THE FACTORS INFLUENCING UMK CITY CAMPUS STUDENTS ON ONLINE PURCHASING SATISFACTION

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FACULTY OF ENTREPRENEURSHIP AND BUSINESS

The Factors Influencing UMK City Campus Students on Online Purchasing Satisfaction

by

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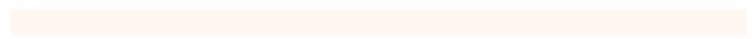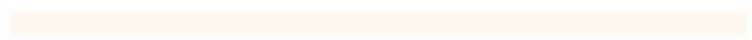## Yuvaneswary A/P Muruganathan (A19A0998)

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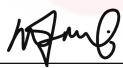
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LIST OF ABBREVIATIONS

COVID	Coronavirus Disease
EDT	Expectancy Disconfirmation Theory
UMK	Universiti Malaysia Kelantan
PDP	Product Detail Page
SPSS	Statistical Package for the Social Sciences
IV	Independent Variables
DV	Dependent Variables
ANOVA	Analysis of Variance

LIST OF SYMBOLS

N	Population
a	Cronbach's Alpha
b	Beta Coefficient
H	Hypothesis
P	Pseudo Floating Point
r	Correlation Coefficient
Std	Standard Deviation

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ABSTRAK

Di Malaysia, beli-belah dalam talian telah berkembang dengan pesatnya serta menjadi penyumbang utama kepada populariti bebi-belah dalam talian. Kajian ini mengkaji faktor-faktor yang mempengaruhi pelajar Universiti Malaysia Kelantan terhadap kepuasan pembelian dalam talian. Kajian ini akan menyediakan faktor-faktor yang mempengaruhi pelajar membeli dalam talian dan elemen-elemen yang menentukan tahap kepuasan pelanggan yang membeli-belah dalam talian. Dalam penyelidikan ini, butiran produk, jenama produk, dan harga produk akan digunakan sebagai pembolehubah bebas yang berkaitan dengan pembolehubah bersandar, kepuasan produk. Penyelidikan ini menggunakan kaedah deskriptif; seramai 346 orang pelajar UMK Kampus Kota akan terlibat dalam kajian ini. Kajian ini menyediakann soal selidik yang menggunakan skala Likert dalam Borang Google. Kajian ini hanya tertumpu kepada pelajar dari Fakulti Keusahawanan dan Perniagaan. Dapatan kajian adalah besar dan menyokong hipotesis. Batasan kajian dan cadangan disertakan dalam kajian ini bagi memberi gambaran yang lebih baik kepada pengkaji akan datang berkaitan kajian yang melibatkan faktor-faktor yang mempengaruhi pelajar UMK Kampus Kota terhadap kepuasan pembelian dalam talian.

Kata kunci: Kepuasan pelanggan; maklumat produk; jenama produk; kepuasan produk; pembelian dalam talian

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ABSTRACT

In Malaysia, online shopping has grown tremendously, significantly contributing to its popularity of online shopping. This study examines factors influencing University Malaysia Kelantan's students on online purchasing satisfaction. The studies will provide factors influencing student buying online and the elements determining the level of satisfaction by customers who shop online. In this research, product details, product brand, and product price will use as independent variables related to the dependent variable, product satisfaction. This research used a descriptive method; a total of 346 students in the UMK City Campus were involved in this study using an adopted questionnaire with Likert-scale in Google Form. This study only focuses on students from the Faculty of Entrepreneurship and Business. The study's findings were substantial and corroborated the hypotheses. Limitations of this study and recommendations are included in this study to give a better idea for future researchers related to studies involving factors influencing UMK City Campus students on online purchasing satisfaction.

Keywords: Customer satisfaction; product details; product brand; product satisfaction; online purchasing

CHAPTER 1:

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

What is customer satisfaction and what affect customer satisfaction are of greater importance to any business–online or offline to attract and retain customers (Reibstein, 2002). In the 21st century, following the digital revolution trend, the Internet plays a significant role in daily life and allows people to communicate worldwide (Liu et al., 2013, p. 1). The Internet has become a popular platform for socializing with specific applications in online shopping (Roy, Datta, & Basu, 2017, p. 1). In Malaysia, online shopping has grown tremendously, significantly contributing to its popularity of online shopping (Muda et al., 2016). Today, it calls "online shopping" to buy from merchants through the Internet or social media. Many companies are turning to e-commerce (online buying and selling) to stay ahead of the competition to connect with clients worldwide (Demangeot & Broderick, 2007).

Online purchasing has been increasingly popular in recent years. There is a rise in the number of people who use the Internet to shop, search for products, or browse for pleasure. As a result, the importance of e-commerce platforms in the larger marketer-consumer dynamic is expanding (Koo et al., 2008). In other words, consumers make purchases based primarily on the product's virtual look, such as photos, descriptions, and videos (Brennan et al., 2008; Constantinides, 2004). Since Internet shopping is still at the early stage of development, little is known about consumers' attitudes toward adopting this new shopping channel and the factors influencing their attitudes (Haque et al., 2006). According to Jariah, Husniyah, Laily, and Britt (2004), university students have become one of the most important market segments for some factors with the expansion of educational services in Malaysia.

Despite significant research into customer satisfaction, it is clear that previous researchers cannot agree on the particular aspects impacting online customer satisfaction. For example,

According to Chen, Ling, Ying, and Meng (2012) also, Ranjbarian, Fathi, and Rezaei (2013) revealed inconsistent findings on the association between website design and online consumer happiness (2012). The other two studies, Maditinos and Theodoridis (2010) and Evanschitzky, Iyer, Hesse, and Ahlert (2004), gave opposing perspectives on the effect of product information quality on online customer satisfaction.

However, according to research by Akram (2018), many consumers refuse to make online purchases out of concern for the privacy and security of their online transactions, particularly in developing countries where online shopping is becoming increasingly common. However, there is no comprehensive set of regulations in place. According to popular belief, internet fraud is the most significant obstacle preventing consumers from making online purchases. Therefore, it is essential to conduct research to examine several viewpoints on consumer satisfaction, including post- and prepurchase behaviour.

This study examines factors influencing University Malaysia Kelantan's students on online purchasing satisfaction. The studies will provide insight into buying online and the elements determining the level of sound experience by customers who shop online.

1.2 PROBLEM STATEMENT

According to Tarhini, Alalwan, Al-Qirim and Algharabat (2021), online shopping is gaining popularity owing to saving time and effort. People nowadays prefer to conduct their purchasing online. Consumers like purchasing on the Internet because it is more convenient than traditional shopping, which is sometimes associated with anxiety, crowding, traffic jams, limited time, parking space, etc. Furthermore, internet buying differs in perception vs real experience across direct and indirect e-stores. In developing nations, the gap between customer perception and real experience changes when purchasing from an indirect e-store vs a direct e-store.

E-commerce has grown significantly over the past few years and is becoming increasingly important in our daily lives, especially under the influence of the recent COVID-19 (Hasanat, Hoque, Shikha, Anwar, Abdul Hamid, & Huam, 2020). Since the globe has been suffering from the COVID-19 epidemic, it has brought about significant changes in numerous industries, including business. In online shopping, consumers increasingly seek product information from reviews. Compared to the official product information the seller provides, reviews are provided by other users who have purchased products through online shopping websites (Baek, Ahn, & Choi, 2012). Meanwhile, there are also growing trends for consumers to share their shopping experiences on network platforms (Floh, Koller, & Zauner, 2013).

Customer product satisfaction is a measurement that determines how happy customers are with company products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to improve or change its products and services.

Another study that employed the Expectancy Disconfirmation Theory (EDT) to examine how internet opinions affected the attitudes and happiness of online buyers found that consumer satisfaction was lowered when online reviews failed to meet expectations. EDT has

also been used to evaluate online shoppers, with one study finding that when expectations were not met, satisfaction and repurchase intention were negatively affected (Lin, Wei, & Lekhawipat, 2018).

Online purchase has now become a way of life for many people. The complexity of technology and the availability of the internet have contributed to cross-border online shopping, which is also the primary reason consumers buy online. Several variables lead to online purchases, such as discovering the same product at a lesser price, purchasing at any time without going to the store, comparing other websites, avoiding stress while talking with salespeople, and avoiding traffic jams (Katawetawaraks & Wang, 2011). It also revealed that additional factors influencing how customers shop online include perceived value, company reputation, privacy, trust, and functionality, with a solid reputation developed or based on satisfied customers.

Previous studies have examined the concept of product satisfaction and found that the product attributes that are described affect product satisfaction (Chen-Yu et al., 2017) and that information overload causes a lower level of product satisfaction (Messner & Wanke, 2011). Previous studies were conducted to determine online reviews' influence on product satisfaction. Among the factors are company credibility, product details, product brand, product certainty, product price, product satisfaction, and review helpfulness. Of these seven factors, only four elements are significant (product certainty, product brand, product satisfaction, and review helpfulness. Therefore, this study examines the factors influencing UMK City Campus students' online purchasing satisfaction.

1.3 RESEARCH QUESTION

1. What is the relationship between product details and product satisfaction in an online purchasing satisfaction?

2. What is the relationship between product brand and product satisfaction in an online purchasing satisfaction?

3. What is the relationship between product price and product satisfaction in an online purchasing satisfaction?

1.4 RESEARCH OBJECTIVES

The objectives are:

a) To determine the relationship between product detail and product satisfaction influencing UMK City Campus students' online purchasing satisfaction.

b) To determine the relationship between product brand and product satisfaction influencing UMK City Campus students' online purchasing satisfaction.

c) To determine the relationship between product price and product satisfaction influencing UMK City Campus students' online purchasing satisfaction.

1.5 SCOPE OF THE STUDY

The scope of this study is to determine the relationship between product detail, product brand, product price, and product satisfaction among the students of the University Malaysia Kelantan. This study was conducted at Universiti Malaysia Kelantan, City Campus. This study involved students from the Faculty of Entrepreneurship and Business. Instructors were contacted to gain their consent to distribute surveys in their classes. In each category, approximately ten minutes were spent explaining the importance of the study and asking students to read each item carefully, as their responses are significant to this study. Students were informed that participation in the survey was voluntary and that their responses would be kept anonymous.

1.6 SIGNIFICANCE OF STUDY

In this study, researchers believe it will be helpful to many parties, either directly or indirectly. This study will help entrepreneurs determine the factors influencing customer satisfaction in online purchasing satisfaction. This study can also help entrepreneurs make innovations and improvements in their services or products. Customer satisfaction is one of the most examined constructs in marketing literature. It plays a significant role in a competitive environment because of its ability to retain and attract new customers (Tandon et al., 2017).

This study also contributes to customers, especially students. Student refers to the individual who purchases a product. Satisfaction can relate to the individual's joy or dissatisfaction from comparing a product's perceived performance or outcome with their expectations. Satisfaction is the level to which a customer is pleased with the quality of products and services. Priority should be given to understanding customer online shopping happiness and the elements influencing this satisfaction when purchasing online to increase online shopping in Malaysia. Therefore, this study will impact customers, especially UMK students, to know what factors influence their satisfaction in online purchasing, either positive, negative, or neutral, about a product or service.

