework proposes three relationships:

H1: There is a positive influence between service quality and customer satisfaction.

H2: There is a positive influence between product quality and customer satisfaction.

H3: There is a positive influence between price strategy and customer satisfaction.

Table 2.5 represents the summary of research objectives, research questions and hypotheses employed in this study.

Research objectives	Research questions	Research hypotheses
1. To investigate the relationships between service quality and customer satisfaction.	1. Does the service quality influence customer satisfaction?	H1- There is a positive influence between service quality and customer satisfaction.
Research objectives	Research sub-questions	Research hypotheses
2. To examine the relationship between product quality and customer satisfaction.	2. Does the product quality influence customer satisfaction?	H2- There is a positive influence between product quality and customer satisfaction.
3. To examine the relationship between price strategy and customer satisfaction.	3. Does the price strategy influence customer satisfaction?	H3- There is a positive influence between price strategy and customer satisfaction.

Table 2.1: Summary of research objectives, questions, and hypotheses.

2.6 Summary

Summary for chapter two is the details on customer satisfaction as a dependent variable. There are three independent variables namely service quality, Products quality and Price strategy. The foremost purpose of literature review for the hypothesis will be examined in the subsequent chapter three.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The methodology and data analysis techniques used in this study are covered in this chapter. The purpose of this study is to look into how service quality, product quality, and pricing strategy relate to customer satisfaction with textile products among students at Universiti Malaysia Kelantan. This chapter identifies the appropriate research paradigm as the direction of the investigation into the theoretical implications of the findings. The research paradigm generally outlines the strategy employed to accomplish the research objective, and it is followed by an explanation of the research procedure and the operationalization of measurements. The subsequent section focuses on the discussions on the research instrument, population, sampling, and data analysis procedures. Finally, the assessment summary of statistical fit is also presented.

3.2 Research Paradigm

By focusing on the fundamental processes that are responsible for the occurrence, research paradigms offer an organised method for identifying and explaining the connections between events (Saunders et al., 2009). The four main philosophies used in management research are positivism, realism, interpretivism, and pragmatism.

3.2.1 Research Philosophy

Positivism holds that research provides the most accurate definition of knowing that is possible. (Cohen and others, 2007). The conventional research form is represented by the positivist

assumptions that form the basis of this study's philosophy; these assumptions are more appropriate for quantitative research than for qualitative research. According to Creswell (2014). Additionally, servqual theory which aims to explicate, rationalize, and predict the acts, procedures, framework, and concept found in the present literature is used in guiding this research.

3.2.2 Approaches

This study also intends to confirm, support, or challenge the findings of other scholars in a different research context. Saunders et al. (2013) outlined that deductive approach is suitable for researchers to develop a theory and hypotheses and also suitable for designing a research strategy to test the hypothesis. Further, Saunders et al. (2013) outlined the inductive approach, in which researchers collect data and develop theory as a result of the data analysis. In detail, the deductive approach is appropriate by considering the philosophy chosen for this study, which arrives at a reasoned conclusion by logical generalization of a known fact.

3.2.3 Strategies

The researcher's goals and research questions, the body of current knowledge, the time and other resources available to the researcher, and the philosophical foundations will all influence the research approach that is chosen. (Saunders et al., 2013).

3.2.4 Choice

In every research project, to meet the goals and address the research questions, the researcher will therefore choose to conduct either a single data collection technique and corresponding analysis procedures (mono method) or utilize more than one data collection approach and analysis procedures (multiple methods) (Saunders et al., 2013). Therefore, this study opted mono method over the other two choices as it is adequate and fair for achieving the objectives of this study. The study's mono approach combines quantitative data analysis techniques with a single quantitative data gathering method—questionnaires.

3.2.5 Time Horizons

The choice of time horizons used for a study is closely related to the research method/strategy chosen. For example, cross-sectional studies examine a specific phenomenon or phenomena at a specific time (Saunders et al., 2013), whereas longitudinal studies monitor changes in the dependent variables over an extended period of time (Sekaran and Bougie, 2010). Since this research adopts quantitative methods through survey distribution, cross-sectional study is a best fit to this situation as it is widely used in related studies (Gunasekaran and Spalanzani, 2011; Amlus et al., 2015).

3.2.6 Techniques and Procedures

As mentioned in previous discussion, this study used questionnaires as a method of gathering quantitative data and quantitative data analysis techniques. Questionnaires are generally used in correlational field (survey) designs, of which visit respondents and mail questionnaires. Furthermore, the data were randomly split into two sets; whereby, one set of the sample was used for Exploratory Factor Analysis (EFA) to uncover the underlying factors of the measurement items and the second set of the sample was utilized in Confirmatory Factor analysis (CFA) to

confirm the findings from EFA. Next, mediating analyses were carried out utilising the Preacher and Hayes (2004, 2008) recommended bootstrapping technique embedded in SEM-AMOS software. and moderating analyses were analyzed using output from structural model, where the results is automatically generated by Stat Wiki tools following the steps recommended by Gaskin (2013).

3.2.7 Unit of Analysis

The unit of analysis for this study is described in the section that follows in order to provide context for the population and sample of this research. Since this study is not affiliated with any organisation, its unit of analysis is the individual. The target respondent of our questionnaire would be a student from Universiti Malaysia Kelantan. These respondents have the potential to provide critical information on their satisfaction toward online business specifically when buying textile products. For a clear understanding of the research design utilized for this study, Table 3.1 has summarized the research design discussed in this chapter.

Table 3.1 Summary of Research Design Elements

Research design elements	Selected elements for this study
Philosophy	Positivism
Approach	Deductive
Strategies	Survey
Choice	Quantitative method

Time horizons	Cross-sectional
Techniques and Procedures	Data collection- questionnaire Data analysis - descriptive analyses
Unit of analysis	Individual

3.3 Operationalization of Variables

Item selection criteria was drawn from relevant literature as proposed by Sin et al. (2005). It is possible to provide the unit measurements for the structures and, theoretically, forecast the nature of the interaction with other constructs. (Tharenou et al., 2007). With reference to the literature review and the conceptual framework defined in chapter two, all the constructs in the study are made of multidimensional constructs which have superior reliability and validity when compared to single item measurement (Tharenou et al., 2007). The development of item measurement was carried out by examining the existing scales with special attention on its proven validity and alpha value. Nonetheless, certain items have been altered specifically for this investigation, and certain items were produced using variable definitions. The operationalization of the notions that arose from the literature is explained in this section.

3.3.1 Measurement for Demographic Profile

The demographic profile section's instrument items were meticulously modified based on a comprehensive review of existing literature. As shown in Table 3.2, the elements were taken out

and modified to make them fit within the parameters of this research. This table included a description of each question along with an explanation of why it was posed to the chosen respondent.

Table 3.2 Summary of demographic profile questions

Information Required	Explanation of Question Content
Qs1 – Gender of respondent	Information about the gender of respondent
Qs2 – Respondent race	Information about respondent race.
Qs3- Firm was originally founded. The respondents must indicate the year of business operation	Information about the year of business operation.
Qs4 - Education level	Information about the level of education of respondents.

3.3.2 Measures for Hypothesis Testing

The next step after formulating the hypotheses is creating precise measurement scales that will capture the constructs required for testing them. As Nunnally and Bernstein (1994, p. 301) suggest, “*the scale needs to be ‘well-phrased, relate to the domain and indicate what is demanded from the respondent’*”. This thesis adopted scales of measurement which were developed, used and proven in previous studies as constructs and scales that have been tested and

accepted in previous studies can increase the validity and reliability of the data collected in a study (Hair et al. 2006). This section will discuss the scale of measurement chosen for each construct.

3.3.2.1 Measurement for Independent Variable

The first construct is service quality. The product quality was measured with five items using a five-point Likert scale. The second construct is price strategy. This was measured with a five-item, five-point Likert scale. However, the items of PS's questions are originally based on the work of Mokhtar, Marziah (2020) , Yu, Jing (2021) and Kim, Naeun Lauren, HongJoo Woo and Bharath Ramkumar (2021). The following construct is service quality. Respondents were asked to rate all these question items based on a 5-point Likert's scale ranging from 1 = strongly disagree to 5 = strongly agree. Table 3.3 summarizes the fifteen items measuring the entrepreneurial characteristics.

Table 3.3 Items measuring of Independent Variables

Label	Items	Source
Product Quality		
PQ1	The textile product meets the required standards for quality.	Jhamb, N. (2017)
PQ2	The way I prefer to analyze the textile product in actual stores and the way I rate them on the website align nicely.	Algharabat (2014a)

PQ3	The quality of the products from the online store, along with the information and service provided, have left me feeling really delighted.	Mokhtar, Marziah,2020
PQ4	The product I bought could not be as high-quality as what the online seller claims.	
PQ5	Product may be damaged when it arrives.	
Price Strategy		
PS1	Textile products on the internet are cheaper than the physical store.	Mokhtar, Marziah,2020
PS2	Maintain a perpetual presence of promotional offers within the online textile store, ensuring a continuous stream of enticing deals and discounts to attract and engage customers.	
PS3	The textile products prices in online shopping are more affordable.	
PS4	The price of branded textile products are much more expensive than the local branded textile products in ecommerce.	Yu, Jing, 2022

PS5	My participation in using this online textile shopping service can improve my economic situation.	Kim, Naeun Lauren, Hongjoo Woo, and Bharath Ramkumar, 2021
Service Quality		
SQ1	Customer perception of value is positively impacted by service quality.	Syah, T. Y. R., & Olivia, D. (2022)
SQ2	I was very satisfied with the information and service provided, as well as the quality of the products purchased from the internet store.	Mokhtar, Marziah,2020
SQ3	I like to shop online because it's more convenient and straightforward for me.	
SQ4	When shopping online, I can completely rely on the seller and the service.	
SQ5	The serviceability of online textile products companies is satisfying	Jhamb, N. (2017)

3.3.2.2 Measurement for Customer Satisfaction

The dependent variable in this study was customer satisfaction. Consumer satisfaction is the most dominant factor in meeting one of the needs of consumers and factors that can meet

consumer satisfaction include service quality and price strategy (Indajang et al., 2023). The survey technique is the main strategy used in this study to gauge customer satisfaction as it provides an organized and effective way to gather quantitative data from a large sample of UMK students. Respondents may indicate nuanced satisfaction levels across important variables such as pricing strategy, product quality, and service quality by using Likert scale questions. Because surveys are scalable and standardized, data collecting is consistent, allowing for comparison analysis across various demographic groupings. This approach allows for a thorough knowledge of the variables impacting consumer satisfaction in the field of online textile goods among UMK students since it is impartial, objective, and supportive of statistical analysis.

