

**IMPACT OF E-SERVICE QUALITY ON CUSTOMER  
SATISFACTION TOWARDS SHOPEE AMONG  
GENERATION Y IN THE POST-COVID-19 PANDEMIC**

CHAN YONG ROU  
DANIEAL ARIF BIN SALEHAN  
MUHAMMAD SOLEHIN BIN MAT ZIAN  
NUR ALIANA BINTI MAHYADDIN  
NUR SHAZWANI BINTI SABRI

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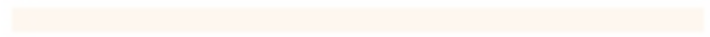
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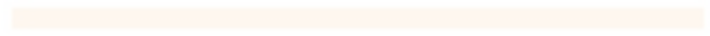
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# Impact of E-Service Quality on Customer Satisfaction towards Shopee among Generation Y in the Post-Covid-19 Pandemic

by

Chan Yong Rou  
Danieal Arif Bin Salehan  
Muhammad Solehin Bin Mat Zian  
Nur Aliana Binti Mahyaddin  
Nur Shazwani Binti Sabri

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Entrepreneurship (Logistics and Distributive Trade) with Honours

**Faculty of Entrepreneurship and Business**  
**UNIVERSITI MALAYSIA KELANTAN**

2023

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SIGNATURE

NAME: MUHAMMAD SOLEHIN BIN MAT ZIAN



SIGNATURE

NAME: NUR ALIANA BINTI MAHYADDIN



SIGNATURE

NAME: NUR SHAZWANI BINTI SABRI

Date: 19 JAN 2023

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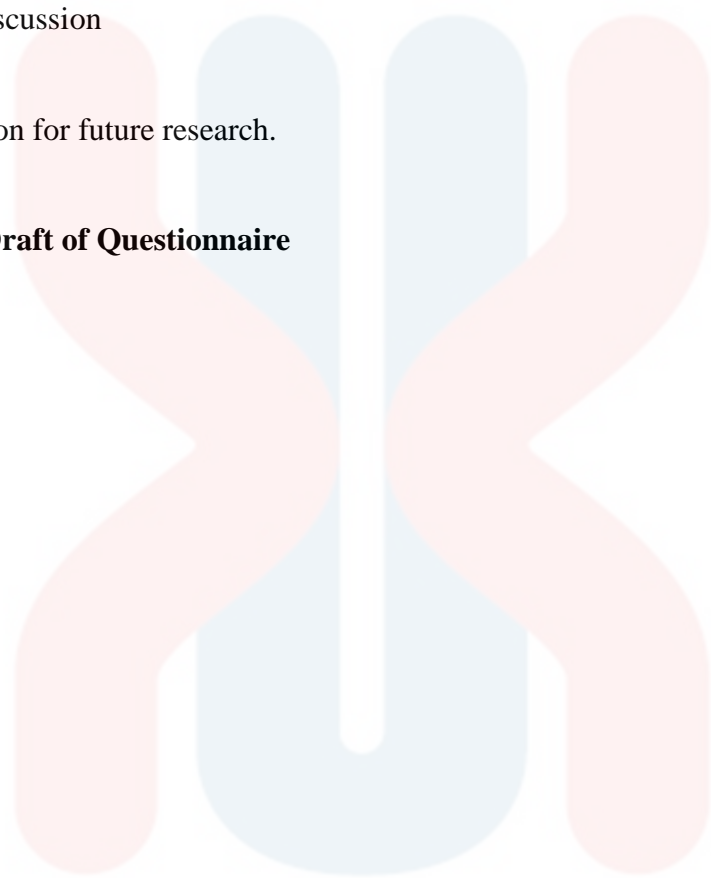
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## LIST OF ABBREVIATIONS

|              |                               |
|--------------|-------------------------------|
| <b>MCO</b>   | Movement Control Orders       |
| <b>GEN Y</b> | Generation Y                  |
| <b>ESQ</b>   | E-Service Quality             |
| <b>TAM</b>   | Technology Acceptance Model   |
| <b>TRA</b>   | Theory of Reasoned Action     |
| <b>TPB</b>   | Theory of Planned Behaviour   |
| <b>SN</b>    | Subjective Norms              |
| <b>PBC</b>   | Perceived Behavioural Control |



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**KESAN KUALITI E-PERKHIDMATAN TERHADAP KEPUASAN PELANGGAN  
TERHADAP SHOPEE DALAM KALANGAN GENERASI Y DALAM PANDEMIK PASCA  
COVID-19**