Besides that, this research also has significance to other researchers and also for future research. Researchers can better understand the issues discussed in the study to be used as one of the reference sources. This study can also be used as an additional reference source for future research that wants to study in the field or related topic. Also, future researchers can use this study to enhance the accuracy of their research when they conduct their research. In addition, they can also identify whether the study is relevant to their respondents. Therefore, this study is useful for future researchers.

Last but not least, this research will also assist commercial entities (sellers) in identifying the vulnerabilities between customers and their online shopping system to ensure the success

of short-term earnings by driving sales during a specific period. Furthermore, it may assist businesses in providing long-term gains through repurchase activities and excellent word of mouth. Using these elements as a guide, businesses may take safeguards to minimize dangers such as complaints and unfavourable reviews that will harm their organization's/image companies by maximizing their capacity to please their customers.

1.7 DEFINITION OF TERM

1.7.1 PRODUCT SATISFACTION

Product satisfaction is "an attitude-like post-consumption evaluative judgment" (Mano and Oliver 1993). Customers make an attitudinal judgment upon using a product which tends to affect whether or not a customer returns the product to a store or chooses to repurchase the product in the future. This research proposes that if customers have a high level of product certainty in their expectations of the product, they will also likely have a higher degree of product satisfaction.

1.7.2 PRODUCT DETAIL

Product detail is a systematic method for conveying information about a product, such as its benefits, form, presentation, pricing, purpose etc. Good product details should include a full description of the product, the particular qualities that distinguish it from other items, unique selling points, and utility. E-commerce sites generally provide details on each product that is being sold. This is necessary as customers increasingly require information about products they consider purchasing online (Markopoulos, Aron, & Ungar, 2016).

1.7.3 PRODUCT BRAND

Product brands are a company's items that serve as the cornerstone of its brand universe. A brand is a business and marketing idea that allows consumers to identify a certain firm, product, or individual. Brands are intangible, which means they cannot be touched or seen.

Like a live organism, a brand has an identity, personality, name, culture, vision, emotion, and intellect. According to He, Li, and Harris (2012), satisfaction occurs when a brand's performance meets the purchaser's expectations.

1.7.4 PRODUCT PRICE

The amount of money offered or established as payment for selling a certain product is the price. The exchange value of an item or service in terms of money is referred to as its price. Customer expectations regarding a product might come from a variety of sources. Customers may have a high level of clarity regarding their product expectations sometimes. Researchers define product pricing as customers' confidence that a product will match their expectations of the product.

1.7.5 ONLINE SHOPPING

The practise or action of purchasing things or services through the Internet is known as online shopping. According to Kim (2004), online shopping is defined as analysing, searching for, and exploring a product to obtain more information with the potential to purchase over the Internet. Online shopping is the process of purchasing products or services over the internet.

1.8 ORGANIZATION OF THE PROPOSAL

This proposal is organized into 3 chapters. Chapter one introduces the proposal in the context while defining the problem under investigation. Chapter two reviews the related studies to generate the relational aspects of the concepts. The relationship between the variables is conceptualized, and the literature summary is given. While for chapter three contains the research methodology, including the research design, the target population, the sample and sampling procedures, the data collection procedures, and the instruments used to collect the data. The data analysis techniques are explained with ethical considerations given.

CHAPTER 2:

LITERATURE REVIEW

2.1 INTRODUCTION

Online purchasing has been increasingly popular in recent years. There is a rise in the number of people who use the internet to shop, research products, or browse for pleasure. As a result, the importance of e-commerce platforms in the larger marketer-consumer dynamic is expanding (Koo et al., 2008). In other words, consumers make purchases based primarily on the product's virtual look, such as photos, descriptions, and videos (Brennan et al., 2008; Constantinides, 2004). Since Internet shopping is still at the early stage of development, little is known about consumers' attitudes toward adopting this new shopping channel and the factors influencing their attitudes (Haque et al., 2006). According to Jariah, Husniyah, Laily, and Britt (2004), university students have become one of the most important market segments for some factors with the expansion of educational services in Malaysia.

There are various advantages associated with online shopping. Convenience is one of the most evident advantages for both the consumer and the internet business. Customers are not required to physically visit a store if the store physically offers online shopping. They can shop from home or office using their computer or mobile device, saving the customer time. Customers do not need to travel to a store, drive in bad traffic, or wait in lengthy checkout lines. In addition, they do not have to limit their shopping to business hours because internet stores are open around the clock. It allows customers to rapidly compare similar products and prices by visiting multiple online stores (Koble, 2014).

A product's customer can be either pleased or dissatisfied with their purchase depending on how closely the product meets their expectations. The term "customer satisfaction" describes a buyer's level of contentment with a company's goods and services. Understanding

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customer online shopping pleasure and elements affecting this satisfaction should be prioritized if one is interested in knowing what influences customer satisfaction in online purchases.

In this research study chapter, independent and dependent variables are discussed. This research proposes independent variables (product details, product brand, and product price) influencing student satisfaction with purchases on e-commerce platforms. This research provided dependent variables based on the product satisfaction of eCommerce buyers. The researcher examined the theoretical models utilized to develop this conceptual framework.

2.2 UNDERPINNING THEORY

2.2.1 EXPECTANCY DISCONFIRMATION THEORY (EDT)
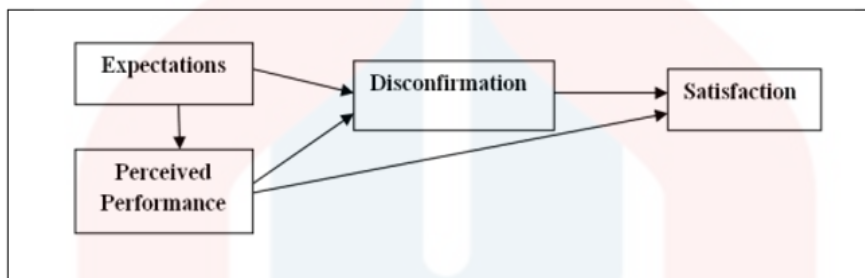
Source: Oliver, R. L. (1977)

Figure 2.1: First EDT Model

A fundamental theory called Expectancy Disconfirmation Theory (EDT) analyzes customer satisfaction based on how well people think the products or services are made. Cognitive Dissonance Theory (CDT), created by Leon Festinger in 1957, is the source of the Expectancy Disconfirmation Theory (EDT). Information systems researchers have begun to use the Expectancy Disconfirmation Theory (EDT) to explain user information technology (IT) satisfaction (e.g., Bhattacherjee and Premkumar, 2004). EDT has long been a dominant marketing paradigm for studying customer satisfaction across many products and services (Tse et al., 1990). Satisfaction is an important IT-dependent variable representing a user's emotional state, feelings, or affective attitude about the system following a usage experience (Bhattacherjee and Premkumar, 2004; Doll and Torkzadeh, 1988).

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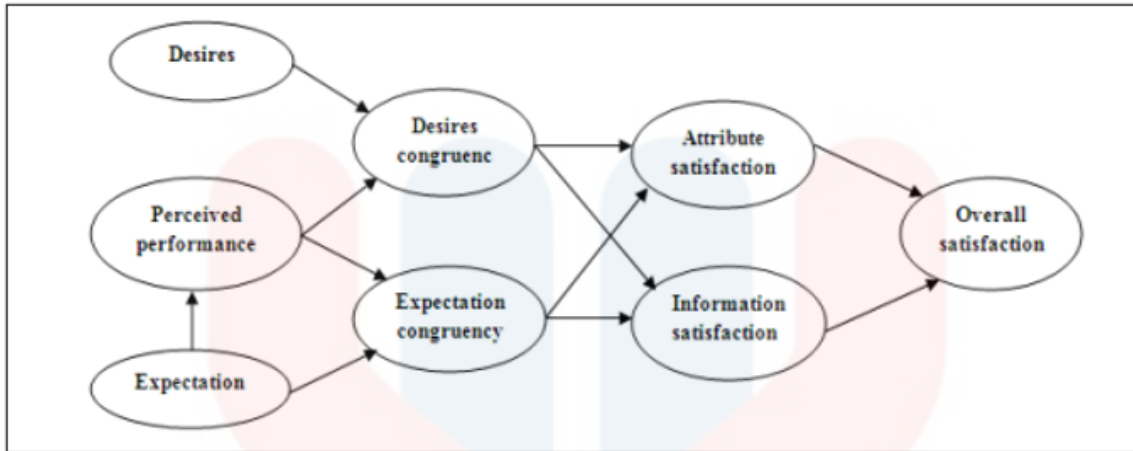
Source: Oliver, R. L. (1977)

Figure 2.2: EDT Model with Present Information Satisfaction

From figure 2.2 above, this EDT theory contends that meeting consumer expectations extends beyond those of goods and services. Instead of these aspects, the first step to winning over customers' faith in the company's given goods and services is gratifying them with perceived information. Positive disconfirmation results in their happiness if they realize that the perceived specifics of a good or service meet their initial expectations. If the perceived knowledge about goods or services doesn't agree with the original contentment, negative disconfirmation results in discontent.

The Expectation Disconfirmation Theory (EDT) proposes that consumers have preconceived notions about a product and their perceptions of how well the product would perform (Huang, 2015, p. 4). When customers use a consequence, their preconceived notions about it are occasionally proven false. If a client's premises are proven wrong, there is a direct correlation to a reduction in the level of satisfaction experienced by that consumer (Oliver, 1980; Huang, 2015, p. 4). The EDT has been applied in research from various fields, and it is a valuable theory that helps explain why customers are unhappy with a product or a technology when those customers' expectations are not met (Fan & Suh, 2014, p. 4).

Studies of online customers have also utilized EDT, with one finding that unmet expectations negatively impacted shoppers' happiness and the likelihood of repurchasing (Lin et al., 2018). Another EDT study looked at the impact of negative reviews on customers' expectations and ultimately found that negative reviews harmed satisfaction (Qazi, Tamjidyamcholo, Raj, Hardaker, & Standing, 2017). In this research, the researcher proposes and explores the aspects that affect a consumer's anticipation and satisfaction.

The two well-known components of EDT are "expectation" and "experience" or "perceived performance." There are two distinct contexts in which these variables are defined. Before making a purchase, consumers often build impressions about the quality of a product or service they plan to buy based on advertising or word of mouth. A customer's post-purchase experience, measured by their impressions of a product or service's quality, is known as its experience or perceived performance. The term "disconfirmation of expectation or desire" describes the feeling one gets when their hopes and dreams don't match up with reality.

Due to this variance, disappointment might be excellent or negative. Positive disconfirmation happens when a customer's perceived product or service quality is higher than expected. Negative disconfirmation occurs when clients regard a product or service's performance as poorer than expected or wanted. Positive disconfirmation contributes to client pleasure, whereas negative disconfirmation does not. These three definitions of negative expectations, positive disconfirmation, and a framework that explains their connection depict consumer happiness or discontent unambiguously.