Table 3.4 Items measurement of customer satisfaction

Label	Items	Source
Customer Satisfaction		
CS1	Consumers perceptions of e-retailers' ethics influence online customer experience and satisfaction when purchasing products and services	(Emerson Wagner Mainardes et al., 2023)
CS2	To enhance consumer satisfaction, all shopping information provided should be up to date, sufficient, consistent and easy to understand	(Shian-YangTzeng et al., 2020)
CS3	Customer satisfaction is the level of a person's feelings after	(Mukti, F.A., et.al.

	comparing the performance or results he feels compared to his expectations	2023)
CS4	Customer satisfaction is usually associated with the product quality and service quality provided by the entrepreneurs and if the consumers are informed about the product.	(Md Enamul Islam, 2023)
CS5	Effective way to learn about customer satisfaction is to hire people who pose as potential buyers to report on the strengths and weaknesses they find in their purchases of the firm's and competitors' products.	(Hsieh & Chiang, 2023)

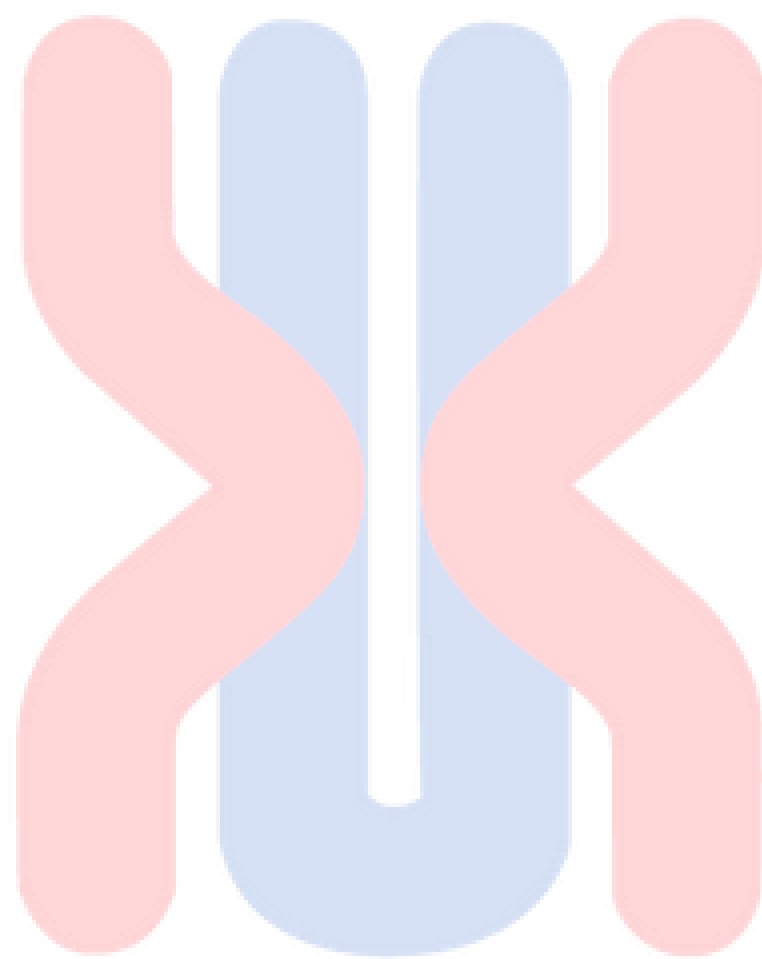
3.4 Population and Sampling

A number of variables were taken into account when choosing the research population. First, as Table 3.5 illustrates, the population is restricted to Universiti Malaysia Kelantan students from the FKP faculty. The population is segmented based on the research's characteristics, which are limited to students from the FKP faculty. Next, the researcher categorized them according to the program namely SAA, SAB, SAE, SAK, SAL, and SAR. A total of 3,559 students were included in the stratified random sampling used to select respondents from database listings. The survey was limited to SAK programme students by the researcher. Table 3.10 shows that 801 students are enrolled in the SAK programme. The high external validity of this probability sampling technique in terms of generalizability across the sample population led to its selection (Tharenou et al., 2007).

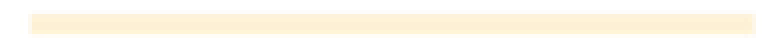
Table 3.5 Enrolment of Active Students Bachelor's Degree Session 2023/2024

FACULTY OF ENTREPRE NEURSHIP AND BUSINESS (FKP)	SEME STER	1			3			4		5			6			7			8			9			10		11			12		Total				
		M	F	T otal	M	F	T otal	M	T otal	M	F	T otal	M	F	T otal	M	F	T otal	M	F	T otal	M	F	T otal	F	T otal	M	F	T otal	F	T otal	M	F	T otal		
SAA		2	7	9	2	6	8			2	1	1	3	1	1	1	1																	5	1	21
		2	0	2	2	7	9				6	8			3	6																	0	6	6	
SAB		4	1	2	4	1	2	1	1	3	1	1		2	2	3	1	2				4	1	1			1	1	2				1	6	84	
		7	7	2	5	6	0			7	6	9			4	6	0					0	4										6	7	8	
SAE		1	1	2	1	3	4			1	3	4			1	3	4				1	1										5	1	16		
		0	3	3	2	6	8			8	1	9			4	2	6															5	1	7		
																																	2			

	SAK	5	1	1	4	1	1	2	2	4	1	1			5	1	2		1	1	1	6	1	1	1	2	2	1	1	2	5	80		
		7	4	9	4	3	7			9	3	6			6	5	1					2	8								2	7	1	
			0	7		4	8				7	6				9	5														2	9		
	SAL	6	1	1	5	1	1			5	1	1			5	1	2					4	2	6							2	5	78	
	2	2	8	0	3	8			8	4	9			4	4	0														2	5	3		
		7	9		8	8				0	8				8	2														8	5			
SALD	1	2	3	2	9	1	1	1																						4	1	15		
						1																									1			
SAR	3	1	1	4	1	1			5	1	1		2	2	3	1	1	1	1	1	1	5	4	9	2	2	2	1	3		1	5	72	
	9	1	5	1	3	7			0	3	8				6	4	8				1	2								7	5	9		
		4	3		6	7				8	8					7	3													4	5			
Total		2	6	8	2	6	8	4	4	2	6	8	3	1	2	1	6	8	1	1	1	2	2	4	3	3	5	2	7	1	1	9	2	35
		3	4	7	1	8	9			1	2	3		7	0	9	5	4			2	3	6	2	8					0	6	59		
		8	1	9	6	3	9			4	4	8				5	2	7													2	5		
																																7		



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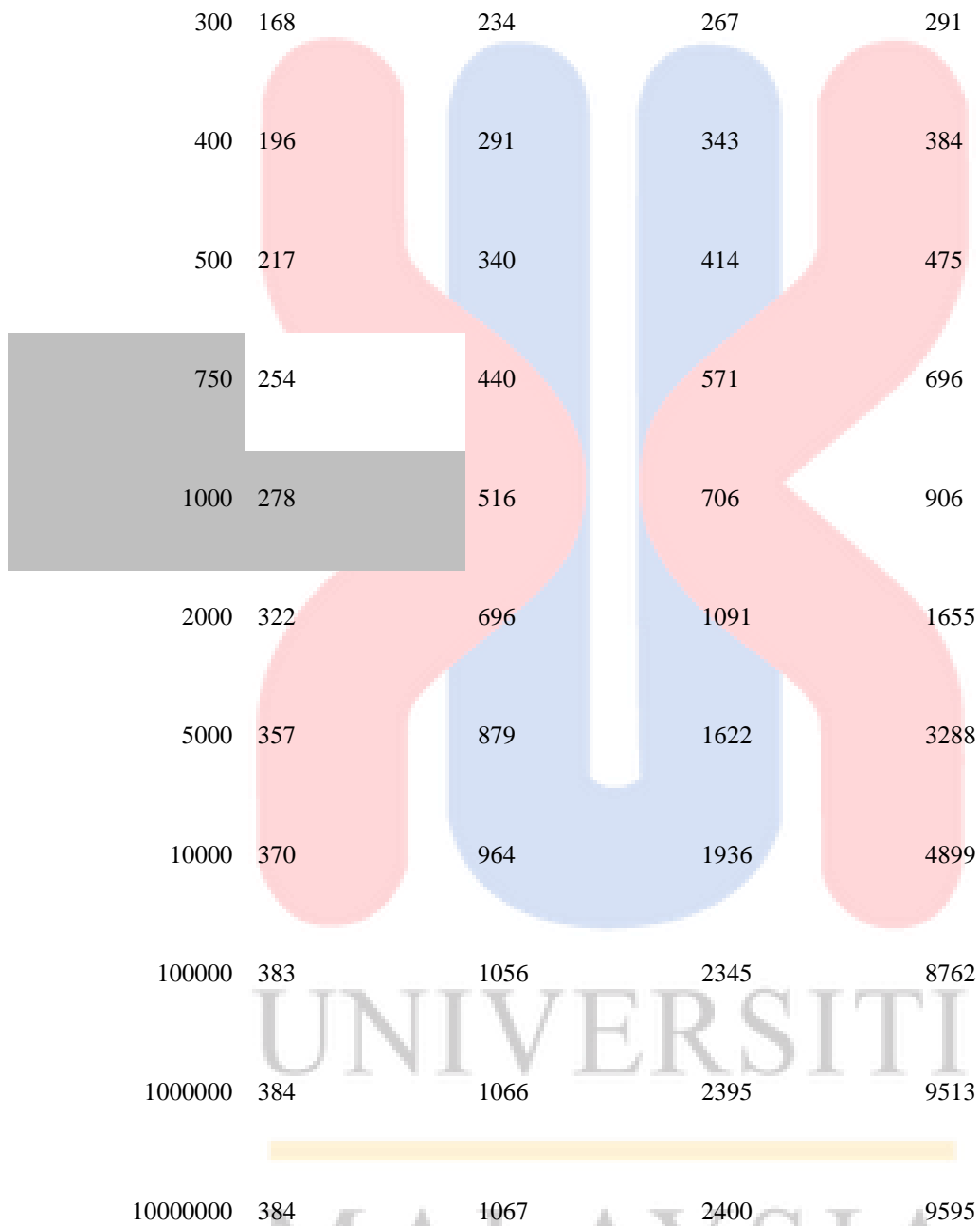


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Furthermore, there is a proportion to the number in each population to get the true sampling size. To confirm the sample size required for this study, a summary of the selection of proportions used from the total number of strata is shown in Table 3.6. For this study, the researcher suggested obtaining a minimum of 278 samples as suggested by Mark et al. (2009) as shown in Table 3.6. Finally, simple random sampling is used to select samples from each stratum. This is to obtain an unbiased sample to assess the adequacy of the population sample has an equal chance of being selected in the Patton (2004) sample.

Table 3.6 Sample sizes for different sizes of population at a 95% confidence level (assumed data are collected from all cases in the sample)

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244



Source: Mark, Philip and Adrian (2009), Research Method for Business Students, 5th Ed.

The following section will discuss the process of choosing key informants as respondents and ways they were contacted and invited to participate in this study.