**ABSTRAK**

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Impak kualiti e-perkhidmatan terhadap kepuasan pelanggan terhadap Shopee dalam kalangan generasi Y dalam pasca-Covid-19 akan menjadi fokus kajian ini. Dalam penyelidikan ini, penyelidik melihat hubungan antara privasi, kecekapan, pemenuhan dan reka bentuk laman web dengan kepuasan pelanggan. Kajian ini juga telah memilih generasi Y sebagai responden untuk memuji kajian ini. Dalam mengumpul data responden, borang soal selidik dalam talian telah digunakan kerana ia mudah untuk disambung, mendapatkan dan menganalisis data dari seluruh Malaysia. Persampelan bukan kebarangkalian telah digunakan dalam kajian ini kerana populasi tidak diketahui. Bagi mencapai objektif kajian ini, kaedah kuantitatif akan digunakan. Analisis kebolehpercayaan, deskriptif, korelasi dan regresi linear berganda telah digunakan dalam kajian ini. Hasil analisis mengesahkan bahawa hanya dua pembolehubah bebas yang mempunyai hubungan dengan pembolehubah bersandar. Ia menunjukkan kewujudan korelasi yang positif dan signifikan antara privasi dan pemenuhan dengan kepuasan pelanggan. Selain itu, kajian ini telah mengenal pasti beberapa batasan kajian ini. Hasilnya, syor telah dibuat untuk siasatan tambahan. Oleh itu, penyelidik akan datang boleh mengenal pasti strategi untuk meningkatkan masalah ini untuk kajian masa depan.

Kata kunci: Privasi, Kecekapan, Pemenuhan, Reka bentuk laman web, Kepuasan Pelanggan, Shopee Generasi Y, Pandemik Pasca-Covid-19.

# **IMPACT OF E-SERVICE QUALITY ON CUSTOMER SATISFACTION TOWARDS SHOPEE AMONG GENERATION Y IN THE POST-COVID-19 PANDEMIC**

## **ABSTRACT**

The impact of e-service quality on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic will be the focus of this study. In this research, researchers looked into the connections between privacy, efficiency, fulfillment and website design with customer satisfaction. This study also has chosen generation Y as respondents to complement this study. In collecting respondent data, an online questionnaire form has been used because it is easy to connect, obtain and analyze data from all over Malaysia. Non-probability sampling has been applied in this study because the populations are unknown. In order to accomplish the objective of this study, a quantitative method will be used. Reliability, descriptive, correlation and multiple linear regression analysis have been used in this study. The result of the analysis confirmed that only two independent variables have a relationship with the dependent variable. It showed a positive and significant correlation exists between privacy and fulfillment with customer satisfaction. Besides, this study has identified some limitations of this research. As a result, recommendations have been made for additional investigation. Future researchers can therefore identify the strategies to enhance this problem for future study.

**Keywords:** Privacy, Efficiency, Fulfillment, Website design, Customer Satisfaction, Shopee, Generation Y, Post-Covid-19 Pandemic.

# CHAPTER 1

## INTRODUCTION

In Chapter 1, it is an introduction to the study and comprises seven main sections which are the background of the study, problem statement, research objectives, research questions, scope of the study, significance of study, and operational definition.

### 1.1 Background of the Study

Individuals now purchase goods in a variety of ways, including through stores, malls, television, the internet, and mobile devices. To bring a powerful platform for communication, the Internet has developed as a vibrant business platform. Google has come to represent "looking for information" in general. Even developing Asian nations with weak infrastructure and low internet penetration rates are exploring online shopping, just as developed western nations. E-commerce is a 2.29 trillion-dollar sector that is predicted to grow to \$4 trillion by 2020 (eMarketer, 2016).

Online shopping refers to the modern trend of conducting all of your shopping from the comfort of your own home or the search for and purchase of products or services online. As a result of businesses realizing that the change in consumer behaviour is an unavoidable trend, they have changed their marketing techniques. The impact of the digital environment on consumer behaviour and purchasing behaviour is growing. Interactive choices may impact how customers make decisions in a virtual buying environment. Customers are becoming more interactive, and through internet feedback, they can affect the decisions of other possible purchases. When compared to traditional methods of shopping, consumers can save time and have easier access to information by shopping online (Kim & Park, 2005).