2.2.2 THE CONTRAST THEORY

The Contrast Theory implies the inverse of the Dissonance Theory. According to this hypothesis, when product performance falls short of the consumer's expectations, the difference between expectation and outcome causes the consumer to exaggerate the disparity (Yi, 1990). According to the Contrast hypothesis, a consumer receiving a less valuable product

magnifies the gap between the obtained and the expected outcome (Cardozzo, 1965). According to this idea, product performance that falls short of expectations will be ranked lower than expected (Oliver & DeSarbo, 1988).

If the Contrast Theory were applied to a consuming environment, then poor performance would be worse than poor, and good performance would be better than a grade of good would imply (Oliver, 1997). The theory of dissonance predicts opposite results. Whether the perceived performance surpasses or falls short of the consumer's expectations, it is compared to the initial level of expectation. Furthermore, these ideas have been applied and evaluated in laboratory settings where customer satisfaction is tightly regulated, situation-specific, and individual-centred. Researchers examined the ability of these ideas to predict customer satisfaction using a pen (Cardozzo, 1965), a reel-type tape recorder (Olshavsky & Miller, 1972), a ball-point pen (Anderson, 1973), and a coffee brand (Olson & Dover, 1975).

2.2.2 THE ASSIMILATION THEORY

Assimilation theory is a theoretical framework that provides more insight into consumer behaviour. This theory states that assimilation occurs when unconfirmed expectation discrepancies are assimilated by aligning perceptions with expectations (Anderson, 1973; Deliza– MacFie, 1996; Schifferstein, 2001). External inputs do not affect sensory impressions or general evaluations without assimilation. No correlation has been discovered between blind scores and total information scores. Positive or negative assimilation effects can only be proved if the purchase decision change corresponds to the expected value change. A contrast effect happens when the evaluation of the product shifts in opposition to the expected value of the information. Acceptance and rejection decisions are relevant here. Consumers can tolerate a modest performance differential. A contrast effect arises if the discrepancy is large enough to fall into the rejection zone (Anderson, 1973; Schifferstein, 2001).

2.3 PREVIOUS STUDIES

2.3.1 PRODUCT SATISFACTION

Product satisfaction can be reached when customers buy or purchase the product via eCommerce. Product satisfaction is "a post-purchase evaluative attitude" (Mano & Oliver, 1993). Product satisfaction and loyalty research can help organizations better understand their products and help them measure satisfaction and usage, and discover ways to improve the user experience in the future. Consumer satisfaction can be separated into two meanings: post-purchase and general decisions about purchasing behaviour (Olsen & Johnson, 2003). According to Oliver (1997), consumer satisfaction combines consumer emotion and response.

According to (Jensen et al.2013; Chakraborty & Bhat, 2018), consumer-created information is viewed as an avenue for consumers to broadcast their opinions about the product or service, affecting brand credibility in E-Commerce. (Bidmon, 2016), the strong connection between product brands helps to clarify expectations and satisfaction. Product price is shown by negotiating the decision when buying goods on eCommerce (Moriuchi & Takahashi, 2016).

Based on previous studies, product satisfaction shows a significant relationship between product detail, product brand, and product price (Changchit & Klaus, 2020). If the customer/subject feels that reading the review would benefit them, there is a greater likelihood that they will be happy with the things they purchase. This is most likely because the buyer is seeking beneficial comments/feedback/reviews, and if they continue to buy a product, they may be content with it.

2.3.2 PRODUCT DETAIL

Product Details means all information provided, including any future changes by sellers to buyers about their products and services. The data can be found in various sales platforms such as a company's online trading platform, website, etc. A product detail page (PDP) is a web page on an eCommerce site that describes the product description in detail in the display. The

details displayed often include size, colour, price, shipping information, reviews, and other napa-related information that customers may want to know before making a purchase. Typically, this information is provided with an actual photo of the item and an "add to cart" button.

The product detail page is a very important element of an eCommerce strategy because it is where potential sales are destined. Product detail pages should be carefully designed to present the information position intuitively. Therefore, this page is important to buyers who want to buy online because it will be one of their focuses in making a decision.

According to Markopoulos et al. (2016), e-commerce sites typically provide information on each product sold. This is necessary because customers increasingly want information about products they want to buy online. Typically, one or more images and text describing the product's features and specifications are included. Customers can interact with a video or details product images on E-commerce sites to understand a product better. To reduce the various risks involved in purchasing decisions, consumers always seek information available internally or externally (Beatty & Smith, 1987; Murray, 1991).

Therefore, the pictures displayed on the product search result page, that is, the product's home page picture, have an important impact on the consumer's shopping decision, which will directly affect the consumer's click intention and subsequently affect the likelihood of purchase (Wu, Vassileve, Zhoa, Noorin, & Adaji, 2016). When looking for items online, consumers generally pay attention to information about the properties and effectiveness of a product; thus, the images provided by marketers are mainly divided into product and model images (Huang, Guo, Xiong, & Wang, 2016).

A previous study examined various aspects of the information provided on online product listings and discovered that displayed features influence user satisfaction and perceptions (Jiang & Benbasat, 2004). Based on previous studies, product details show a non-significant

relationship with product satisfaction (Changchit & Klaus, 2020). Providing additional information or more details about the product does not increase the customer's confidence in purchasing the product.

H1: The greater the product detail, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

2.3.3 PRODUCT BRAND

A product brand refers to a company's products and is the foundation of its brand world. They are at the lowest and most detailed level of the hierarchy in the brand architecture. Brand products are also very important because they help influence and facilitate consumers' purchasing decisions in buying a product or service.

Consumer satisfaction as a result of product interaction plays a critical part in studying consumer behaviour since satisfaction is necessary for consumers to continue purchasing the product. When consumers are passionately loyal to a specific brand, this form of customer satisfaction is exhibited independently of the product's quality. As a result, the brand primarily determines client pleasure or discontent with the product. As pointed out in a meta-analysis study on the impact of product brands, brands help to clarify expectations, so as long as the brand continues to meet customers' expectations, loyalty is expected to continue (Khamitov, Wang, & Thomson, 2019). When customers have had a good experience with numerous brands in a category, they choose based on the brand first, then on the intrinsic product attributes.

Product branding is important for businesses because it is one of the drivers for customers to buy. A product or service can be the failure of a brand or brand lover to customers. Kelley and Davis (1994) said brand failure refers to the poor performance of a product or service provider that fails to meet customer satisfaction and expectations. When customers experience mild difficulties during product or service delivery, they may release low negative emotions (Wan, Chan, & Su., 2011). However, when the failure of a product or service causes great

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inconvenience to the customer, the customer may take action against the product or service provider in a more aggressive manner (Bechwati & Morrin, 2003). This will cause great losses to the company's reputation, financial assets, and brand equity (Sakulsinlapakorn & Zhang, 2019).

Customers who are interested in brands are more tolerant because they believe that the failure of a product or service only happens according to circumstances (Yang & Mattila, 2014). When customers face mistakes and failures of their beloved brands, they are willing to occasionally accept potential brand misconduct or resist negative information (Wallace, Buil, & de Chernotony, 2014; Palusuk, Koles, & Hasan, 2019). Therefore, loyal consumers may fall in love with the brand because of "self-image motivation and self-esteem motivation" (Albert, Merunka, & Valette-Florence, 2008).

Based on previous studies, product brand shows a significant relationship with product satisfaction (Changchit & Klaus, 2020). The product brand influences the subject's confidence in a product. Customers may have acquired a specific degree of quality expectations in their heads due to brand marketing or having used previous items from the same brand, so they have greater certainty expectations.

H2: The greater the product brand, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

2.3.4 PRODUCT PRICE

Price is the amount the customer must pay to obtain a certain product. To the extent that the amount people are willing to pay for a product represents its value, price is also a measure of value. Product pricing is one of the most basic decisions a business owner will make. The pricing of a product or service will affect almost every part of their business. It will also affect customers. Price sensitivity is one of the main factors surrounding a company's pricing choices. Now, customers are well-informed about their purchases. Therefore, customers will be more

focused and sensitive to the price of goods and services because they want the maximum benefit for their money and time. Besides that, studies also show that minor price variations can increase or decrease profits by 20% to 50%.

In the customer's eyes, a product is worth the price they have to pay. Researchers Cao and Gruca (2004) looked at customer ratings before and after the transaction. According to the study, the higher prices of the three market leaders were most likely associated with more outstanding ratings of pre-and post-purchase satisfaction in the online book market. In other words, researchers believe that customers are more likely to be satisfied and stay loyal to a brand if the price is reasonable.

Perceived pricing is the customer's assessment of a service's average price in contrast to its rivals. The concept of perceived price is predicated on the oversimplified nature of competitive-oriented pricing. The information available to customers consists of whether they are charged more than or about the same as competitors. The purchase decision is influenced by the location of one's reference price compared to the market price. The model of the buying decision is the initial reference point where the consumer/customer evaluates the price as the main and important concept (Puto, 1987).

Based on previous studies, product price shows a non-significant relationship with product satisfaction (Changchit & Klaus, 2020). This indicates that regardless of whether the price of the product is low or high, the perception review helps not change much.

H3: The greater the product price, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

2.4 HYPOTHESES STATEMENT

H1:   The greater the product detail, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

H2:   The greater the product brand, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

H3:   The greater the product price, the greater the factors influencing UMK City Campus students' online purchasing satisfaction.

2.5 CONCEPTUAL FRAMEWORK

The conceptual framework holds or supports a research study's hypothesis. In the conceptual framework, an explanation for why the research question is being investigated is given. This conceptual framework is illustrated below, which shows the relationship between independent variables (product detail, product brand and product price) and dependent variables (product satisfaction). The study's objective was to determine whether independent variables can influence dependent variables.

Table 2.1: Conceptual Framework
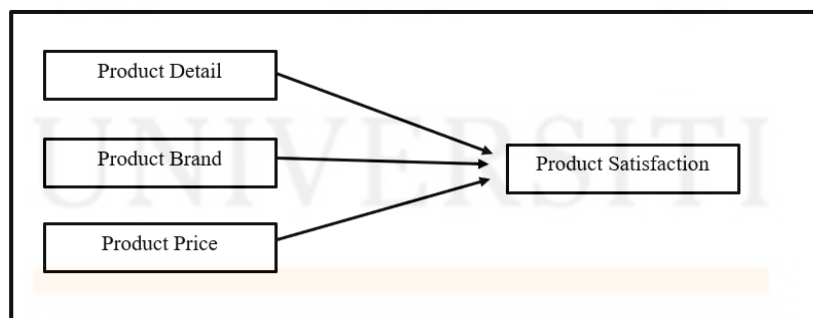
Source: Changchit, C, and Klaus, T (2020)

2.6 SUMMARY/CONCLUSION

It illustrates the relationship between two variables which are independent variables (product detail, product brand, product price) and dependent variables (product satisfaction). These fundamental factors will be the basis for the investigation using the methodologies suggested in the third chapter.