3.4.1 Key Informant

The sample was selected among UMK Students. In order to ascertain survey eligibility, confirm details, identify a key person responsible, and obtain respondent consent to participate in the survey, the key respondents were first contacted via message (Dillman, 2000). The UMK students were contacted first to seek permission to send a questionnaire. They were invited to participate in this study and/or suggest a representative to complete the questionnaire through an online survey. If the UMK students answer the questionnaire, the question-and-answer session will be conducted or an online survey will be directly sent to them. This study applied a data collection method to suit the respondents' preference of answering the survey using the set of questionnaires and a message containing the survey link was sent to those who requested an online survey.

3.4.2 Data Collection Process

A large-scale survey was conducted using stratified random sampling of 13, 584 students that were selected from a list of UMK (2023). All the selected students were chosen randomly from UMK. The UMK students received 278 survey questionnaires in total.

3.5 Data Analysis Procedures

The data analysis techniques recommended by Jöreskog (1993) and Byrne (2010) were used in this investigation. The foundation of our study is our Data Analysis Procedure, which directs the methodical process of turning unprocessed data into insightful knowledge. It acts as the crucial connection between the goals of our study and the conclusions we reach. The organized

procedures that cover data preparation, cleaning, statistical analysis, and interpretation are described in this section. By using this process, we want to identify and comprehend the variables that affect UMK students' happiness with online textile purchases. This research offers useful insights and suggestions for academics and business in addition to revealing statistical links.

3.5.1 Descriptive Statistics

Compute descriptive statistics to have a basic comprehension of the information. Calculate factors linked to service quality, product quality, pricing strategy, and overall customer satisfaction using statistics like mean, median, standard deviation, and range. This gives you a quick overview of the variability and core patterns in your dataset.

3.5.2 Data visualization

Make graphics to illustrate your facts. To show the distribution and connections between variables, use plots, charts, and graphs. To find trends or outliers, think about making scatter plots, bar charts, histograms, or other pertinent visualizations.

3.5.3 Hypothesis testing

Run statistical tests to look at the correlations between influencing elements and customer satisfaction if your study is centered around certain hypotheses. Consider using regression analysis, t-tests, ANOVA, or correlation analysis to see whether there are any significant relationships, depending on the variables and research goals.

3.5.4 Qualitative analysis

Perform qualitative analysis if you have gathered qualitative data via interviews or open-ended survey questions. To extract important themes or insights connected to customer happiness, this might use thematic analysis or content analysis.

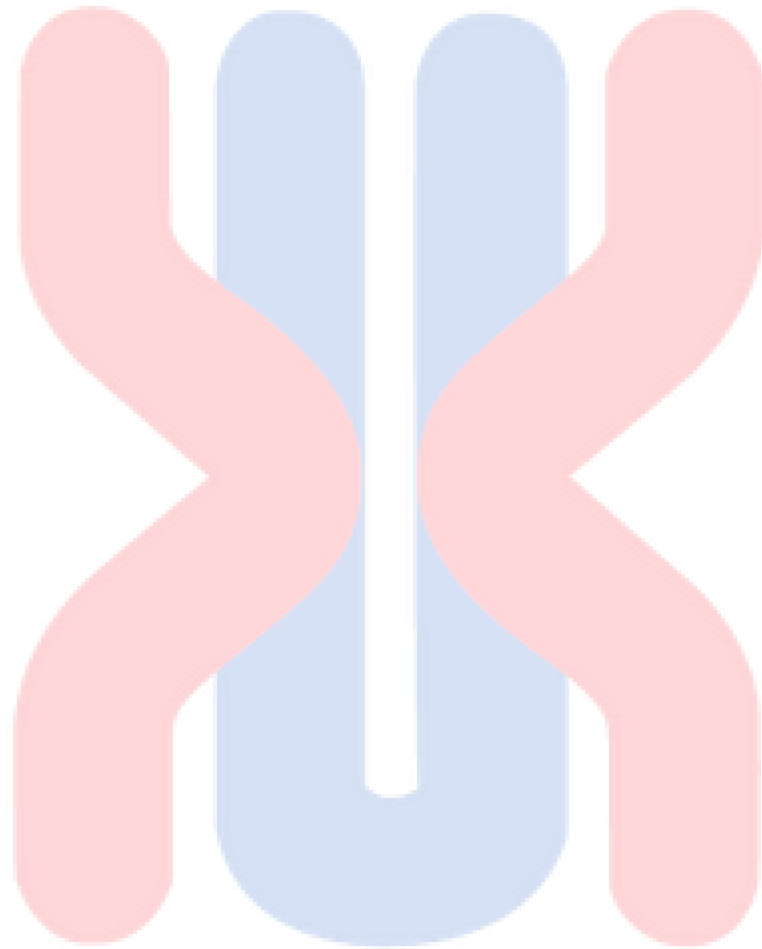
3.5.5 Regression analysis

Given that you want to investigate the variables that influence customer satisfaction, regression analysis should be taken into consideration. To be more precise, use multiple regression analysis to determine how UMK students' customer happiness is impacted by pricing strategy, product quality, and service quality taken together.

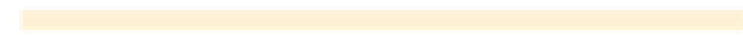
3.6 Summary

Described the study methodology for examining the variables influencing UMK students' satisfaction with online textile purchases. Utilising a quantitative research methodology, this research disseminated an online survey questionnaire via email and social media to the intended audience. UMK students who had purchased textiles online made up our research population. In the structured questionnaire that was used as the study instrument, the dependent variable (customer satisfaction) and the independent variables (service quality, product quality, and pricing strategy) were all measured on a 5-point Likert scale. Convenience sampling was used to collect responses, and the appropriate sample size was determined to ensure reliable results. With the aid of our data analysis process, which includes regression analysis, qualitative analysis, hypothesis testing, data visualisation, and descriptive statistics, we will be able to determine the factors that affect customer satisfaction. This chapter acts as a guide for our investigation, making sure that we get significant information to successfully answer our research questions. It

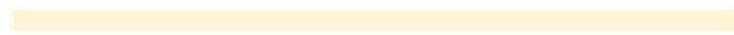
lays the groundwork for our investigation into UMK students' satisfaction levels with online textile items.



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CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this section, the investigator delved into the outcomes derived from surveys disseminated through Google Forms and completed by designated participants. Self-administered questionnaires with a Likert scale from 1 to 5 were used in the study. The study included five different analyses and tests: a descriptive analysis, a reliability test, a normality test, an analysis of the respondents' demographic profile, and a Spearman correlation coefficient analysis. The survey respondents provided 278 responses in total. The data were analysed using IBM/SPSS Statistics Version 27, and this chapter elaborates on the findings of the statistical analyses. In the end, this chapter's conclusion will provide a concise summary and discussion of all results—descriptive and inferential.

4.2 Preliminary Analysis

A preliminary analysis is the evidence, or results at the early phases of a research learning or project. It is a preliminary examination of the obtained data or materials to gain a basic knowledge or identify early patterns, trends before doing a more extensive and complete research. A pilot test is a trial test or a smaller version of a research carried out in advance of complete adoption. In this study, a pilot test was conducted with ten targeted respondents.

4.2.1 Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	20

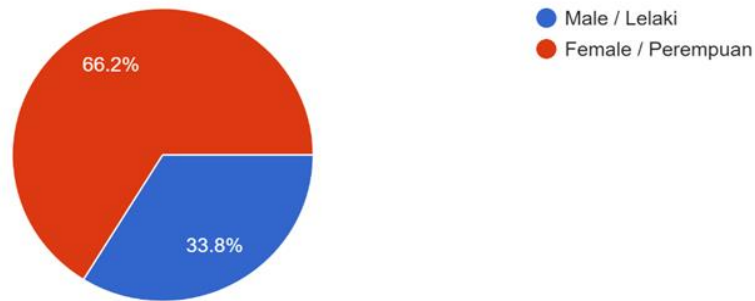
Table 4.1 shows the Reliability Statistic

The 20 items in the questionnaire that were tested had a fair degree of internal consistency, as shown by the Cronbach's alpha of 0.861. For most uses, a Cronbach's alpha of more than 0.7 is deemed adequate; however, larger values suggest superior dependability. This coefficient shows how effectively a collection of objects measures a particular underlying concept or notion and how closely connected the items are to one another as a group.

4.3 Demographic Profile of Respondents

4.3.1 GENDER

Gender / Jantina
278 responses



Pie chart : male and female genders

GenderJantina

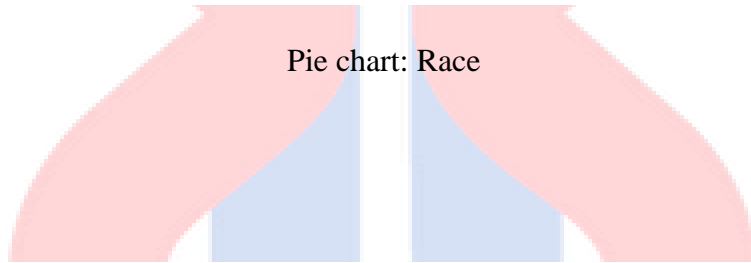
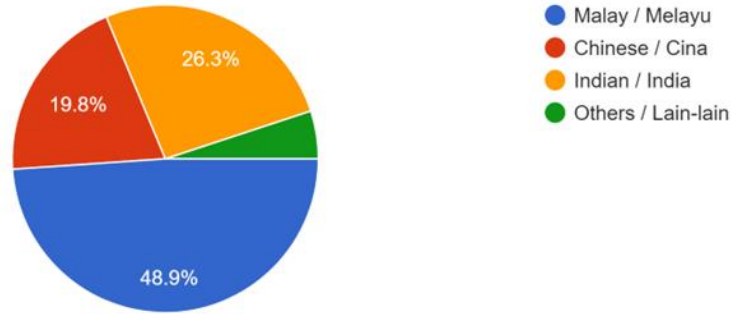
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female / Perempuan	184	66.2	66.2	66.2
	Male / Lelaki	94	33.8	33.8	100.0
	Total	278	100.0	100.0	

Table 4.2 : Gender

Table 4.2 shows, The gender distribution of the 278 respondents in the sample showed a significant impact, with the majority identifying as female (66.2% of the 184 respondents) as compared to male (33.8% of the 94 respondents).