Tens of thousands of people have been afflicted by the coronavirus (COVID-19) outbreak that began in China. Businesses all across the world are now calculating the severe impact of its

rapid spread. Since the pandemic has spread beyond restricting individual travel to that commercial enterprises, it has become a significant risk to the economies of many countries (Davidson, 2020). Since the covid attack, people have become worried to go out because they are exposed to infected with the disease. When people not going out, the physical business goes down because the power of buying is decreasing, hence the sales decrease so they have to switch their business strategy to an online platform to keep surviving in business. With modern technology nowadays, everyone can surf the internet easily via the phone and also buying stuff and daily needs. When using the internet for purchasing, people can save their time buying because they can easily search for what they want on the internet but when the item arrives, it may be slightly different from the display on the internet. Thus, people are satisfied buying on the internet because they save time but if the product arrives not as they expect, they might not be satisfied.

Online shopping also has disadvantages when using it. Customers have to be aware of online crime that exists in this era. If they are not aware, it will give a loss to the customer, thus will defame the name of the company. E-commerce is a new platform for scammers to do their online commercial activity (Talib & Rusly, 2015). Usually, the tricks that the scammer uses to attract people is by selling famous or luxury products at low prices. Victims were tricked into paying, but the scammer never delivered the products they had already paid for. During these transactions, customers are frequently at risk of fraud (Holtfreter & Reisig, 2010). As online shopping continues to gain popularity, there have been more reports of online shopping scams. Most people complain about not obtaining goods they have paid for, getting goods late, getting goods that are not what was described, and not getting goods that come with terms and conditions of goods and sales (Malaysian Digest, 2015).

Customer satisfaction measures how happy the customers are with the business, goods, or services, and the support that they provide both before and after the sale. Additionally, it gives the



customer a chance to confirm that their efforts frequently result in satisfied customers. Usually, businesses may determine how satisfied their clients are by calling them or sending them a survey. Great customer satisfaction levels necessitate high service quality, which typically leads in favourable behavioural intentions (Brady & Robertson, 2001). To ensure that everyone both internal and external is aware of the measurements, companies must specify and communicate whether those ratings will be expressed as stars, numbers, smiley faces, or something else. A website with high system quality, information quality, and electronic service quality is essential for success in e-service (Sharma & Lijuan, 2015).

Customer satisfaction is important because it give a positive effect on business profitability (Hoyer & MacInnis, 2001). Any successful business knows that satisfied customers lead to repeat business, brand loyalty, and good word of mouth. Product recommendations to groups of five to six people are more likely to be made by customers who are pleased with their purchases. Additionally, dissatisfied customers are more likely to spread the word about their bad experiences to 10 more people. Customer views toward online buying are often influenced by two factors, trust and possible benefits (Hoque et al., 2015).

## 1.2 Problem Statement

The problem statement is briefly described in the problem or problems that the project aims to solve. The problem statement mentions the present state, the predicted future state, and any gaps between the two.

Since the Covid-19 pandemic hit the whole world, it can be said that many world governments have implemented Movement Control Orders (MCO) to control this disease from continuing to spread more widely. When MCO was enforced in Malaysia, the citizens could not leave the house. However, only the head of the family is permitted to go out to buy necessities.

This results in most businesses having slowed down or closed their operation during the Covid-19 pandemic (Nurfarhana et al., 2022) because they could not make a profit during that period. Some companies are forced to close their businesses due to not being able to bear the cost of the losses experienced. Therefore, most business operators have tried to utilise online shopping platforms to prevent losses (Nurfarhana et al., 2022).

In Malaysia, online shopping platforms that are famous and have many buyers are Shopee, Lazada, Facebook, Grab, Mudah, Agoda, and Grab. However, even though various platforms have been introduced over time, Shopee has become a platform that is growing rapidly in Malaysia compared to other platforms. Although the pandemic is now over but online shopping has become a part of everyone's life. Therefore, the researcher chose Shopee as the main platform studied to identify the level of customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic.

As a result of these problems, many business operators are more inclined to do business online and the average online buyer is from generation Y. They show a positive impact on customer satisfaction with what they buy (Pareira et al., 2016). Generation Y is defined as individuals born between 1981 and 2000, that is, between the ages of 22 and 41 in 2022 (Soares et

al., 2017). Generation Y or the Millennial generation is more oriented toward technology in their daily lives. According to Pew (2010), he found that generation Y is faster and easier to accept technological changes over time. So, it is not surprising that online shopping platforms are their choice. The figure below shows the diversity of online purchasing trends.