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CHAPTER 3:

RESEARCH METHOD

3.1 INTRODUCTION

This chapter describes the research methods: research design, data collection method, study population, sample size, sampling techniques, research instrument creation, variable measurement, and data analysis procedure. Furthermore, this chapter will also discuss research methods and procedures for data and gathering information to make other decisions and finally achieve the target and objectives of the study.

3.2 RESEARCH DESIGN

The determination you make while framing the research design process will significantly dictate the value of the conclusions you can derive from your study outcomes (Bordens & Abbott, 2018). As such, ensure that your selected research design is highly appropriate because with the right choice comes the relevant results. According to Tobi and Kampen (2018), the technical part of the research design will differentiate the study design, instrument design, sampling design, and data analysis plan.

3.2.1 QUANTITATIVE RESEARCH

According to Raimo Streefkerk (2019), quantitative research is expressed through numbers and graphs. It is used to validate hypotheses and assumptions. Standard quantitative approaches include numerically recorded observations and surveys with closed-ended questions. This methodology allows the researcher to generate generalizable information on a topic.

3.2.2 DESCRIPTIVE STUDY

This study is carried out using descriptive methods through online survey research. In this study, the researcher measures the exposure and results of each participant one after the other. Population surveys use cross-sectional studies, which can be done quickly and for less money.

They can be done before a population study and used as a starting point for a study of a population with similar characteristics. A cross-sectional study, on the other hand, can look at how common a particular factor is.

In this study, the researcher used a questionnaire to get first-hand information. A questionnaire is a tool used to get information from the respondent about the subject under investigation, their social characteristics, behavioural norms, present and past actions, beliefs, and reasons for activities about the topic under study (Bulmer, 2004). The researcher will collect data through Google Forms online survey. A set of questions will be generated in a questionnaire form to collect the data from respondents. The questions will be developed through secondary data from previous studies on related topics to collect information such as demographic profiles, respondents' opinions, and the factors of online review that affect their online purchasing satisfaction.

3.3 DATA COLLECTION METHOD

According to (Teaching, 2018), data collection is generally represented in charts, graphs, and tables that are simpler for researchers. To answer the objective of this research paper, questionnaire forms were distributed to 346 UMK students. According to Berg (2009), structured survey forms were used to get more accurate data to support this study. Google forms were used to create these questionnaire forms and distributed by sharing the link of the Google form through social media platforms. Respondents have to click the link, which will be directed them straight to the questionnaire form and fill it out.

3.4 STUDY POPULATION

This research took place at the University Malaysia Kelantan, City Campus, from the Faculty of Entrepreneurship and Business. The population size is the total number of elements in the population. This study has focused on 346 respondents from UMK students. The population is 3495 students from the UMK City Campus.

3.5 SAMPLE SIZE

A sample size is a limited set of small units of the population used to describe facts about that population. The sample size is the number of respondents the researcher deliberately chose. The generalized scientific guideline provided by Krejcie & Morgan (1970) was used to decide the sample size. Therefore, 346 students were estimated to represent the whole population in this research. 346 are considered sufficient for this study to statistically represent approximately 3495 the Faculty of Entrepreneurship and Business students at UMK.

Table 3.1: Determine Sample Size from a Population

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Sources: Krejcie and Morgan (1970)

3.6 SAMPLING TECHNIQUES

The study uses non-probability sampling means that every member of the students of the Faculty of Entrepreneurship and Business at UMK City Campus, Kelantan has the opportunity to be selected. This study wants to produce results representative of the whole population, and probability sampling techniques are the correct choice.

This study uses judgement sampling, also referred to as purposive sampling. This is because judgment sampling is used in cases where an authority's knowledge can select a more representative sample, which can yield more accurate results than other probability sampling techniques. This sampling is suitable for this study because it only focuses on respondents, students of the Faculty of Entrepreneurship and Business at UMK City Campus, Kelantan, that use online purchasing.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

3.7.1 QUESTIONNAIRE DESIGN

Questionnaires are research instruments containing a set of questions that will be given to the respondent to answer with closed-end or open-end questions (Daniel Ndukwu, 2020). The questionnaire's design should be appropriately made to ensure the accuracy of the data collected; therefore, the result can be analyzed promptly. The researcher will distribute the questionnaire to undergraduate UMK students in this study. The question will be answered based on their opinion and perception of the factors influencing UMK City Campus students' online purchasing satisfaction.

The questionnaire starts with a simple question, such as a demographic question about their age, gender, race, etc. The beginning question should not be to depth. The question will be asked in closed-end questions where the respondent will answer the question using a Likert scale from strongly disagree to strongly agree. The question should be writing with precisely to avoid ambiguity. The length of the question is the final step. As the researcher does not want

to overtake people's time to answer the question, the researcher prepares the question with the proper order and wording to avoid the unclear question that may take a long time for respondents to answer.

3.7.3 LIKERT SCALE

The Likert scale is a rating scale often found in survey forms that measure how people feel about something. It includes a series of questions asked for respondents to answer, and the researcher can choose from 1 to 5 balanced answers. It often comes with a midpoint neutral. Sections C, D, and E are about questions with the Likert Scale that need to be answered by the respondents. This section covers the factors influencing UMK City Campus students' on online purchasing satisfaction.

3.8 MEASUREMENT OF THE VARIABLES

This research will use a questionnaire to collect data for this inquiry. The components of the instrument were painstakingly created to meet the goals of the research investigation. The study's objectives were accurately established during the questionnaire form creation process based on the characteristics of the respondents to produce particular questionnaire items. The questions used to measure additional constructs were adapted from prior studies (Intana, Chansa-Ngavej, & Changchit, 2013; Klaus & Changchit, 2019; Venkatesh & Davis, 2000, p. 8). In this research, the researcher uses the Nominal and Ordinal Scales.

3.8.1 NOMINAL SCALE

The beginning level of measurement is the nominal size. At this level of measurement, the numbers in the variable are used exclusively to classify the data. At this point, words, characters, and alphanumeric symbols can all be used. Section A of the questionnaire has questions that use nominal scales and cover issues such as gender, age, marital status, and level of education.

3.8.2 INTERVAL SCALE

Ordinal data is categorical data with a predetermined scale or order. Ordinal data are collected, for example, when a responder scores their level of financial satisfaction on a scale from 1 to 10. There is no established scale for measuring the variance of each score in ordinal data. The questionnaire will include questions that will require respondents to react on a Likert scale. The Likert scale is a five (or seven) point scale that allows people to express their agreement or disagreement with a particular subject.

Table 3.2: The Example of the Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3.9 PROCEDURE FOR DATA ANALYSIS

The acquired and evaluated data constitute the answer to the research objectives. A table and multiple graphs will be used in the descriptive statistics to describe the demographic survey data. In addition, the correlation, descriptive, and reliability analyses used to analyze data collected from respondents are addressed in this research.

This research also uses the Spearman Correlation Coefficient to identify the factors influencing UMK City Campus students' on online purchasing satisfaction. This is because Spearman Correlation can indicate the path, intensity, and relevance of the bivariate relations between the various variables calculated at interval or ratio levels (Sekaran & Bougie, 2016).

Next, this research uses descriptive analysis to summarize data collection through the questionnaire. Descriptive analysis organizes, displays, describes and explains a set of consumption tables, graphs, charts, and measurement description data. It is used to examine the frequency and percentage, assess the responder profiles, and define the sample variables

with statistical data. Independent variables constitute the mean measurement in this study. The mean is the data set's average value.

In this study, the reliability analysis test is used as one of the approaches for testing consistency and stability. Consistency and steadiness are required to demonstrate the relationship between the variables. In addition, SPSS is an acronym for Statistical Package for the Social Sciences, and numerous academics utilize it for advanced statistical data processing. The SPSS version 27 software was used to analyze the data collected for this data.

Regression analysis is defined as the mean value of the independent estimate of the dependent value, suggesting the average mathematical relationship between two or more independent variables by Perera, Nayak, and Long (2019). Multiple linear regression is used to estimate the relationship between two quantitative variables. Multiple linear regression is used to determine the relationship between two variables and the dependent variable's value on a specific independent variable (for example, product satisfaction on a particular brand).

3.10 CONCLUSION

This chapter describes the research design used in this study. The research type used for this study is descriptive research, and the researcher used a questionnaire on the factors influencing UMK City Campus students' on online purchasing satisfaction. The purpose of the sampling was chosen in this study as the researcher focused on measuring the factors that impact consumers' online user usage. Thus, 346 respondents from the Faculty of Entrepreneurship and Business at UMK City Campus, Kelantan, who were involved in this study, need to complete a questionnaire, and all their data will be analyzed using the Statistical Package for Social Sciences (SPSS) version 27 software.

CHAPTER 4:

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this Section, the researcher will discuss the research's findings. This data analysis explores the factors influencing UMK City Campus students' on online purchasing satisfaction. There are 346 respondents in this online survey and 30 respondents for a pilot test, and the questions were distributed online through the UMK WhatsApp group and completed by UMK City Campus students. This chapter will also demonstrate frequency analysis, descriptive analysis, reliability analysis, spearman correlation analysis, and multiple linear regression analysis based on the responses. Describe in detail how the demographics of the respondents were analyzed using frequency analysis. On the other hand, descriptive analysis was utilized to determine how the factors influence UMK City Campus students' on online purchasing satisfaction. Lastly, multiple linear regression was performed to examine the link and impact between two quantitative variables.

4.2 PRELIMINARY ANALYSIS

4.2.1 PILOT TEST

Before the accurate survey, a pilot study was conducted to examine the reliability of the questionnaire. Cronbach's Alpha indicates the instrument's level of reliability (Creswell, 2010). According to Pallant (2001), the value of Cronbach's Alpha above 0.6 is considered high reliability and an acceptable index. The Cronbach's Alpha coefficients range between 0.60 to 0.80 and 0.8 to 1.00, respectively, and are considered moderate and very high. Table 4.1 show an internal consistency based on Cronbach's alpha values. A pilot test will be conducted among the respondents, UMK City Campus students.

Table 4.1: Cronbach's Alpha Coefficient Value

Cronbach's Alpha	Internal Consistency
$\alpha\alpha \geq 0.9$	Excellent
$0.9 > \alpha\alpha \geq 0.8$	Good
$0.8 > \alpha\alpha \geq 0.7$	Acceptable
$0.7 > \alpha\alpha \geq 0.6$	Questionable
$0.6 > \alpha\alpha \geq 0.5$	Poor
$0.5 > \alpha\alpha$	Unacceptable

Sources: Zikmund, Babin, Carr, & Griffin, 2013

Through reliability analysis, the questionnaire's consistency and stability were determined. Consistency in reliability testing demonstrates how well the items measure a cohesive notion. Cronbach's Alpha is used for determining the internal consistency or average correlation of items in a survey to gauge its reliability (Cronbach, 1951). In past research, several alternative strategies for measuring reliability based on internal consistency were utilized. Split-half, item-total correlations, and alpha coefficients (Kuder-Richardson-20 & 21 and Cronbach's Alpha) are the most favoured approaches (Sürücü, 2020).