4.3.2 RACE

Race / Bangsa
278 responses



RaceBangsa

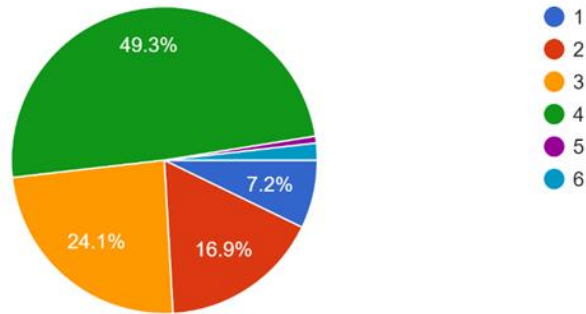
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese / Cina	55	19.8	19.8	19.8
	Indian / India	73	26.3	26.3	46.0
	Malay / Melayu	136	48.9	48.9	95.0
	Others / Lain-lain	14	5.0	5.0	100.0
	Total	278	100.0	100.0	

Table 4.3 : Race

The following are the racial demographics of the 278 respondents: Malay (Melayu) comprised the majority of the respondents at 48.9%, followed by Chinese (Cina) at 19.8%, Indian (India) at 26.3%, and Others (Lain-lain) at 5.0% of the sample as a whole. This distribution shows that the population surveyed was numerous however there was an obvious majority of Malay responses.

4.3.3 YEAR OF STUDY

Year of Study / Tahun Pengajian
278 responses



Pie chart : Year of study

YearofStudyTahunPengajian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	7.2	7.2	7.2
	2	47	16.9	16.9	24.1
	3	67	24.1	24.1	48.2
	4	137	49.3	49.3	97.5
	5	2	.7	.7	98.2
	6	5	1.8	1.8	100.0
	Total	278	100.0	100.0	

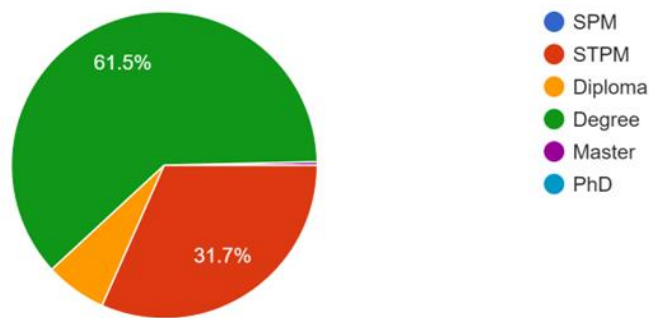
Table 4.4 : Year of study

Table 4.4 shows among the 278 participants, the respondents' distribution according to their year of study (Tahun Pengajian) is as follows: First-year students made up 7.2% of the group,

followed by 16.9% in the second year, 24.1% in the third year, and 49.3% of the group in the fourth year. 1.8% of students were in their sixth year of study, compared to a lesser number of 0.7% who were in their fifth year. This helps to explain how the participants were distributed throughout the various academic years.

4.3.4. EDUCATION LEVEL

Educational Level / Tahap Pengajian
278 responses



Pie chart : Education level

EducationalLevelTahapPengajian

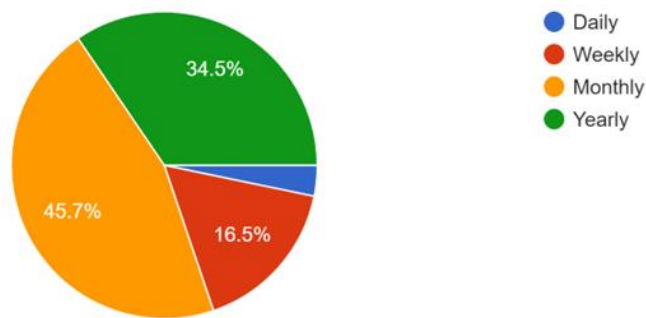
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	171	61.5	61.5	61.5
	Diploma	18	6.5	6.5	68.0
	Master	1	.4	.4	68.3
	STPM	88	31.7	31.7	100.0
	Total	278	100.0	100.0	

Table 4.5 : Education level

Table 4.5 shows the distribution of the 278 participants depending on the level of their education (Tahap Pengajian) can be seen as described below: 61.5% were studying for a degree, 6.5% for a diploma, 0.4% for a master's degree, and 31.7% had finished STPM (Sijil Tinggi Persekolahan Malaysia).

4.3.5 HOW OFTEN DO YOU BUY ONLINE TEXTILE PRODUCTS

How often do you buy online textile products ?
278 responses



Pie chart : Daily, weekly, monthly, yearly textile product purchasers



How often do you buy online textile products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	9	3.2	3.2	3.2
	Monthly	127	45.7	45.7	48.9
	Weekly	46	16.5	16.5	65.5
	Yearly	96	34.5	34.5	100.0
	Total	278	100.0	100.0	

Table 4.6 : How often do you buy online textile products

Table 4.6 shows the number of times with which the 278 respondents bought textile items online varied as follows: 3.2% purchased products daily, while 45.7% purchased them monthly. Furthermore, 16.5% purchased textile items on a weekly basis, while 34.5% did so on a yearly basis. When total percentages are included, over half, 48.9%, bought these items daily or monthly, meanwhile 65.5% purchased them weekly, monthly, or yearly.

4.4 Descriptive Analysis

The researcher's dependent variable, customer satisfaction, and its independent variables, product quality, price strategy, and service quality, were covered in this section's descriptive statistics. The mean and standard deviation of each variable taken as a whole, along with the question for each variable in each section, were examined and reported in this section of the questionnaire, starting with section B.

4.4.1 DEPENDENT VARIABLE AND INDEPENDENT VARIABLES


Descriptive Statistics

	N	Mean	Std. Deviation
Customer Satisfaction	278	19.8741	3.75927
Product Quality	278	20.1835	3.76169
Price Strategy	278	20.4245	3.81708
Service Quality	278	20.6331	3.85878
Valid N (listwise)	278		

Table 4.7 : Descriptive Statistics of Dependent Variable and Independent Variables

N, mean, and standard deviation are the three columns that are given, with reference to the data in Table 4.7. N stands for the number of valid observations for the variable in this context, and for the purposes of this study, N equals 278 respondents. The results of the mean and standard deviation are shown in the table for each independent variable as well as the dependent variable. These descriptive statistics show that, at 20.63, the Service Quality variable has the highest mean value among the variables, indicating a generally higher degree of agreement among respondents. In contrast, the Customer Satisfaction variable shows the lowest mean value at 19.87, suggesting that respondents were less inclined to agree with this variable in the study.

4.4.2 CUSTOMER SATISFACTION



Descriptive Statistics

	N	Mean	Std. Deviation
Consumers perceptions of e-retailers' ethics influence online customer experience and satisfaction when purchasing products and services.	278	3.66	1.309
To enhance consumer satisfaction, all shopping information provided should be up to date, sufficient, consistent and easy to understand.	278	3.82	1.117
Customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations.	278	4.10	.887
Customer satisfaction is usually associated with the product quality and service quality provided by the entrepreneurs and if the consumers are informed about the product.	278	4.18	.807
Effective way to learn about customer satisfaction is to hire people who pose as potential buyers to report on the strengths and weaknesses they find in their purchases of the firm's and competitors' products.	278	4.12	.986
Valid N (listwise)	278		

Table 4.8: Descriptive Statistics of Customer Satisfaction

The frequency, mean, and standard deviation for the items used to gauge customer satisfaction are displayed in Table 4.8. The statement, "Customer satisfaction is usually associated with the product quality and service quality provided by the entrepreneurs and if the consumers are informed about the product," appears in five of the questions, with the highest mean score of 4.18. 0.807 is the standard deviation. Furthermore, the item had the lowest mean (3.66). The item

"Consumers perceptions of e-retailers' ethics influence online customer experience and satisfaction when purchasing products and services" has a total standard deviation of 1.309.

4.4.3 PRODUCT QUALITY

Descriptive Statistics

	N	Mean	Std. Deviation
The textile product meets the required standards for quality.	278	3.79	1.326
The way I prefer to analyze the textile product in actual stores and the way I rate them on the website align nicely.	278	3.89	1.176
The quality of the products from the online store, along with the information and service provided, have left me feeling really delighted.	278	4.08	.908
The product I bought could not be as high-quality as what the online seller claims.	278	4.14	.867
Product may be damaged when it arrives.	278	4.27	.894
Valid N (listwise)	278		

Table 4.9: Descriptive statistics of Product Quality

Table 4.9 presents the mean, frequency, and standard deviation concerning the criteria employed to assess product quality. Five inquiries were evaluated, with the highest average (4.27) recorded for PQ5, which pertains to the statement "Product may be damaged when it arrives." In contrast, the lowest average (3.79) was observed for PQ1. The standard deviation for the statement "The textile product meets the required standards for quality" totalled 1.326.

4.4.4 PRICE STRATEGY

Descriptive Statistics			
	N	Mean	Std. Deviation
extile products on the internet are cheaper than the physical store.	278	4.00	1.165
Maintain a perpetual presence of promotional offers within the online textile store, ensuring a continuous stream of enticing deals and discounts to attract and engage customers.	278	3.96	1.198
The textile products prices in online shopping are more affordable.	278	4.15	.953
The price of branded textile products are much more expensive than the local branded textile products in ecommerce.	278	4.20	.913
My participation in using this online textile shopping service can improve my economic situation.	278	4.12	1.024
Valid N (listwise)	278		

Table 4.10: Descriptive Statistics of Price Strategy

Table 4.10 illustrates the average, frequency, and standard deviation related to the metric used for assessing the pricing strategy. Five inquiries were conducted, revealing the highest mean of 4.20, along with a standard deviation of 0.913, for the item PS4, focusing on the statement "The price of branded textile products is much higher than that of local branded textile products in ecommerce." Conversely, the lowest mean of 3.96 was recorded for the item PS2. The standard deviation for the statement "Maintain a perpetual presence of promotional offers within the

online textile store, ensuring a continuous stream of enticing deals and discounts to attract and engage customers" amounted to a total of 1.198

4.4.5 SERVICE QUALITY

Descriptive Statistics

	N	Mean	Std. Deviation
Customer perception of value is positively impacted by service quality.	278	4.06	1.162
I was very satisfied with the information and service provided, as well as the quality of the products purchased from the internet store.	278	4.05	1.156
I like to shop online because it's more convenient and straightforward for me.	278	4.24	.920
When shopping online, I can completely rely on the seller and the service.	278	4.16	1.012
The serviceability of online textile products companies is satisfying.	278	4.12	1.073
Valid N (listwise)	278		

Table 4.11: Descriptive Statistics of Service Quality.

Table 4.11 displays the mean, frequency, and standard deviation pertaining to the criteria used to assess service quality. Among the five questions measured, the highest mean of 4.24 was obtained for item SQ3, focusing on the statement "I like to shop online because it's more convenient and straightforward for me." In contrast, the lowest mean of 4.05 was associated with item SQ2, wherein respondents expressed their satisfaction with the information, service, and product quality provided by the online store. The total standard deviation for all items was 1.156.

4.5 Validity and Reliability Test

This section discusses the validity of the research questionnaire, which lists service quality, price strategy, and product strategy as the independent variables and customer satisfaction as the dependent variable. Cronbach's alpha was examined and provided in this section for each item and variable in each section of the questionnaire, beginning with part B. Unlike the pilot test, which only collected 10 responses from 10 respondents to test the reliability of the questions before the questionnaire was distributed, this reliability test is meant to ascertain whether the questions in the questionnaire remain reliable after the responses have been gathered from the actual number of respondents, which is 278 respondents.