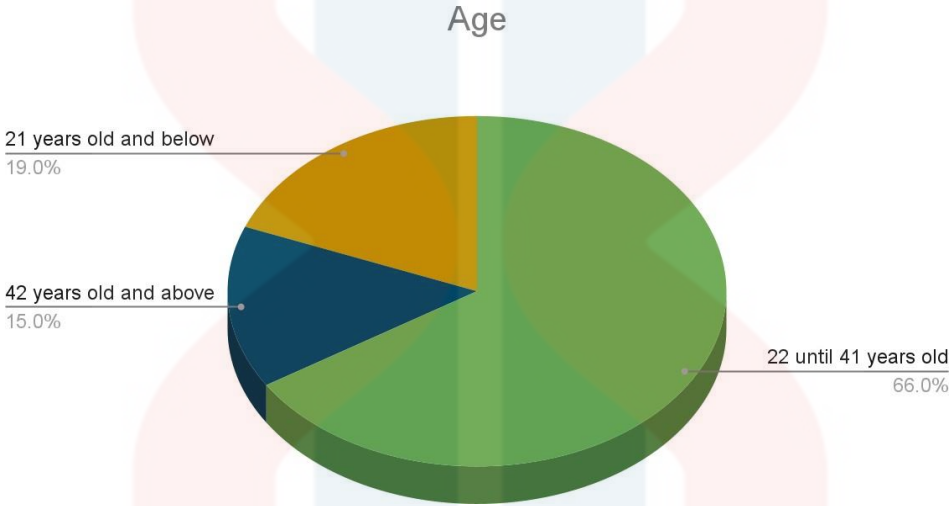


Figure 1.1: Diversity of Online Shopping Trends

Source: Malaysian multinational market research and consulting company IPSOS (2019).

In the figure above, it can be seen that generation-Y, which is between the ages of 22 and 41 years old which is 66%, makes a lot of online purchases compared to 42 years and above which is 15%, and 21 years old and below which is 19%. This shows that generation-Y is more likely to buy online compared to those aged 42 years old and above and 21 years old and below. This is also due to generation-Y being exposed to a high level of mobile phone use and also an encouraging level of user satisfaction when buying online.

### 1.3 Research Objectives

1. To determine the relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.
2. To determine the relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.
3. To determine the relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.
4. To determine the relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.
5. To determine the factors that influence customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.
- 6.

### 1.4 Research Questions

1. What is the relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?
2. What is the relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?
3. What is the relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?
4. What is the relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?
5. Does privacy, efficiency, fulfilment, and website design have a significant influence on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?

## 1.5 Scope of the Study

The Covid-19 pandemic which has devastated the world has brought about major changes in various fields including business. Hence, this study prompted to provide research throughout the post-covid-19 pandemic season because shopping online is already part of everyone life during the pandemic season. Therefore, this will lead to a big impact in affecting customer satisfaction during this season.

Simply put, Malaysia currently has four generations that are mostly still alive. Baby boomers, Generation X, and Generation Y are commonly known as Millennials, and Generation Z includes these groups. This research focuses on Gen Y because in many industrialised nations, Generation Y has been characterised as the age group that makes up the bulk of internet shoppers. Besides, to avoid losses during the pandemic season, many companies have started developing their online focused strategies. Among the online shopping applications are Amazon Shopping, Alibaba, Lazada, Zalora, Go Shop, eBay, Shopee, Wowshop, and many more. Compared to other platforms, Shopee is now one that is expanding quickly in Malaysia. As a result, the researcher selected Shopee as the primary platform for the study to gauge generation Y's degree of customer satisfaction with the company during the pandemic. The most well-known online store in Southeast Asia and Taiwan is called Shopee. It was released in 2015 as a platform created especially for the industry to provide customers with an easy, secure, and speedy online shopping experience through strong payment and fulfilment support.

Due to the recent development in e-service quality in the field of e-commerce, the importance of monitoring and measuring e-service quality has added value to the virtual world. E-service quality has also been a major topic of research in the field of business studies. In the context of online buying, there are more than 10 different aspects of e-service quality, such as dependability, responsiveness, flexibility, user-friendliness, accessibility, efficiency, assurance,

privacy/security, fulfilment, website design, and so forth. However, only four aspects are discussed which are is privacy, efficiency, fulfilment, and website design in this study. These are the factors that are responsible for customer satisfaction with Shopee.



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## **1.6 Significant of study**

### **1.6.1 E-service company**

An E-service company such as these gains significant research benefits. The identified effects can help E-service companies increase customer satisfaction. E-service companies can also analyse e-customer satisfaction can be affected by website design. The effects of the quality of E-service companies can help improve customer satisfaction.