Cronbach-Alpha created a method for calculating an instrument's internal consistency when the elements are not scored in a binary manner. Moreover, the researcher has a sample size of 346 people, with 30 respondents for the pilot test. Hence, Table 4.2 shows the reliability analysis results for the pilot test using Cronbach's Alpha.

Table 4.2: Reliability Coefficient Alpha from Overall Reliability (Pilot Test)

Variable	No of item	Cronbach's Alpha	Relationship
Product Satisfaction	4	0.797	Acceptable
Product Detail	4	0.903	Excellent
Product Brand	4	0.872	Good
Product Price	4	0.798	Acceptable
Total	**16**	**0.900**	**Excellent**

According to Table 4.2, all independent and dependent variables were between 0.700 to 0.900. The result of each variable is 0.797 (product satisfaction (DV)), 0.903 (product detail), 0.872 (product brand), and 0.798 (product price). Consequently, this pilot test is reliable for further analysis. The consistency and stability factors influencing students' UMK on online purchasing satisfaction are acceptable.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

4.3.1 FREQUENCY ANALYSIS

The data from Section A are demographic characteristics of respondents, such as gender, age, race, student, use of card credit or debit card, income, online purchase per month and last year, what items they regularly purchase on online shopping and have return a product that has been purchase online. The respondent's demographic profiles were presented in a method of table and pie chart or bar chart.

Table 4.3: Frequency Analysis

DEMOGRAPHIC VARIABLES & CATEGORIES	FREQUENCY	PERCENTAGE (%)
1 Gender		
• Male	142	41.0
• Female	204	59.0
2 Age		
• < 20 Years	59	17.1
• 21 – 25 Years	266	76.9
• 26 – 30 Years	21	6.1
• > 30 Years	0	0
3 Race		
• Malay	216	62.4
• Chinese	66	66
• India	35	10.1
• Other	29	8.4
4 Student		
• Undergraduate	346	100
• Graduate	0	0
• Other	0	0

5	Use credit card/ debit card		
	• Yes	336	97.1
	• No	7	2.0
	• No answer	3	0.9
6	Income		
	• < 1000	164	47.4
	• > 4000	14	4.0
	• 1001 – 2500	116	33.5
	• 2501 – 4000	52	15.0
7	Online purchase per month		
	• 1 – 2	124	35.8
	• 3 – 5	115	33.2
	• 6 – 9	57	16.5
	• 10 – 20	29	8.4
	• > 20	5	1.4
8	Online purchase last year		
	• 1 – 2	61	17.6
	• 3 – 5	71	20.5
	• 6 – 9	69	19.9
	• 10 – 20	50	14.5
	• > 20	84	24.3
9	Item regularly purchased online		
	• Books	106	30.63
	• Software/Apps	75	21.67
	• Computer/Electronics	83	24.00
	• Media (video/music)	81	23.41
	• Clothing/Shoes	251	72.54
	• Food	198	57.22
	• Health/Beauty	231	66.76
	• Sports/Outdoors	162	46.82
	• Industrial/Automotive	46	13.29
	• Home/Garden	71	20.50
	• Other	128	37.00
	• Nothing	5	1.44
10	Have to return a product purchase online		
	• Yes	56	16.2
	• No	283	81.1
	• No answer	7	2.0

4.3.2 GENDER
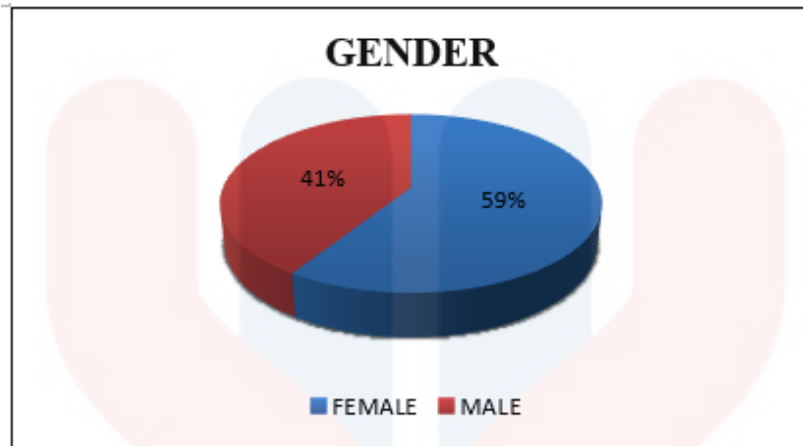
Figure 4.1: Percentage of the Respondent by Gender

A total of 346 respondents have been collected in this research. From Table 4.3 and Figure 4.1, 142 respondents (41.0%) represented male, and 204 (59.0%) defined female. It shows that the number of female respondentsis higher than male respondents in this research. It was revealed that several studies in Turkish literature (Babacan, 2001; Ozdemir & Yaman, 2007; Cakmak & Cakir, 2012; Aydin, 2013; Guler, 2013; Kirgiz, 2014; Dogan et al., 2014; Fettahlioglu et al., 2014) detected significant differences between genders in terms of the hedonic shopping motivations, and female consumers were more likely to do the hedonic shopping than men.

4.3.3 AGE
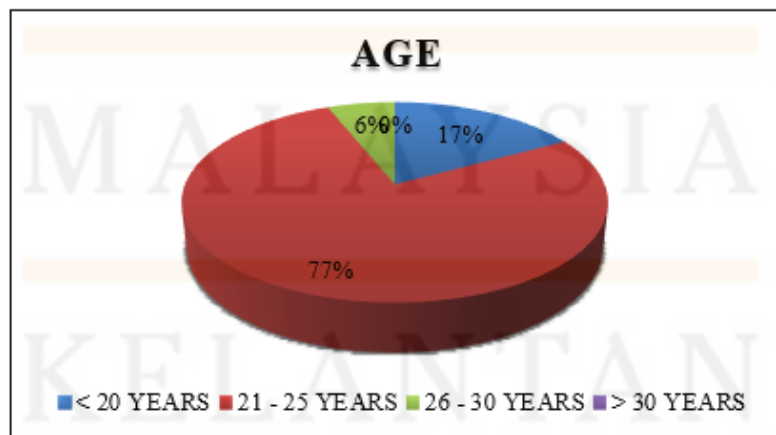
Figure 4.2: Percentage of the Respondent by Age

Table 4.3 and Figure 4.2 show the age of 346 respondents. There were 59 respondents (17.1%) at < 20 years old. In comparison, there was the highest number of respondents in the age range of 21 – 25, 266 respondents (76.9%). The lowest number of respondents is 21 (6.1%) in the age range of 26 – 30. Unfortunately, there is no respondent at the age of > 30. Thus, this data proves that the ages of 21 – 25 are more attentive to online purchasing.

4.3.4 RACE
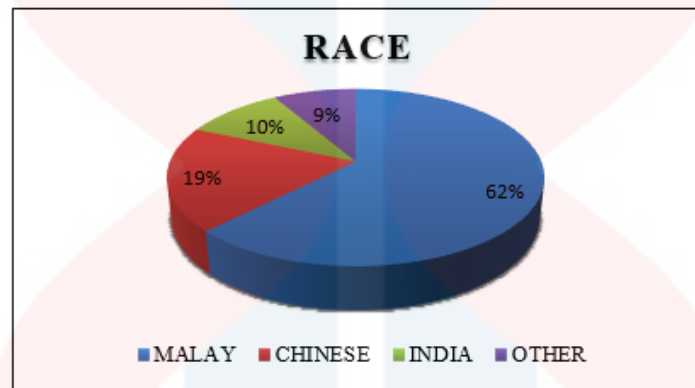
Figure 4.3: Percentage of the Respondent by Race

Table 4.3 and Figure 4.3 show the race of 346 respondents. For Chinese races, there were 66 respondents with (19.1%). Malay represented the highest number, 216 respondents (62.4%). At the same time, the Indian and other races represented the lowest number, 35 (10.1%) and 29 (8.4%) respondents, respectively.

4.3.5 STUDENT
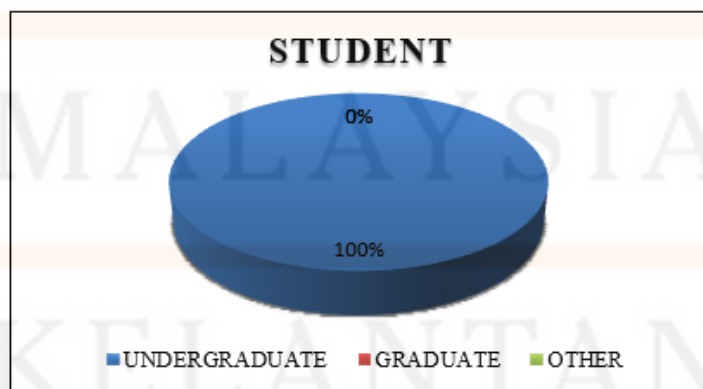
Figure 4.4: Percentage of the Respondent by Student

32

Table 4.3 and Figure 4.4 show the student of 346 respondents. Since this study was conducted for UMK Kota Campus students, 346 students (100%) have answered the questionnaire.

4.3.6 USE CREDIT CARD/DEBIT CARD
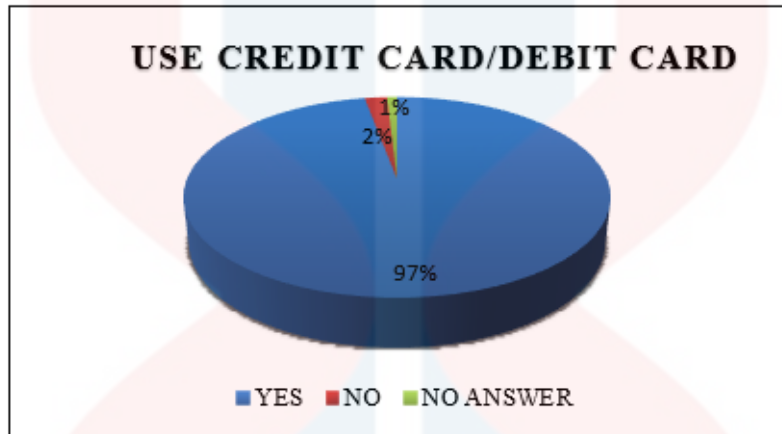
Figure 4.5: Percentage of Respondent Who Uses Credit Card/Debit Card

Table 4.3 and Figure 4.5 above show the respondent who uses a credit card or debit card by 346 respondents. Overall, 336 respondents used a credit card/debit card, 97.1%, while they're also a respondent who chose that there is a respondent who did not use a credit card/debit card 7 (2.0%). Lastly, 3 (0.9%) respondents choose no answer.