To determine whether the dependent and independent variables in this study are correlated, the researchers employed Cronbach's alpha. According to 4.12, this study has a sample size of 278 respondents, and the overall results are excellent because every variable is above 0.7. Every variable will have five question types. The first variable is customer satisfaction, which has a good degree of reliability and a Cronbach's Alpha of 0.775. The second variable has a good degree of reliability and is Price Strategy and Service Quality. Product quality is the final variable in this study; its reliability level is good and its Cronbach's Alpha is 0.763.

Variables	Cronbach's Alpha	N of Item	Strength
Customer Satisfaction	0.775	5	Good
Product Quality	0.763	5	Good
Price Strategy	0.771	5	Good

Service Quality	0.771	5	Good
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Table 4.12: Cronbach’s Alpha Reliability Test with Actual Data

4.6 Normality Test

Using normality testing techniques, the researcher examined the normalization of the hypothesis in this investigation. A set of data has passed the normality test if its distribution is consistent with a normal distribution. As a result, the research focused on Shapiro-Wilk and Kolmogorov-Smirnov tests, with evaluations made at the $p = 0.01$ significance level. The hypothesis is rejected if the p value is less than 0.01, and the hypothesis is not determined if the p value is greater than 0.01. The results of the research's normality test are shown in Table 4.13:

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Customer Satisfaction	.122	278	<.001	.937	278	<.001
Product Quality	.139	278	<.001	.913	278	<.001
Price Strategy	.149	278	<.001	.904	278	<.001
Service Quality	.155	278	<.001	.901	278	<.001

a. Lilliefors Significance Correction

Table 4.13: Normality Test

For sample sizes smaller than fifty, the Shapiro-Wilk test is appropriate; for sample sizes larger than fifty, the Kolmogorov-Smirnov test is advised (Anaesth, 2019). In accordance with section 4.13, we will use the Kolmogorov-Smirnov test in our 278 sample investigation. All of the variables in this study have a significance value less than 0.001, which indicates that the distribution of the variables is non-normal, according to the data analysis.

4.7 Pearson Correlation

A statistical tool used to quantify the direction and strength of a linear connection between two continuous variables is Pearson correlation. The output from SPSS can be interpreted by referring to the Table 4.14 above respectively.

Coefficient Range (r)	Strength of Association
± 0.91 to ± 1.00	Very strong
± 0.71 to ± 0.90	Strong
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.01 to ± 0.20	Sligh, almost negligible

Table 4.14: Rule of thumb of correlation and coefficient

THE VALUE OF SIGNIFICANCE
If the significance value < 0.05, then the instrument is declared correlated.
If the significance value > 0.05, then the instrument is declared uncorrelated.

Table 4.15: The value of significance

Product quality and customer satisfaction have a considerable relationship, as seen by the output in Table 4.16. Since the 2-tailed Sig.2 value of 0.01 is less than 0.05, it suggests that the

instrument is correlated. While the Pearson correlation is quite strong which is at 0.805. As a result, the relationship between the two variables is unidirectional.

Subsequently, Price Strategy and Customer Satisfaction exhibit a noteworthy correlation. This instrument is correlated, as indicated by the 2-tailed Sig value of 0.01, which is less than 0.05. The Pearson correlation, however, is strong at 0.823. Consequently, the relationship between the two variables is unidirectional.

Lastly, there is a strong correlation between the variable's customer satisfaction and service quality. Since the two-tailed sig value of 0.01 is less than 0.05, it suggests that the instrument is correlated. The Pearson correlation, however, is strong at 0.816. As a result, there is a strong relationship between the two variables.

Correlations

		Customer Satisfaction	Product Quality	Price Strategy	Service Quality
Customer Satisfaction	Pearson Correlation	1	.805**	.823**	.816**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	278	278	278	278
Product Quality	Pearson Correlation	.805**	1	.881**	.841**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	278	278	278	278
Price Strategy	Pearson Correlation	.823**	.881**	1	.900**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	278	278	278	278
Service Quality	Pearson Correlation	.816**	.841**	.900**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	278	278	278	278

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

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Table 4.16: Correlation

4.7.1 Hypothesis

This study’s ultimate goal is to test three hypotheses, as mentioned above. Every possibility for the hypothesis is supported.

PRODUCT QUALITY

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

Correlations

		Customer Satisfaction	Product Quality
Customer Satisfaction	Pearson Correlation	1	.805**
	Sig. (2-tailed)		<.001
	N	278	278
Product Quality	Pearson Correlation	.805**	1
	Sig. (2-tailed)	<.001	
	N	278	278

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

Table 4.17: Hypothesis of the determination of Product Quality

Table 4.17 revealed a noteworthy association between Product Quality and Customer Satisfaction, as evidenced by the p-value of 0.001, which is below the 0.05 significance threshold. The Pearson Correlation Coefficient, registering at 0.805, underscores the robust connection between product quality and customer satisfaction. Consequently, the acceptance of Hypothesis 1 (H1) is warranted.

PRICE STRATEGY

H2: There is a significant relationship between price strategy and customer satisfaction.

Correlations

		Customer Satisfaction	Price Strategy
Customer Satisfaction	Pearson Correlation	1	.823**
	Sig. (2-tailed)		<.001
	N	278	278
Price Strategy	Pearson Correlation	.823**	1
	Sig. (2-tailed)	<.001	
	N	278	278

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

Table 4.18 : Hypothesis of the determination of Price Strategy

Table 4.18 indicated a significant correlation between Price Strategy and Customer Satisfaction, evident from the p-value of 0.001, falling below the 0.05 threshold. The Pearson Correlation Coefficient value of 0.823 highlights the robust association between price strategy and customer satisfaction. Consequently, Hypothesis 2 (H2) is validated.

SERVICE QUALITY

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

Correlations

		Customer Satisfaction	Service Quality
Customer Satisfaction	Pearson Correlation	1	.816**
	Sig. (2-tailed)		<.001
	N	278	278
Service Quality	Pearson Correlation	.816**	1
	Sig. (2-tailed)	<.001	
	N	278	278

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

Table 4.19: Hypothesis of the determinants of Service Quality

Table 4.19 indicated a meaningful correlation between Service Quality and Customer Satisfaction, evident from the p-value of 0.001, falling below the 0.05 threshold. The Pearson Correlation Coefficient value of 0.816 underscores a robust connection between service quality and customer satisfaction. Consequently, Hypothesis 3 (H3) is affirmed.

Hypothesis	Results	Findings of data analysis	Conclusion
There is a positive significant relationship between product quality towards customer satisfaction	0.805	Accepted	Strong positive correlation
There is a positive significant relationship between price strategy towards customer satisfaction	0.823	Accepted	Strong positive correlation
There is a positive significant relationship between service quality strategy towards customer	0.816	Accepted	Strong positive correlation

satisfaction				
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Table 4.19: Summary status of Pearson correlation analysis

4.8 Summary

This chapter focuses on conducting thorough data testing using the Statistical Package for the Social Sciences (SPSS) towards 278 respondents of the research. The first piece of the section covers descriptive analytic approaches. The researcher uses SPSS to compile and display the main characteristics of the dataset, such as measures of central tendency and dispersion. The chapter next explores reliability analysis and shows how SPSS makes it easier to evaluate the internal consistency and reliability of measurement scales. Additionally, the chapter also discusses normality testing, explaining how researchers can use SPSS to evaluate the distributional properties of variables. After that, the topic shifts to Pearson correlation analysis, demonstrating how to use SPSS to look at the direction and strength of correlations between variables. In order to enable readers to develop knowledgeable interpretations of the analyzed data, the chapter provides them with useful insights into the use of SPSS for data exploration, reliability assessment, correlation analysis, and normality testing.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

After obtaining the results of the analysis of Chapter 4, the outline of the descriptive analysis will be further discussed in this chapter. Conversely, the researcher made a comparison between the study's overall outcome and the predetermined objectives. Additionally, the main findings contain more in-depth discussions of the ways in which the independent variables affect the dependent variable—word-of-mouth—than elsewhere. Additionally, this chapter will address the limitations that this study has and offer some suggestions for further research. In order to provide a clear picture and to summarise the entire research study, an overall conclusion has been provided.

5.2 Key Findings

5.2.1 Demographic

The respondent pool's major tendencies were found by the demographic analysis. With 66.2% of the sample being female, women emerged as the predominant participant category, demonstrating the significant presence of women in online textile customers. Furthermore, the breakdown of respondents' racial origins revealed that the majority were Malay (48.9%), then followed by Indians (26.3%) and Chinese (19.8%). This variety indicates a wide range of users interacting with various platforms, reflecting the diversity of the online textile buyer community. Moreover, the majority of those in their fourth year (49.3%) shows that people in the final years of their education contribute to an important percentage of the online textile consumer

demographic, which may indicate that they have greater spending power or are more used to using online shopping platforms.

5.2.2 Purchasing Behaviour

Interesting trends showed up from the purchase behaviours and frequency of interaction with online textile items. The majority of consumers (65.5%) made weekly, monthly, or yearly purchases of textiles online. A significant percentage (45.7%) made monthly purchases of textile items, indicating normal use of online platforms. This monthly pattern suggests a routine and consistency in consumer behaviour about buying textiles, which may be impacted by sales, product cycles, or personal preferences. monthly purchases may also indicate a balance between personal and regular needs, providing organisations with an understanding of the patterns and preferences of consumer purchasing.

5.2.3 Reliability and Validity

The quality of the questionnaire implemented in the current research was confirmed by the reliability analysis. The Cronbach's alpha values for all three examined variables service quality, product quality, and price strategy exceeded the 0.85 cutoff point, demonstrating a high degree of internal consistency and dependability. This implies that the aimed components were reliably captured by the questionnaire items. Further demonstrating the importance of these variables in affecting total customer experiences and satisfaction levels are the substantial positive connections found between service quality, product quality, pricing strategy, and customer contentment. These results support the questionnaire's validity and offer insightful information about the key factors influencing consumer satisfaction in the online textile sector.

5.2.4 Perceptions

Respondents showed a clear correlation between quality of service and product and satisfaction. Among consumers, worries about possible product damage after delivery were shown to be a common worry. This highlights how important it is to have a product that is in good shape when it is delivered, signifying a crucial moment in the customer experience. The results show the significance of strong delivery and handling of goods standards in guaranteeing an acceptable customer experience and reducing the possibility of discontentment stemming from defective items.

5.2.5 Price

Interesting perspectives about pricing methods used in the online textile market were found in the survey. According to the respondents, branded textile items are perceived as costing more online than local ones. This finding provides insight into how consumers see value and pricing competition. Furthermore, the shown need for ongoing promotions and discounts highlights how crucial dynamic price plans and captivating advertising campaigns are to drawing in new clients and keeping existing ones. These results highlight how important price is in shaping consumer choices and how effective pricing strategies are necessary to stay competitive and build trust among consumers in the online textile sector.