### **1.6.2 Customers**

Significant research benefits to customers. This study can be used by customers to assess the quality of e-service providers. Customers are more likely to be satisfied with e-service providers who provide high-quality services. Customers can analyze the website's design to determine the level of customer service being provided.

### **1.6.3 Researchers**

Significant research benefits for researchers. To increase the study's accuracy, other researchers who wish to do a study on this subject may be used as study references. Researchers can also draw comparisons between this title and comparable ones. The impact of e-service quality on customer satisfaction can also be researched.

## **1.7 Operational Definition**

### **1.7.1 Customer Satisfaction**

Customer satisfaction is the result of a comparison between what customers like and don't like about a product and how well the product meets those expectations. Therefore, a vital result is an actionable advice on how to increase customer satisfaction (Duong & Nguyen, 2022).



### **1.7.2 Privacy**

Privacy refers to the retailer's promise to customers that their transaction and credit information will remain private and safe and that no one will be able to access their behavioural data. Additionally, the buyer must be assured that the online store will safeguard them against fraud (Olofsson & Karlström, 2022).

### **1.7.3 Efficiency**

Efficiency is measured by how easily customers can navigate and find the retailer's website. This dimension also takes into account how simple it is for the client to use the online platform to find the required product and any relevant information, and how easy it is for the customer to complete this procedure (Olofsson & Karlström, 2022).

### **1.7.4 Fulfilment**

Fulfilment refers to the extent to which the website's promises of order delivery and item availability are fulfilled. This dimension is important for establishing a reliable relationship between the service provider and the customer who purchases online (Firdous & Farooqi, 2019). Fulfilment is the extent to which the website's promises for order delivery and item availability are fulfilled (Ojasalo, 2010).

### **1.7.5 Website Design**

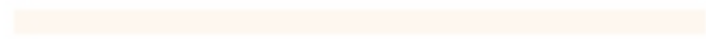
The degree to which a website is easy to use and navigate is determined by website design. The website offers clients compensation for issues. These attributes make



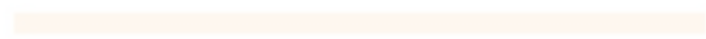
up for the absence of tangible proof or atmosphere that characterises an electronic marketplace. It evaluates how effectively the website where the products are displayed to clients is organised and how appealing it is visually (Firdous & Farooqi, 2019).



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## CHAPTER2

### LITERATURE REVIEW

#### 2.1 Introduction

In this chapter, researchers identified four factors that influence customer satisfaction toward E-Service Quality (ESQ) which split into privacy, efficiency, fulfilment, and website design.

#### 2.2 Underpinning Theory

Aiming to see the impact of E-service Quality on Customer Satisfaction using Shopee among Generation Y, only three theories are frequently used: Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), and The theory of planned Behaviour (TPB). TAM is frequently used to study technical adoption toward a job. A person's attitude and the perceived pressure from subjective norms (SN) are two key components of TRA that influence their purpose. TPB is a model that was created to forecast different types of behaviour and to explain how people behave. In this research, the theory we are choosing is TPB (Bhati et al., 2022).

TPB is more accurate than TRA at predicting consumer behaviour. TPB and TAM were both derived from TRA, and as these theories draw conclusions from one another, PBC in TAM is equivalent to PEOS in TAM. Furthermore, TAM just discusses how to leverage technological advancements, whereas TPB describes all aspects of human behaviour. As a result, TPB better describes whole behavioural intentions than TAM and TRA, and the three models' combined explanatory power does not significantly improve. While TPB takes into account the social influences on technology adoption and use, which requires careful consideration for investigating online purchasing behaviour, TAM is more suited for studies relating to technology adoption and usage. The TPB model, which analyses human behaviour by merging non-volitional and volitional

views and explains behavioural intention using organisations, individuals, and society, is therefore the most valuable and influential model. As a result, in our study, we choose the TPB as our main theory (Bhati et al., 2022).

One of the most popular theories that explain and predict a wide range of behaviour is TPB, which is an extension of TRA. According to the TRA, behaviour is a direct result of behavioural purpose, which is represented by the weighted average of attitude and subjective norm (SN). The TPB adds the variable of perceived behavioural control (PBC) while maintaining the TRA's theory that behavioural control is a function of attitude and SN. Based on the particular situation and demographic, beliefs regarding attitude, SN and PBC should be determined in a comprehensive TPB model. Researchers are permitted to identify salient beliefs for each distinct behaviour in the TPB since these beliefs are permissible in a certain environment. As a generic theory, the TPB does not describe such beliefs associated with a particular behaviour, hence it is the researcher's obligation to ascertain the specific beliefs.