4.3.7 INCOME
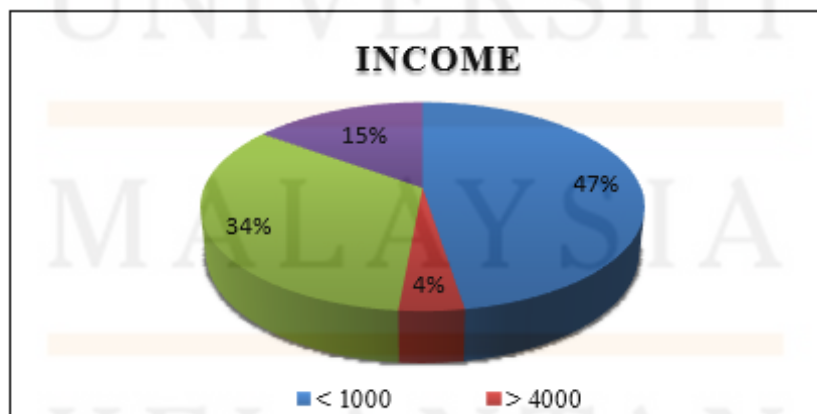
Figure 4.6: Percentage of the Respondent by Income

33

Table 4.3 and Figure 4.6 shows the monthly income of the respondents. Among all the income groups, respondents earning less than RM 1000 per month were the highest, representing 164 respondents (47.4%). The second highest group was respondents who make between RM 1001-RM 2500 per month, with 116 respondents (33.5%). The third and fourth groups were respondents who earn between RM 2,501-RM 4,000 and who make more than RM 4000 per month, 52 respondents (15%) and 14 respondents (4%), respectively.

4.3.8 ONLINE PURCHASES PER MONTH
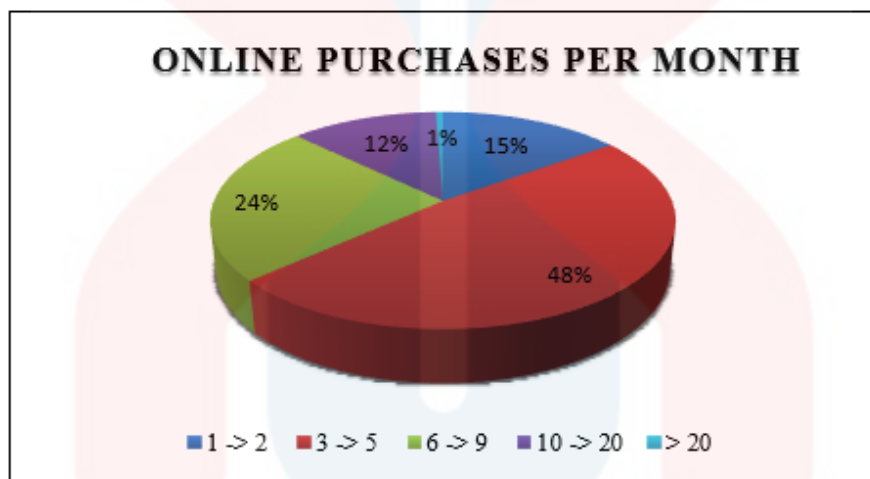
Figure 4.7: Percentage of the Respondent Online Purchases Per Month

Table 4.3 and Figure 4.7 above show the percentage of respondent online purchases per month by 346 respondents. The lowest online monthly purchases are > 20 times by 5 respondents (1.4%). Next, 10 – 20 times is the second lowest, representing 29 respondents (8.4%), followed by 6 – 9 times, 57 respondents (16.9%). Lastly, the highest number of monthly online purchases is 1 – 2 times representing 124 respondents (35.8%), followed by the second highest, 3 – 5 times 115 respondents (33.2%).

4.3.9 ONLINE PURCHASE LAST YEAR

Figure 4.8: Percentage of the Respondent's Online Purchases Last Year

Table 4.3 and Figure 4.8 above show the percentage of respondent online purchases last year by 346 respondents. The lowest online monthly purchases are 10 – 20 times by 50 respondents (14.5%). Next, 1 – 2 times represented 61 respondents (17.6%) and followed by 6 – 9 times, 69 respondents (19.9%). Lastly, the highest number of monthly online purchases is > 20 times representing 84 respondents (23.4%), followed by the second highest, 3 – 5 times 71 respondents (20.5%).

4.3.10 ITEMS REGULARLY PURCHASE ONLINE
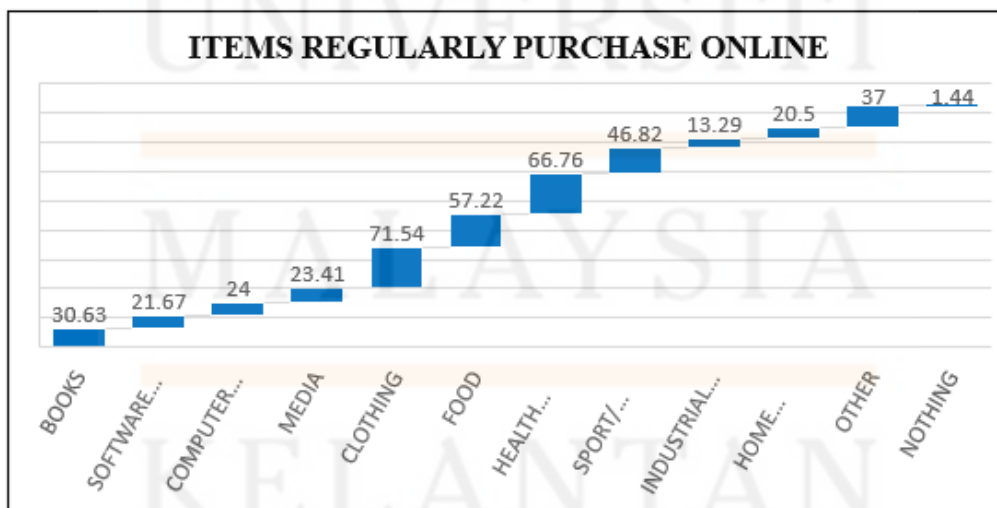
Figure 4.9: Percentage of Items Regularly Purchased Online

35

Table 4.3 and Figure 4.9 above show the application used by 346 respondents. Overall, Clothing was the highest item regularly purchased online, represented by 251 respondents (72.54%). The second-highest most purchased were Health/Beauty, with 231 respondents (66.76%), and Food was the third-highest purchased by respondent 198 respondents (57.22%). On the other hand, the Sport/Outdoors was used by 162 respondents (46.82%). Next, the item for Others used by respondents in this data was 128 (37%) and Books 106 (30.63%). Moreover, for Media (video/music), Computer/Electronics, and Software, 81 respondents (23.41%), 83 respondents (24%), and 75 respondents (21.67%). Lastly, the three lowest items regularly purchased online is Home/Garden with 71 respondent (20.50), Industrial/Automotive with 46 respondent (13.29%), and Nothing with 5 respondent (1.44%).

4.3.11 HAVE RETURNED A PRODUCT ONLINE PURCHASE

Figure 4.10: Percentage of the Respondent Who Has Return A Product Online Purchase

Table 4.3 and Figure 4.10 above show the respondent who has returned an online product purchase by 346 respondents. Overall, the highest is 283 respondents who had not returned a product online purchased, 81.8%, while they're also a respondent who returned an online product purchase which is 56 respondents (16.2%). Lastly, for No Answer, there is 7 (2%) respondents choose no answer.

4.4 DESCRIPTIVE ANALYSIS

This is decoding raw data into meaningful information with the understanding that it brings an explanation to questions (Munoz & Civille, 1992). Data collected through surveys, tests, observations, or secondary sources will all be processed and analyzed using SPSS version 27. Analysis and logical inconsistency checking are made more accessible with this tool. This study examined the questionnaires' mean, average mean, and standard deviation.

4.4.1 OVERALL MEAN SCORE

Discrete data can also be utilized with mean, albeit less common than continuous data. Respondents give the average rating on a 5-point Likert scale. (1=strongly disagree to 5= strongly agree).

Table 4.4: The Overall Mean Score on Each Variable and Detail

Part	Detail	Mean	Std. Deviation	N
	Dependent Variable			
B	Product Satisfaction	4.6293	0.72287	346
	Independent Variables			
	Product Detail	4.5253	0.76037	346
C	Product Brand	4.4501	0.84046	346
	Product Price	2.3598	1.13102	346

Table 4.4 shows that the dependent variable is the highest means score (M=4.6293, STD=0.72287) while independent variables have the highest (M=4.5253, STD=0.76037), which is product detail. Besides that, the other independent variables are product brand (M=4.4501, STD= 0.84046) and product price (M=2.3598, STD= 1.13102).

4.4.2 DESCRIPTIVE ANALYSIS FOR DEPENDENT VARIABLE

Table 4.5: Descriptive Analysis for Product Satisfaction

NO	PRODUCT SATISFACTION	N	Mean	Std. Deviation
1	The product met my expectations.	346	4.67	0.750
2	I'm satisfied with my purchase decision.	346	4.66	0.756
3	I'm satisfied with this product.	346	4.62	0.787
4	I do not regret my purchase decision.	346	4.56	0.811

The descriptive analysis of product satisfaction consists of four questions based on Table 4.5. It displays the average responses of responders to product satisfaction on a five-point scale ranging from 4.56 to 4.67. The average mean for product satisfaction from Table 4.4 was 4.6293. To elaborate, the mean for question 1, the product met respondent expectations (M=4.67 STD=0.751). The mean of question 2, where the respondents were satisfied with their purchase decision. (M=4.66 STD=0.756). Next, the mean of question 3, the respondent was satisfied with this product. (M=4.62 STD=0.811). The mean for question 4, is where the respondents do not regret the purchase decision. (M=4.56 STD=0.811).

4.4.3 DESCRIPTIVE ANALYSIS FOR INDEPENDENT VARIABLES

Table 4.6: Descriptive Analysis for Product Detail

NO	PRODUCT DETAILS	N	Mean	Std. Deviation
1	The product details on the website were informative.	346	4.56	0.847
2	I got detailed product information from the website.	346	4.54	0.823
3	The website provided descriptive information about the product.	346	4.48	0.831
4	The product details on the website I purchased the item were informative.	346	4.53	0.781

The descriptive analysis of the product detail factor consists of four questions based on Table 4.6. It displays the average responses of responders to the product detail on a five-point scale ranging from 4.48 to 4.56. The average mean for product detail from Table 4.4 was 4.5253. To elaborate, the mean for question 1, where the highest mean, the product details on the website were informative (M=4.48 STD=0.831). The mean of question 2, where the respondents got detailed product information from the website (M=4.54 STD=0.823). Next, the mean of question 3, where the website provided descriptive information about the product (M=4.48 STD=0.831). The mean for question 4, where the respondents found details on the website purchased item, was informative (M=4.49 STD=0.781).

Table 4.7: Descriptive Analysis For Product Brand

NO	PRODUCT BRAND	N	Mean	Std. Deviation
1	The product brand for this purchase is known to be of high quality.	346	4.49	0.911
2	I believe I can trust the brand of this product.	346	4.47	0.878
3	This product brand has a good reputation.	346	4.46	0.881
4	The product I purchased is of a reputable name brand.	346	4.38	0.971

The descriptive analysis of the product brand factor consists of four questions based on Table 4.7. It displays the average responses of responders to the product brand on a five-point scale ranging from 4.38 to 4.49. The average mean for product brands from Table 4.4 was 4.4501. To elaborate, the mean for question 1, the product brand for this purchase, is known to be of high quality (M=4.49 STD=0.911). The mean of question 2, is the highest, where the respondents believe that they can trust the brand of this product (M=4.47 STD=0.878). Next, the mean of question 3, where the product brand has a good reputation (M=4.46 STD=0.881). The mean for question 4, where the product respondent purchased is of a reputable name brand (M=4.38 STD=0.971).