5.3 Discussion

5.3.1 HYPOTHESIS 1

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

Based on the table 4.19 in chapter 4, the Spearman correlation shows a strong relationship between customer satisfaction and product quality which is 0.805. The significant value is less than 0.001 which is lower than 0.05 that identifies there is a strong correlation between the dependent variable and independent variable.

This study's results provide compelling evidence for the notion that product quality and customer happiness are significantly correlated. A thorough examination of all the variables shows that greater customer satisfaction positively correlates with higher service quality levels. This is crucial for every company to concentrate on improving service quality to both meet and surpass consumer expectations. Thus, it will provide a happy and fulfilling customer experience. This conclusion highlights how crucial it is for companies to prioritize and allocate resources towards upholding great service standards to secure enduring client loyalty and success.

5.3.2 HYPOTHESIS 2

H2: There is a significant relationship between price strategy and customer satisfaction.

As per the findings of the Spearman correlation study, Table 4.19 demonstrates a strong correlation between price strategy and customer satisfaction which is 0.823. A considerable correlation between the independent and dependent variables is denoted by a significant value less than 0.05 to show it is correlated. Thus, the data analysis's conclusions are accepted.

Finally, the results of this research support the notion that price strategy and customer happiness are significantly correlated. The strategic alignment of pricing with perceived value has a direct and significant impact on customer satisfaction levels, as can be seen in the result. Positive consumer impressions are fostered by businesses that use fair, transparent, and customer-focused

pricing tactics, and this leads to increased customer satisfaction levels. In order to remain competitive and improve customer satisfaction and loyalty in a dynamic marketplace, businesses must carefully analyze and optimize their pricing strategies. This conclusion underscores the strategic importance of pricing decisions in shaping the overall customer experience.

5.3.3 HYPOTHESIS 3

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

Table 4.19 in chapter 4 result indicates that there is a positive link between customer satisfaction and service quality according to the Spearman correlation analysis. A substantial correlation between the dependent and independent variables is indicated by a significant value of less than 0.001, which is less than 0.05. Furthermore, the correlation coefficient shows a strong correlation which is 0.816. Thus, the findings of the data analysis are accepted.

This study provides strong support for the notion that there is a meaningful correlation between customer happiness and product quality. The results highlight the critical role that high-quality products play in creating satisfying customer experiences, underscoring the need for companies to prioritize and allocate resources towards preserving and enhancing the caliber of their products. Organizations that continuously provide high-quality goods can build stronger customer satisfaction, which will strengthen long-lasting customer connections and overall business success as consumers prioritize value and excellence more and more.

5.4 Implication of Study

The research project has been completed effectively. However, during our research project, we still need to get past a few obstacles. Due to the interference it will cause in obtaining

results at the end of our research project, the limitation will have an indirect effect on our ability to finish the project.

5.4.1 Managerial Implications

Customer satisfaction with online textile products is influenced by the three factors that are the subject of this study. The study's conclusions offer valuable knowledge that Universiti Malaysia Kelantan students can utilise to further their education in this area and gain a better understanding of the factors influencing customer satisfaction with online textile products. Therefore, a revised scale designed especially for analysing Customer Satisfaction habits will be advantageous to both individuals and groups. The scale's developers also discovered that students' propensity for online textile satisfaction through online shopping is significantly influenced by trust. This research points us to a new path by analyzing the impact of customer satisfaction on online textile products. The final tool assesses three factors; service quality, product strategy and pricing strategy, which affect Customer Satisfaction with Online Textile Products. We can see how these three factors can play a role in explaining why they can influence Customer Satisfaction on Online Textile Products.

By combining these management implications, businesses can align their strategies with the specific needs and preferences of UMK students, ultimately fostering higher levels of customer satisfaction in the online textile product market.

5.5 Limitations of Study

Similar to the previous study, this one has a few limitations. Additionally, because it relies on responses from students at particular academic levels, students at different levels of the class may perceive things differently. In addition, the study's sample size was constrained, and the researchers' primary focus is on students. A large enough sample size will contribute to more relevant results and precise conclusions. Researchers should consider the limitations of the research findings, even though they offer some fresh perspectives. The respondents with some experience making purchases of textile products online are the focus of this research study.

In addition, the Likert scale questions in the research questionnaire, which ranged from scale 1 to scale 5, were closed-ended and required students to select their responses at random. There will be some respondents, though, who simply answer the questions without reading them through and understanding them completely. Students who score lowest on the scale may also exacerbate the outcome, making it more difficult for the researchers to arrive at a conclusive conclusion. These factors may also have an impact on the data that the researchers must compute.

One could argue that one research limitation was the study population's composition of university students. Most university students have similar interests and lifestyles. This complicates extrapolating the results to a wider population. Because of this restriction, it is advised that more extensive research be done in the future to look at the connections between price strategy, product quality, and service quality and customer satisfaction. A population dominated by millennials may see changes in the profession, which will almost certainly lead to differences in lifestyles and preferences.

The questionnaire for this study will be distributed via Google Form, and the researchers will have certain limitations with this method. This is a result of some respondents declining to complete the questionnaire in favour of conducting focus groups or one-on-one interviews, which have been strongly advised by previous researchers working on case studies comparable to their own. In contrast to the questionnaire method, the interview method allows the researcher to obtain more detailed information from the participants and gain insight into their perceptions of the study.

5.6 Recommendations for Future Research

This section subsequently discusses about suggestions for future research. As the present study based its findings on The Influencing Factors of Customer Satisfaction on Online Textile Products among UMK Students, future research in this area should consider different types of customer satisfaction on service quality, product strategy and price strategy. Firstly, should consider social media and online reviews, Study the role of social media and online reviews in shaping customer perception and satisfaction with online textile products. Investigate how user-generated content influences purchase decisions among UMK students.

Secondly, post-purchase experience, it is the post-purchase phase, including customer support, returns that can explore the factors that influence the decision of UMK students to return products, such as size issues or dissatisfaction with items, and after-sales service to Analyze how after-sales service contributes to long-term satisfaction length and loyalty of UMK students. Evaluate how these aspects contribute to overall satisfaction and whether they play an important role in the decision making of UMK students. customer support can Assess the efficiency and effectiveness of customer support services for online textile products. By thoroughly examining

the post-purchase phase, researchers can uncover valuable insights that contribute to enhancing customer satisfaction and loyalty among UMK students, ultimately influencing their decision-making in the online textile market.

Lastly, diverse demographics to explore the influencing factors of customer satisfaction among different demographic groups beyond UMK students. Consider factors such as age, gender, income level, and cultural background to understand how these variables may impact satisfaction with online textile products. By dissecting customer satisfaction factors across these demographic categories, researchers can gain a nuanced understanding of the diverse needs and preferences of different consumer groups in the context of online textile products. This approach allows for a more targeted and tailored strategy in addressing the unique aspects that influence satisfaction for each demographic.

By diversifying research approaches and exploring different dimensions of the online textile shopping experience, future studies can contribute to a more comprehensive understanding of the factors influencing customer satisfaction among UMK students and beyond.

5.7 Overall Conclusion of the Study

This research resulted in significant findings about the factors that effect of customer satisfaction within the online textile business. Major findings have been found from a complete investigation of buying habits, demographic profiles, questionnaire item reliability, and correlation studies between factors. The demographic profile revealed that among those who responded, there was a high percentage of females, Malay ethnicity, and fourth-year students. This variety highlights the wide range of consumers who buy textile products online. Surprisingly the buying patterns demonstrated regular use of internet resources, mostly on a monthly basis. Both the reliability

and validity evaluations supported the questionnaire's quality in this investigation. High Cronbach's alpha values for the variables pertaining to price strategy, product quality, and service quality demonstrated strong internal consistency. The relevance of service quality, product quality, and price strategy in influencing consumer experiences and overall satisfaction is confirmed by the positive correlations that have been identified between these factors and customer satisfaction. Customers place a high value on goods quality and service, especially when it comes to the possibility of product damage upon delivery. In addition, pricing opinions, particularly the perception of more expensive rates for branded items vs local goods, and the demand for constant promotional offers highlight the value of pricing strategies that are competitive and ongoing efforts for maintaining consumer loyalty and satisfaction. In conclusion, this research highlights the complex relationship between consumer satisfaction and the online textile business, indicating the critical influence of product and service quality as well as strategic pricing on consumer experiences and satisfaction. These results provide useful information for online textile firms looking to improve customer satisfaction techniques and build long-lasting relationships with customers.

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Appendix A - Draft of Questionnaire



FKP

THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG UMK STUDENTS.

Greetings to all dear respondents,

We are final year students from Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding “The Influencing Factors of Customer Satisfaction on Online Textile Products among UMK Students”. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and use exclusively for academic purpose only.

Sincerely,

MOHEINNDRAIN A/L SURIA KUMAR (A20A1476)

MUHAMMAD HAFIZUDDIN BIN BADIUZAMAN (A20A1526)

NURUL SYAZA BINTI TAPAK (A20A1896)

THENMALAR A/P RAMESH (A20A2041)