Table 4.8: Descriptive Analysis Of Product Price

NO	PRODUCT PRICE	N	Mean	Std. Deviation
1	I consider the product I purchased to be an expensive item.	346	2.45	1.227
2	The price of the product is high.	346	2.39	1.183
3	The product costs me a great amount of money.	346	2.31	1.170
4	The money I paid for the product is a large amount for me.	346	2.28	1.199

The descriptive analysis of the product price factor consists of four questions based on Table 4.8. It displays the average responses of responders to the product price on a five-point scale ranging from 2.28 to 2.45. The average mean for product price from Table 4.4 was 2.3598. To elaborate on the mean for question 1, which is the highest mean, where the respondent considers that the product they purchased is expensive (M=2.45 STD=1.227). The mean of question 2, the product's price, is high (M=2.39 STD=1.183). Next, the mean of question 3, the product costs me a great amount of money (M=2.31 STD=1.170). The mean for question 4, the money respondent paid for the product, is large (M=2.28 STD=1.199).

4.5 VALIDITY AND RELIABILITY TEST

4.5.1 ACTUAL DATA RELIABILITY ANALYSIS

Table 4.9: Reliability Analysis for Actual Data

Variable	No of item	Cronbach's Alpha	Relationship
Product Satisfaction	4	0.949	Excellent
Product Detail	4	0.945	Excellent
Product Brand	4	0.942	Excellent
Product Price	4	0.961	Excellent
Total	**16**	**0.785**	**Acceptable**

Based on Table 4.9 represents the actual result of independent variables and dependent variables for reliability analysis for this research. Based on the result above, the total value of Cronbach's Alpha is 0.785, which is acceptable. The value of Cronbach's Alpha above shows that all the variables are above 0.9 (excellent) based on the rules of thumb about Cronbach's alpha coefficient (Hair et al., 2003). The result of each variable is 0.949 (product satisfaction (DV)), 0.945 (product detail), 0.942 (product brand) and 0.961 (product price). Consequently, this test is reliable for further analysis. The consistency and stability factors influencing students' UMK online purchasing satisfaction are acceptable.

4.6 NORMALITY TEST

Table 4.10: Result of Test of Normality

Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Product Satisfaction	.304	346	.001	.570	346	.001
Product Detail	.266	346	.001	.646	346	.001
Product Brand	.258	346	.001	.684	346	.001
Product Price	.131	346	.001	.911	346	.001

a. Liliefors Significance Correction

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Normality is described by a symmetrical bell-shaped curve with the most significant frequency of scores in the middle, with smaller frequencies towards the extremes (Pallant, 2007). In this study, after the normality tests were conducted, no extreme outliers were found in the findings, and all fell within the acceptable range. Hence the total sample size of N= 346 remained. The normalized findings based on the table above are shown for the dependent and independent variables. The normal distribution value, known as the p-value considered 'Highly Statistically Significant'. The p-value for product satisfaction (DV) is 0.001, which shows that it is not normally distributed. The p-value for product detail (IV1), product brand (IV2), and product price (IV3) are 0.001, which shows that it is not normally distributed. Therefore, the Spearman Correlation Coefficient, the non-parametric test, will be used for the normality test.

4.7 HYPOTHESES TESTING

Hypotheses were tested to analyze and examine the relationship between independent and dependent variables. The Spearman Correlation Coefficient is used to analyze the data whenever the presumption of data is not normally distributed and justifiable (Artusi et al., 2002). The Spearman Correlation Analysis is used to examine the relationship between independent variables and the dependent variable and to measure the strength of variables between three (3) independent variables and one (1) dependent variable. In this section, 3 hypotheses were tested to see if they had any significant relationship.

Table 4.11: The Role of Thumb for Spearman Correlations

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to .90)	High positive (negative) correlation
.50 to .70 (-.50 to .70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to .50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Little if any, correlation

4.7.1 HYPOTHESIS 1

Table 4.12: Relationship between Product Satisfaction and Product Detail

Correlations

			Product Satisfaction	Product Detail
Spearman's rho	Product Satisfaction	Correlation Coefficient	1.000	.614**
		Sig. (2-tailed)	.	.001
		N	346	346
	Product Detail	Correlation Coefficient	.614**	1.000
		Sig. (2-tailed)	.001	.
		N	346	346

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

There is a positive relationship between product satisfaction and product detail towards the factors influencing UMK City Campus students on online purchasing satisfaction, which (r=0.614, p= 0.001) shows a moderate positive correlation between the two variables. There was a statically significant correlation between product satisfaction and product detail. Therefore, hypothesis 1 is accepted.

4.7.2 HYPOTHESIS 2

Table 4.13: Relationship between Product Satisfaction and Product Brand

Correlations

			Product Satisfaction	Product Brand
Spearman's rho	Product Satisfaction	Correlation Coefficient	1.000	.567**
		Sig. (2-tailed)	.	.001
		N	346	346
	Product Brand	Correlation Coefficient	.567**	1.000
		Sig. (2-tailed)	.001	.
		N	346	346

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

There is a significant relationship between product satisfaction and product brand towards the factors influencing UMK City Campus students on online purchasing satisfaction, which (r=0.567, p=0.001) shows a moderate positive correlation between the two variables. There was a statically significant correlation between product satisfaction and product brand. Therefore, hypothesis 2 is accepted.

4.7.3 HYPOTHESIS 3

Table 4.14: Relationship between Product Satisfaction and Product Price

Correlations

			Product Satisfaction	Product Price
Spearman's rho	Product Satisfaction	Correlation Coefficient	1.000	-.516**
		Sig. (2-tailed)	.	.001
		N	346	346
	Product Price	Correlation Coefficient	-.516**	1.000
		Sig. (2-tailed)	.001	.
		N	346	346

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

There is a significant relationship between product satisfaction and product price towards the factors influencing UMK City Campus students on online purchasing satisfaction, which (r=-0.516, p=0.001) shows a moderate negative correlation between the two variables. There was a statically significant correlation between product satisfaction and product price. Therefore, hypothesis 3 is accepted.

4.8 MULTIPLE LINEAR REGRESSIONS ANALYSIS

4.8.1 MODEL SUMMARY

Table 4.15: Multiple Regression Analysis – Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856[a]	.733	.731	.37495

a. Predictors: (Constant), Product Price, Product Brand, Product Detail

b. Dependent Variable: Product Satisfaction

Based on table 4.15, the value of the R-square is 0.733. This value indicates that the independent variable of the product price, brand, and detail contributed 73.3% of factors to product satisfaction. Meanwhile, another 26.7% of factors to product satisfaction are obtained by other independent variables that are not being measured in this research.

4.8.2 ANOVA

Table 4.16: Multiple Regression Analysis – ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	132.195	3	44.065	313.440	.001[b]
	Residual	48.080	342	.141		
	Total	180.275	345			

a. Dependent Variable: Product Satisfaction

b. Predictors: (Constant), Product Price, Product Brand, Product Detail

The table above shows the linear regression test of the ANOVA of the factors influencing UMK City Campus students on online purchasing satisfaction by 73.3% (R square=0.733). It also revealed that the sum of squares for regression was 132.195, while the residual was 48.80. Besides that, the mean square is 44.065, while the residual is 0.141. The ANOVA table

indicates that an F-value of 313.44 supports the significant relationship. Hence, the researcher concludes that the R is significant.

4.8.3 COEFFICIENTS

Table 4.17: Multiple Regression Analysis – Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	.994	.174		5.716	.001
	Product Detail	.668	.038	.702	17.715	.001
	Product Brand	.153	.033	.178	4.655	.001
	Product Price	-.029	.021	-.045	-1.409	.160

a. Dependent Variable: Product Satisfaction

The result above shows that the independent variable, which is product details and product brand is significant with the dependent variable where the p-value is less than 0.05, which is 0.001. Meanwhile, product price is not significant with dependent variables. Product price has a p-value that exceeds n 0.05, which is 0.160.

4.9 SUMMARY/CONCLUSION

In this chapter, the researcher has explained the data analysis and findings for subtopics such as preliminary analysis, the demographic profile of respondents, descriptive analysis, validity and reliability test, normality test and hypothesis testing. The researcher analyzed the data gathered from the respondent's questionnaires and conducted the data analysis results. The preliminary data of the research was accomplished by using the pilot test. Then, the demographic profile of respondents was explained by using frequency analysis. Cronbach's Alpha was used to analyse the research's reliability test and validity. This research used Spearman Coefficient Correlation to identify the relationship between independent and dependent variables.

CHAPTER 5:

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter will discuss the statistical analysis overview and the study's main findings. This study also outlines the study's results based on feedback from the respondent through an online survey. All research questions have been addressed, and each research objective has been met. Following that, the study's implications will be discussed. This chapter describes the research's limitations and makes recommendations for future research. Finally, this chapter will summarise the overall research on this topic.

5.2 KEY FINDINGS

Table 5.1: The Study of Key Findings

Research Question	Hypothesis Result	Findings
What is the relationship between product details and product satisfaction in an online purchasing satisfaction?	P= 0.01 (p 0.01) r= 0.614	There is a moderate positive correlation between product details and product satisfaction on online purchasing satisfaction
What is the relationship between product brand and product satisfaction in an online purchasing satisfaction?	p= 0.01 (p 0.01) r= 0.567	There is a moderate positive correlation between product brand and product satisfaction on online purchasing satisfaction
What is the relationship between product price and product satisfaction in an online purchasing satisfaction?	p=0.01 (p 0.01) r= -0.516	There is a moderate negative correlation between product price and product satisfaction on online purchasing satisfaction

5.3 DISCUSSION

5.3.1 Product details positively influence product satisfaction on online purchasing satisfaction.

Product details positively influence product satisfaction on online purchasing satisfaction. Objective 1, the researcher concludes that there is a significant relationship between product details and product satisfaction on online purchasing satisfaction. According to the hypothesis result above, the significant level of product details is 0.001, and the correlation coefficient is 0.614, which is a moderate positive correlation. Product detail plays an important role in online purchasing satisfaction because customers can get to know a product's information before purchasing online.

5.3.2 Product brand positively influences product satisfaction on online purchasing satisfaction.

Product brands positively influence product satisfaction on online purchasing satisfaction. For objective 2, the researcher concludes that product brand significantly impacts product satisfaction, influencing UMK students' online purchasing satisfaction. According to the hypothesis result above, the significant level of a product brand is 0.001, and the correlation coefficient is 0.567, which is a moderate positive correlation. Businesses may be able to improve sales, demand higher purchase prices from customers, and get more return customers by building a brand and advertising the brand. A brand has an identity, personality, name, culture, vision, emotion, and intellect, much like a live creature. When a brand's performance matches the purchaser's expectations, this is called satisfaction (He, Li, & Harris, 2012).