THANK YOU



SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1) Gender

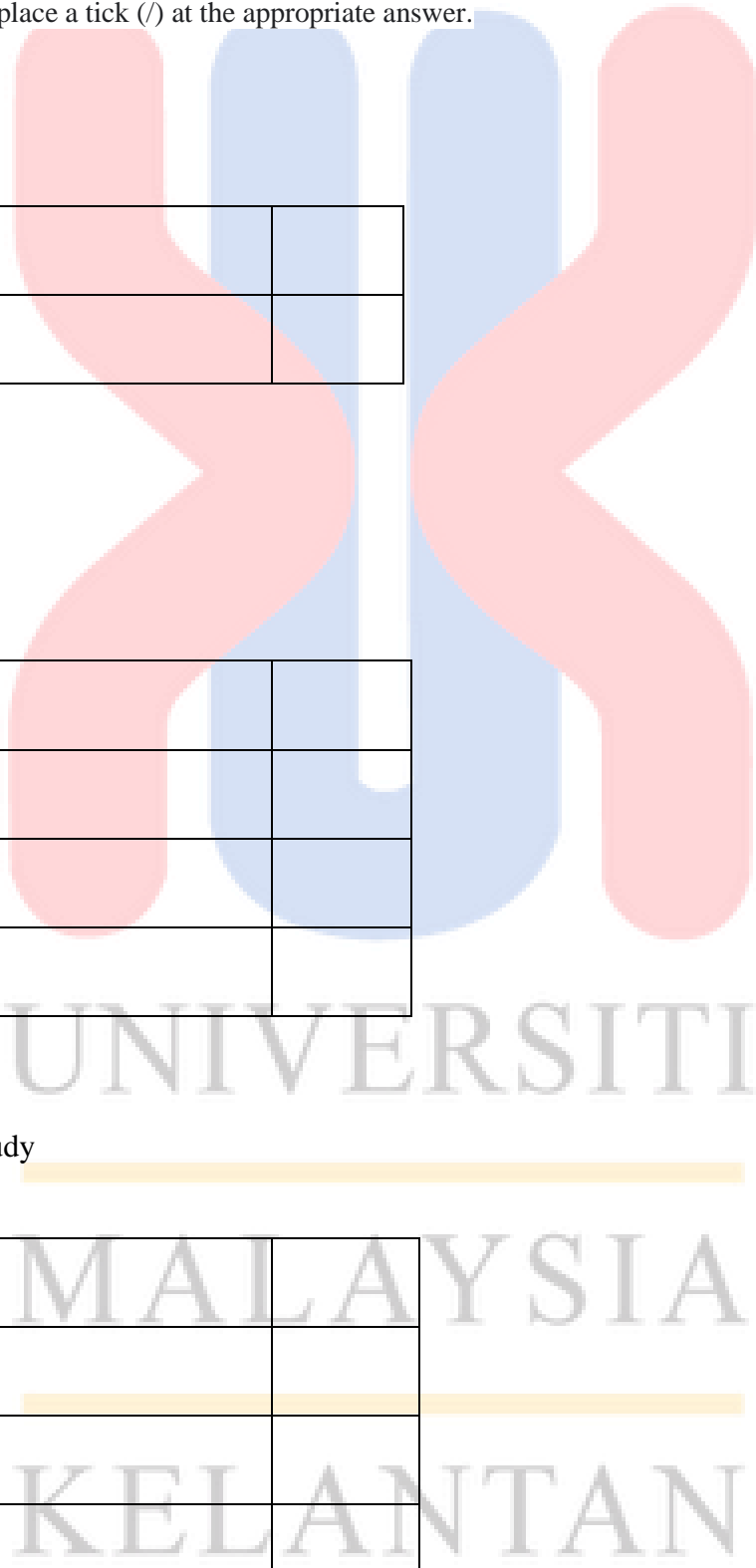
Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

2) Race

Malay	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Indian	<input type="checkbox"/>
Others	<input type="checkbox"/>

3) Year of Study

1	<input type="checkbox"/>
2	<input type="checkbox"/>
3	<input type="checkbox"/>
4	<input type="checkbox"/>



5	
6	

4) Educational Level

SPM	
STPM	
Diploma	
Degree	
Master	
PhD	

5) How often do you buy online textile products?

Daily	
Weekly	
Monthly	
Yearly	

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SECTION B: DEPENDENT VARIABLES

The scale used is five-point Likert scale from "strongly disagree" pointed as 1 until "strongly agree" pointed as 5.

Instruction: Choose only one answer for each of the following statement according to the scale provided.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	Customer Satisfaction	SD	D	N	A	SA
1	<p>Consumers perceptions of e-retailers’ ethics influence online customer experience and satisfaction when purchasing products and services.</p> <p>Persepsi pengguna terhadap etika e-peruncit mempengaruhi pengalaman dan kepuasan pelanggan dalam talian apabila membeli produk dan perkhidmatan.</p>					
2	<p>To enhance consumer satisfaction, all shopping information provided should be up to date, sufficient, consistent and easy to understand.</p> <p>Untuk meningkatkan kepuasan pengguna, semua maklumat beli-belah yang diberikan hendaklah terkini, mencukupi, konsisten dan mudah difahami.</p>					

<p>3</p>	<p>Customer satisfaction is the level of a person's feelings after comparing the performance or results he feels compared to his expectations.</p> <p>Kepuasan pelanggan ialah tahap perasaan seseorang setelah membandingkan prestasi atau hasil yang dirasainya berbanding dengan jangkannya.</p>					
<p>4</p>	<p>Customer satisfaction is usually associated with the product quality and service quality provided by the entrepreneurs and if the consumers are informed about the product.</p> <p>Kepuasan pelanggan biasanya dikaitkan dengan kualiti produk dan kualiti perkhidmatan yang disediakan oleh usahawan dan jika pengguna dimaklumkan tentang produk tersebut.</p>					
<p>5</p>	<p>Effective way to learn about customer satisfaction is to hire people who pose as potential buyers to report on the strengths and weaknesses they find in their purchases of the firm's and competitors' products.</p> <p>Cara yang berkesan untuk mengetahui tentang kepuasan pelanggan adalah dengan mengupah orang yang menyamar sebagai bakal pembeli untuk melaporkan kekuatan dan kelemahan yang mereka temui dalam pembelian produk firma dan pesaing mereka.</p>					

SECTION C: INDEPENDENT VARIABLE

The scale used is five-point Likert scale from "strongly disagree" pointed as 1 until "strongly agree" pointed as 5.

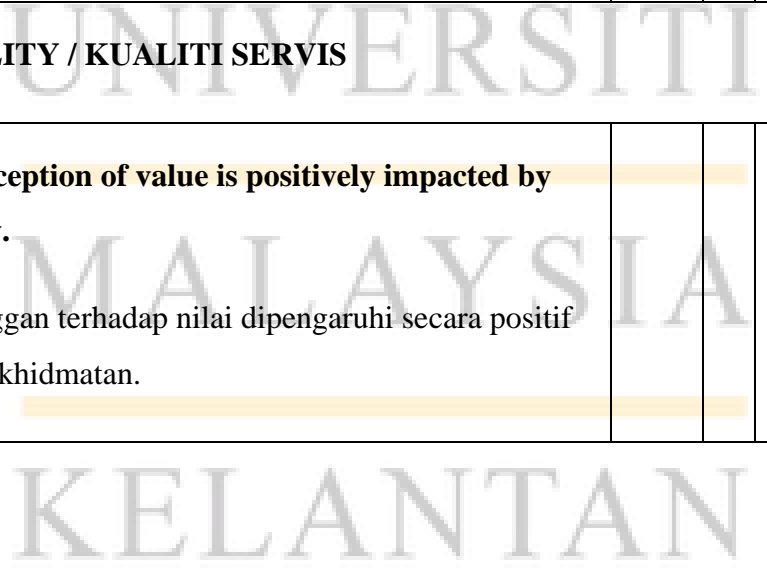
Instruction: Choose only one answer for each of the following statement according to the scale provided.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

	PRODUCT QUALITY / KUALITI PRODUK	SD	D	N	A	SA
1	<p>The textile product meets the required standards for quality.</p> <p>Produk tekstil memenuhi piawaian yang diperlukan untuk kualiti</p>					
2	<p>The way I prefer to analyze the textile product in actual stores and the way I rate them on the website align nicely.</p> <p>Cara saya lebih suka menganalisis produk tekstil di kedai sebenar dan cara saya menilai produk tekstil di tapak web diselaraskan dengan baik.</p>					
3	<p>The quality of the products from the online store, along with the information and service provided, have left me feeling really delighted.</p>					

	Kualiti produk dari kedai dalam talian, bersama dengan maklumat dan perkhidmatan yang disediakan, telah membuatkan saya berasa sangat gembira.					
4	The product I bought could not be as high-quality as what the online seller claims. Produk yang saya beli tidak boleh berkualiti tinggi seperti yang didakwa oleh penjual dalam talian.					
5	Product may be damaged when it arrives. Produk mungkin rosak apabila sampai..					
PRICE STRATEGY / STRATEGI HARGA						
1	Textile products on the internet are cheaper than the physical store. Produk tekstil di internet lebih murah daripada kedai fizikal.					
2	Maintain a perpetual presence of promotional offers within the online textile store, ensuring a continuous stream of enticing deals and discounts to attract and engage customers. Mengekalkan kehadiran berterusan tawaran promosi dalam kedai tekstil dalam talian, memastikan aliran berterusan tawaran menarik dan diskaun untuk menarik dan melibatkan pelanggan.					

3	<p>The textile products prices in online shopping are more affordable.</p> <p>Harga produk tekstil dalam membeli-belah dalam talian adalah lebih berpatutan.</p>					
4	<p>The price of branded textile products are much more expensive than the local branded textile products in ecommerce.</p> <p>Harga produk tekstil berjenama jauh lebih mahal daripada produk tekstil berjenama tempatan dalam e-dagang.</p>					
5	<p>My participation in using this online textile shopping service can improve my economic situation.</p> <p>Penyertaan saya menggunakan perkhidmatan membeli-belah tekstil dalam talian ini dapat meningkatkan keadaan ekonomi saya.</p>					
SERVICE QUALITY / KUALITI SERVIS						
1	<p>Customer perception of value is positively impacted by service quality.</p> <p>Persepsi pelanggan terhadap nilai dipengaruhi secara positif oleh kualiti perkhidmatan.</p>					



2	<p>I was very satisfied with the information and service provided, as well as the quality of the products purchased from the internet store.</p> <p>Saya sangat berpuas hati dengan maklumat dan perkhidmatan yang diberikan, serta kualiti produk yang dibeli dari kedai internet.</p>				
3	<p>I like to shop online because it's more convenient and straightforward for me.</p> <p>Saya suka membeli-belah dalam talian kerana ia lebih mudah dan mudah untuk saya.</p>				
4	<p>When shopping online, I can completely rely on the seller and the service.</p> <p>Apabila membeli-belah dalam talian, saya boleh bergantung sepenuhnya pada penjual dan perkhidmatan.</p>				
5	<p>The serviceability of online textile products companies is satisfying.</p> <p>Kebolehhidmatan syarikat produk tekstil dalam talian adalah memuaskan.</p>				

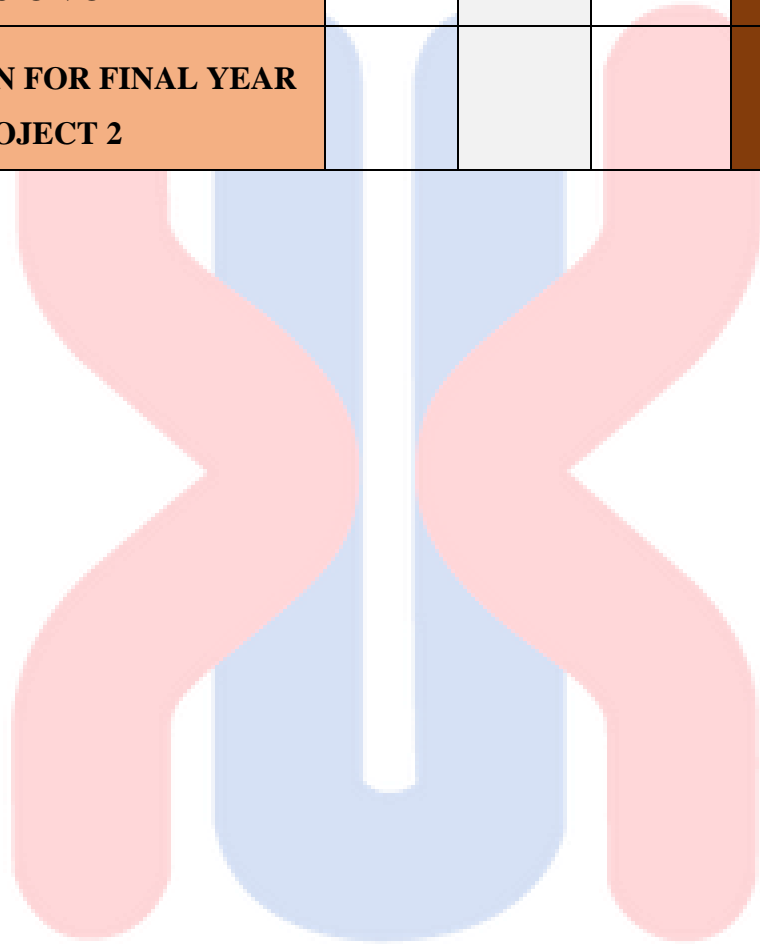
Appendix B - Gantt Chart

Research Activities Months	Oct	Nov	Dec	Jan	Feb
PPTA 1 and PPTA 2 briefing					
CHAPTER 1: INTRODUCTION					
Starting up and progressing with chapter I					
Submission and do correction of chapter 1					
CHAPTER 2: LITERATURE REVIEW					
Starting up and progressing with chapter 2					
Submission and do correction of chapter 2					
CHAPTER 3: RESEARCH & METHODOLOGY					
Starting up and progressing with chapter 3					
Submission of first draft chapter 1, 2, 3					
Do correction on the chapter 1, 2, 3					
QUESTIONNAIRE					
Build questionnaire based on IV and DV					
Submission of questionnaire first draft					
FINAL SUBMISSION OF PPTA 1					

PRESENTATION FOR FINAL YEAR RESEARCH PROJECT I					
DISTRIBUTION QUESTIONNAIRE AMONG UMK STUDENTS & DATA COLLECTION					
CHAPTER 4					
Starting up and progressing with chapter 4					
Submission of first draft chapter 4					
Do correction on the chapter 4					
POSTER					
Starting up and progressing with poster					
Submission of first poster					
Do correction and submission					
CHAPTER 5					
Starting up and progressing with chapter 5					
Submission of first draft chapter 5					
Do correction on the chapter 5					
ARTICLE PAPER					
Starting up and progressing with article					
Submission of article					

FINAL SUBMISSION OF PPTA 2					
PRESENTATION FOR FINAL YEAR RESEARCH PROJECT 2					

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ASSESSMENT FORM FOR RESEARCH PROJECT I

Student's Name: MOHEINNDRAIN A/L SURIA KUMAR

Matric No: A20A1476

Student's Name: MUHAMMAD HAFIZUDDIN BIN BADIUZAMAN

Matric No: A20A1526

Student's Name: NURUL SYAZA BINTI TAPAK

Matric No: A20A1896

Student's Name: THENMALARA/P RAMESH

Matric No: A20A2041

Name of Supervisor: DR. NORZALIZAH BINTI BAHARI

Name of Programme: SAK

Research Topic: THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG UMK STUDENTS.

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: REFLECTIVE NOTE (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3: CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	___ x 1 (Max: 4)	
2.	Commitment (CLO1; C1, A3: CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	___ x 1 (Max: 4)	
3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	___ x 1 (Max: 4)	

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	___ x 1 (Max: 4)	
5.	Initiative (CLO1; C1, A3: CS/CT/TS)	Does not make any initiative to work in group	Makes the initiative to work in group but requires consistent monitoring	Makes the initiative to work in group with minimal monitoring required	Makes very good initiative to work in group with very little monitoring required	___ x 1 (Max: 4)	
TOTAL							/20

Student's Name: MOHEINNDRAIN A/L SURIA KUMAR

Matric No: A20A1476

Student's Name: MUHAMMAD HAEIZUDDIN BIN BADIUZAMAN

Matric No: A20A1526

Student's Name: NURUL SYAZA BINTI TAPAK

Matric No: A20A1896

Student's Name: THENMALAR A/P RAMESH

Matric No: A20A2041

Research Topic: THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG UMK STUDENTS.

MALAYSIA

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ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	___ x 1 (Max: 4)	
2.	Non-verbal Communication (CLO2; A3/CS)	Exhibits very poor body language. Does not have any eye contact with the audience and appears to avoid the audience.	Makes eye contact with the audience at times. But the behavior is not consistent.	Makes good eye contact with the audience. The body language is good.	Makes excellent eye contact with the audience. The body language is pleasing. .	___ x 1 (Max: 4)	
3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	___ x 1 (Max: 4)	
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a “business appearance”.	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good “business appearance.	Is very well groomed and has a very pleasing and professional appearance.	___ x 1 (Max: 4)	
5.	Confidence and Ability to Answer Questions	Exhibits a very low level of confidence and	Exhibits low level of confidence at times.	Exhibits a high level confidence. Does a	Exhibits a very high level of confidence. Is	___ x 1	

	(CLO2; A3/CT)	appears visibly 'shaky'. Finds it difficult to answer questions.	Does not appear to be confident in answering questions	good job in answering questions.	perfectly at ease while answering questions.	(Max: 4)	
	TOTAL					/20	

Student's Name: **MOHEINNDRAIN A/L SURIA KUMAR**

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Student's Name: **NURUL SYAZA BINTI TAPAK**

Matric No: **A20A1896**

Student's Name: **THENMALAR A/P RAMESH**

Matric No: **A20A2041**

Research Topic: **THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG UMK STUDENTS.**

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction (CLO1; C1, A3)	Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	____ x 2.5 (Max: 10)	

			Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific. Scientific refers to researchable topic	___ x 1.25 (Max: 5)	
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)	
Writing style (clarity, expression of ideas and coherence)		The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)		
Technicality (Grammar, theory, logic and reasoning)		The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)		
Reference list (APA Format)		No or incomplete reference list	Incomplete reference list and/ or is not according to the format	Complete reference list with few mistakes in format adherence	Complete reference list according to format	___ x 0.25 (Max: 1)		

	Overall Proposal Format (CLO2; C2, A3)	Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	___ x 0.25 (Max: 1)	
3.	Literature review (CLO2; C2, A3)		<ul style="list-style-type: none"> Does a poor job in summarizing the relevant literature review 	<ul style="list-style-type: none"> Weak in summarizing the literature review 	<ul style="list-style-type: none"> Critically analyzes but does not summarize effectively 	<ul style="list-style-type: none"> Critically analyzes and summarizes effectively 	___ x 1 (Max: 4)	
			<ul style="list-style-type: none"> Does not provide adequate reference of literature review 	<ul style="list-style-type: none"> Provide some reference of literature review 	<ul style="list-style-type: none"> Provide adequate reference of literature review 	<ul style="list-style-type: none"> Provide strong reference of literature review 	___ x 1 (Max: 4)	
			<ul style="list-style-type: none"> Weak research framework 	<ul style="list-style-type: none"> Adequate research framework 	<ul style="list-style-type: none"> Feasible research framework 	<ul style="list-style-type: none"> Sound research framework 	___ x 0.75 (Max: 3)	
			<ul style="list-style-type: none"> Framework is not link with the literature and the research issues 	<ul style="list-style-type: none"> Framework has a weak link with the literature and the research issues but some major weaknesses exist 	<ul style="list-style-type: none"> Framework has a good link with the literature and the research issues but some minor weaknesses exist 	<ul style="list-style-type: none"> Framework has a strong link with the literature and the research issues 	___ x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)		<ul style="list-style-type: none"> Research methodology is designed poorly 	<ul style="list-style-type: none"> Research methodology is adequately designed 	<ul style="list-style-type: none"> Research methodology is good and can address most 	<ul style="list-style-type: none"> The methodology is sound and can address all of the 	___ x 1.75	

				of the research issues	research issues	(Max: 7)	
		<ul style="list-style-type: none"> Unable to clearly identify the type of research (Quantitative/Qualitative) 	<ul style="list-style-type: none"> Able to identify the type of research (Quantitative/Qualitative) 	<ul style="list-style-type: none"> Clearly identify the type of research (Quantitative/Qualitative) 	<ul style="list-style-type: none"> Clearly identify the type of research with good support (Quantitative/Qualitative) 	____ x 1.5 (Max: 6)	
		<ul style="list-style-type: none"> There is no data collection method specified 	<ul style="list-style-type: none"> Data collection method used are not appropriate 	<ul style="list-style-type: none"> Data collection method used are appropriate with some explanations 	<ul style="list-style-type: none"> Data collection method used are appropriate with good explanations 	____ x 1.5 (Max: 6)	
		<ul style="list-style-type: none"> Wrong interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Lack interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Good interpretation of Research Tools and Analysis 	<ul style="list-style-type: none"> Very good and clear interpretation of Research Tools and Analysis 	____ x 1.5 (Max: 6)	
TOTAL						/60	

TOTAL MARKING SCHEME

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
(A) Reflective Note (20%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
Grand Total			

Name of Supervisor/ Examiner: _____ Signature: _____ Date: _____

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Matric No: A20A1526

Student's Name: NURUL SYAZA

Matric No: A20A1896

Student's Name: THENMALARA/P RAMESH

Matric No: A20A2041

Research Topic: **THE INFLUENCING FACTORS OF CUSTOMER SATISFACTION ON ONLINE TEXTILE PRODUCTS AMONG UMK STUDENTS.**

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ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Content (10 MARKS) (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study,	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good	___ x 1.25 (Max: 5)	

	Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic.	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic.	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic.	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic.	_____ x 1.25 (Max: 5)	
2.	Overall report format (5 MARKS)	<i>Submit according to acquired format</i>	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	_____ x 0.25 (Max: 1)	

	Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
	Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
	Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)
	Format organizing (cover page,	Writing is disorganized and underdeveloped	Writing is confused and loosely	Uses correct writing format. Incorporates a	Writing include a strong beginning, middle, and end	___ x

		<i>spacing, alignment, format structure, etc.)</i>	with no transitions or closure.	organized. Transitions are weak and closure is ineffective.	coherent closure.	with clear transitions and a focused closure.	0.25 (Max: 1)	
3.	Research Findings and Discussion (20 MARKS)		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	___ x 1 (Max: 4)	
			Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	___ x 1 (Max: 4)	
			Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	___ x 1 (Max: 4)	
			Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	___ x 1 (Max: 4)	
			Interpretation on	Interpretation on	Interpretation on	Interpretation on	___ x 1	

		analyzed data is wrong.	analyzed data is weak.	analyzed data is satisfactory.	analyzed data is excellent	(Max: 4)		
4.	Conclusion and Recommendations (15 MARKS)	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	___ x 1.25 (Max: 5)		
Conclusion is not stated		Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	___ x 1.25 (Max:5)			
Recommendation is not adequate and irrelevant.		Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	___ x 1.25 (Max:5)			
	TOTAL (50 MARKS)							

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