5.3.3 Product price positively influences product satisfaction on online purchasing satisfaction.

Product price positively influences product satisfaction on online purchasing satisfaction. For objective 3, the researcher concludes that product price has a significant relationship with

product satisfaction in influencing UMK students on online purchasing satisfaction. According to the hypothesis result above, the significant level of a product brand is 0.001, and the correlation coefficient is -0.516, which is a moderate negative correlation. Product price has an impact on practically every aspect of business that also affects customers. Customers are now more aware of their purchases. Customers will be more attentive and sensitive to the pricing of products as a result because they want to get the most value for their money and time.

5.4 IMPLICATION OF STUDY

This research focused on three factors that might influence UMK students' City Campus on online purchasing satisfaction. The research can be a reference for people investigating online purchasing satisfaction. Research about factors influencing online purchasing satisfaction is not new conduct research that has been done. However, this study is focused on previous factors such as product detail, brand, and price influencing online purchasing satisfaction.

The identification and analysis of UMK City Campus Student on online purchasing satisfaction can help an organization upgrade its future to gain consumer trust. Other than that, a business organization can improve its lack by referring to this research. For example, a business organization can enhance the effectiveness of product detail to make the consumer understand more about the product. How they can improve their effectiveness is they should always provide highly satisfactory and straightforward, and complex simple details. Therefore, these product details can help the consumer make a good decision and compare another product.

Based on this research also, it will help business organizations to improve their product brand for their consumer. For example, a small business can boost its sales by engaging with their customer with a great brand and affordable product price to ensure continued support from the customer. Customer relationship towards business is crucial because the business is

unable to sustain itself without customer continues to support. These elements can secure the product brand and price among students in the online store. Therefore, product brand is valuable for the business organization.

5.5 LIMITATION OF STUDY

Although this study met the research objectives, inherent limitations should be highlighted and improved for future studies. Firstly, the sample in this research was limited to students subjects in one university. However, using students as subjects is ideal for this sort of research because students of this generation are undoubtedly among the target demographics for Internet purchasing. However, there may be a risk to the external validity because students may not represent the total population of internet shoppers. Future studies could investigate including non-student subjects and users from countries other than Malaysia. Respondents from different regions or states may have different perspectives on the impact of online purchasing. Nonetheless, additional research, particularly experimental research, is needed to make the result more precise and perfect.

5.6 RECOMMENDATION / SUGGESTION FOR FUTURE RESEARCH

The results of the previous chapter show that several online purchasing factors influence University Malaysia Kelantan's students. During the investigation, some appropriate characteristics that need to be improved for future studies were found. First, further research is required to examine the impact of online shopping by looking at additional factors, such as the volume, trust, and involvement of the information that influences purchasing decisions.

Besides that, research is restricted to Kelantan University in Malaysia. Future studies could broaden the survey's coverage to include areas other than the Universiti Malaysia Kelantan and enhance the survey findings. Future studies may also concentrate on various information collection techniques, such as using multiple inference tools. Analysts, for example, perform open-ended surveys in addition to central and top-down meetings and surveys. In-person

interviews and open-ended surveys can help future researchers learn more about what influences customers' perceptions of internet purchasing than depending simply on one approach. Using many estimating procedures can provide more detailed results than one strategy.

Finally, businesses are gradually implementing online purchase satisfaction, such as customer feedback on goods, services, logistics, etc., as a backup component of sales. These businesses use important data to create logical and successful marketing strategies that better match customer wants and provide more benefits and revenues. Results of online verification are crucial because of this.

5.7 OVERALL CONCLUSION OF STUDY

The purpose of this study was to ascertain the connection between product satisfaction among University Malaysia Kelantan students and product detail, brand, and price. Satisfaction with online purchases is important for personal or referral recommendations. People use online platforms for various purposes due to the ease with which they can access the Internet today. The COVID-19 pandemic has significantly impacted a wide range of industries, including businesses, worldwide.

This study employs descriptive methods via online survey research, as discussed in Chapter 3. The researcher has explained the specifics of the data analysis as well as the results for the subtopic. The researcher carried out the results of the data analysis, which were derived from the responses to the questionnaires. The pilot test was used to collect the initial research data. After that, frequency analysis was used to explain the respondent's demographic profile. The reliability test and validity were analyzed using Cronbach's Alpha. Spearman Coefficient Correlation was used in this study to determine the relationship between independent and dependent variables, and all 3 hypotheses were accepted as a whole.

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APPENDIX A- DRAFT OF QUESTIONNAIRE

SECTION A: Demographic Profile

The following questions refer to the demographic profile of the respondents. Please fill in the appropriate information by placing a (/) in the bracket to represent your answer.

1. Gender/ Jantina:

   Male/ Lelaki ☐

   Female/ Perempuan ☐

2. Age / Umur:

   < 20 ☐

   21 – 25 ☐

   26 – 30 ☐

   >30 ☐

3. Race / *Bangsa*

   Malay / *Melayu* ☐

   Chinese / *Cina* ☐

   Indian / *India* ☐

   Others / *Lain-lain* ☐

4. Student / *Pelajar*

   Undergraduate ☐

   Graduate ☐

   Others ☐

5. Use credit card/debit card / *Gunakan kad kredit/kad debit*

   Yes ☐

   No ☐

   No answer ☐

6. Income / *Pendapatan*

<1000 ☐

1001 – 2500 ☐

2501 – 4000 ☐

>4000 ☐

7. Online purchase per month / *Pembelian dalam talian setiap b*ulan

None ☐

1 – 2 ☐

3 – 5 ☐

6 – 9 ☐

10 – 20 ☐

>20 ☐

8. Online purchase last year / *Pembelian dalam talian tahun lepas*

None ☐

2 – 2 ☐

3 – 5 ☐

6 – 9 ☐

10 – 20 ☐

>20 ☐

9. Items regularly purchased online / *Barangan yang selalu dibeli secara online*

Books ☐

Software/Apps ☐

Computer/Electronics ☐

Media (video/music) ☐

☐

Clothing/Shoes

Food ☐

Health/Beauty ☐

Sports/Outdoors ☐

Industrial/Automotive ☐

Home/Garden ☐

Other ☐

Nothing ☐

10. Have returned a product purchased online / *Telah memulangkan produk yang dibeli secara dalam talian*

Yes ☐

No ☐

No answer ☐

SECTION B: Dependent Variable

The quality of the goods causes the customer to repeat the order / Kualiti barang menyebabkan pembelian berulang pelanggan.

Please provide the following information by placing a (/) in the blank by the scale.

Sila berikan maklumat berikut dengan meletakkan (/) di ruang kosong mengikut skala.

No	Statement/ Kenyataan	1 Strongly disagree/ Sangat tidak setuju	2 Disagree /Tidak setuju	3 Neutral /Neutral	4 Agree/ setuju	5 Strongly agree/ sangat setuju
1.	The product met my expectations. *Produk memenuhi jangkaan saya.*					
2.	I'm satisfied with my purchase decision. *Saya berpuas hati dengan keputusan pembelian saya.*					
3.	I'm satisfied with this product. *Saya berpuas hati dengan produk ini.*					
4.	I do not regret my purchase decision. *Saya tidak menyesal keputusan pembelian saya.*					

SECTION C: Independent Variables

Please provide the following information by placing a (/) in the blank by the scale.
Sila berikan maklumat berikut dengan meletakkan (/) di ruang kosong mengikut skala.

Section C Part 1: Product Details.

No	Statement/ Kenyataan	1 Strongly disagree/ Sangat tidak setuju	2 Disagree /Tidak setuju	3 Neutral /Neutral	4 Agree/ setuju	5 Strongly agree/ sangat setuju
1.	The product details on the website were informative. *Butiran produk di laman web adalah bermaklumat.*					
2.	I got detailed product information from the website. *Saya mendapat maklumat produk terperinci dari laman web.*					
3.	The website provided descriptive information about the product. *Laman web dengan jelas memberikan maklumat deskriptif tentang produk.*					
4.	The product details on the website I purchased the item were informative. *Butiran produk di laman web saya membeli item itu adalah bermaklumat.*					

Section C Part 2: Product Brand.

No	Statement/ Kenyataan	1 Strongly disagree/ Sangat tidak setuju	2 Disagree /Tidak setuju	3 Neutral /Neutral	4 Agree/ setuju	5 Strongly agree/ sangat setuju
1.	The product brand for this purchase is known to be of high quality. *Jenama produk untuk pembelian ini diketahui berkualiti tinggi.*					
2.	I believe I can trust the brand of this product. *Saya percaya saya boleh mempercayai jenama produk ini.*					
3.	This product brand has a good reputation. *Jenama produk ini mempunyai reputasi yang baik.*					
4.	The product I purchased is of a reputable name brand. *Produk yang saya beli adalah jenama terkenal.*					

Section C Part 3: Product Price.

No	Statement/ Kenyataan	1 Strongly disagree/ Sangat tidak setuju	2 Disagree /Tidak setuju	3 Neutral /Neutral	4 Agree/ setuju	5 Strongly agree/ sangat setuju
1.	I consider the product I purchased to be an expensive item. *Saya menganggap produk yang saya beli sebagai barang yang mahal.*					
2.	The price of this product is high. *Harga produk ini tinggi.*					
3.	This product costs me a great amount of money. *Produk ini menelan belanja saya yang besar.*					
4.	The money I paid for the product is a large amount for me. *Wang yang saya bayar untuk produk itu adalah jumlah yang besar untuk saya.*					

APPENDIX B- GANTT CHART

ACTIVITY	1	2	3	4	5	6	7	8	9	10	11	12	13	14
• PPTA 1 Implementation briefing by Madam Nur A'mirah binti Mohd Yaziz • Distribution of calendars and guidelines • Form a WhatsApp group with a supervisor (Dr Yusrinadini Bt Md. Isa@Yusuff).														
• Student meetings online with a supervisor. • Search the title project with our group.														
• Discussion with a supervisor. • Selection of research title. • Collect information from the journal, books, and past research • Discussion with the group and choose titles with journal support with a supervisor														
• Writing a draft of a research project. • Giving parts and dividing each other work to grouping. • Recheck the project with the supervisor via email and online meetings.														

Activity	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
• Do corrections after rechecking by the supervisor • Finalize project proposal • Submit full proposal			▨	▨	▨	▨	▨								
• Prepare for presentation with groupmate • Presentation (PPTA 1)							▨								
• Collecting data from respondents online (WhatsApp)								▨	▨	▨					
• Writing proposal chapters 4 and 5											▨	▨	▨		
• Submission proposal, e-poster, e-poster presentation and research paper to supervisor and do correction														▨	
• Final submission of Full Proposal, E-Poster, E-Poster presentation and Research Paper to supervisor and examiner															▨

APPENDIX C- TURNITIN RESULT

SAK 56

ORIGINALITY REPORT

30%	**22**%	**12**%	**21**%
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