Customer satisfaction for ESQ toward online buying among generation Y in the post-Covid-19 pandemic is a fundamental tenet of the current research. The TPB offers a strong justification for scrutinising such premises along with a methodology for determining if attitudes are connected to the intents underlying real behaviour. Our study's basic thesis is that Shopee's ESQ affects customer satisfaction. In reality, the TPB offers a framework for analysing SN and PBC in addition to a sound theoretical foundation for verifying such hypotheses. According to the idea, SN and the person's intention to engage in the targeted behaviour should have a positive relationship.

Lastly, in accordance with the two functions of PBC in the TPB, thoughts about having the opportunity and resources to engage in a certain behaviour should both directly and indirectly influence the intention to conduct the behaviour. In summary, ESQ directly affects consumer

satisfaction.

### **2.3 Customer Satisfaction**

Customer satisfaction is a measurement that shows whether an efficient business's products or services fulfil the expectations of its customers. Customer satisfaction adds value to the customer by monitoring their expectations and meeting their needs (Guzzo, 2010). It's one of the most important indicators for future purchases and client loyalty. As a result, it supports forecasting business growth and revenue. Service quality is the factor that relates to client satisfaction and loyalty (Willot, 2020). Every strong business strives to improve customer satisfaction. To accomplish that, they must define two concepts such as who is their customer and what it takes to satisfy them

High customer satisfaction levels necessitate high service quality, which typically leads in positive behavioural intentions (Brady & Robertson, 2001). Companies cannot detect unhappy customers who might defect or submit unfavourable customer reviews if companies do not assess customer satisfaction. Companies also cannot find pleased customers to recruit as ambassadors or referrers. Furthermore, without metrics to examine, companies can't foresee, prevent, or prepare to prevent customer dissatisfaction.

In addition, there are benefits of customer satisfaction for businesses. One of them is to differentiate from the competition. Every market is subject to competition. Competitors are watching for mistakes from their competitors. Smart companies always plan and carry out a strategy to beat the competition. Some ideas that can be incorporated into this strategy include identifying and attempting to solve the unique challenges of clients, developing the ideal pricing strategy for goods and services, and offering great customer service by assembling a team of professionals.

Maintaining good customer satisfaction also can increase brand popularity. Planning marketing strategies and efforts to improve customer satisfaction. The chances of satisfied customers sharing good material across many social media networks are great. 71% of consumers who had a good social media service experience with a brand are willing to suggest it to others (Forbes News, 8 August 2013). They will interact with social media posts as well as provide some great and admirable comments. If implemented correctly, this can lead to a strong reputation and engagement, which suggests that people are more inclined to positively discuss the company in a considerate and practical way (Carragher, 2011).

## **2.4 E-Service Quality**

### **2.4.1 Privacy**

Customer privacy has a strong relationship with customer satisfaction. This is because customers are more satisfied with online shopping applications that take consumers' privacy seriously. In general, privacy relates to how secure websites are and how well users' personal data is guarded. Intimacy risk or privacy is one of the dominant reasons in influencing consumer satisfaction towards e-shopping such as the Shopee application. In the context of information privacy, privacy can be known as an individual's outlook on justice (Benard & Makienko, 2011). Personal data refers to information, whether true or false, concerning a person who can be recognised from that information alone or when combined with additional data to which a company has access or is reasonably likely to have access. Customers will usually feel hesitant to use an online purchase application because it involves their personal data such as telephone number, home address, bank account number including credit card information, and so on (Holloway & Beatty, 2008).

Besides, unauthorized secondary use of personal information, data gathering, unauthorised

access to digitally stored personal information, and mistakes in data collection are four online privacy factors. Concerns about online privacy were taken into account including those about surveillance, autonomy, intrusion, and anonymity. As a result, there are a lot of variables that are difficult to regulate when it comes to safeguarding customer privacy in a virtual setting. Online privacy is therefore more challenging to secure than traditional offline privacy. This is the rationale behind some customers continued opposition to online shopping applications. Internet privacy confidence appears to have the strongest effect on customer satisfaction (Zandi et al., 2021). The majority of academics also concur that the biggest hazards to online transaction such as personal data transmission and credit card payments are security issues which also serve as the main obstacles to online shopping. It must provide benefits in the form of cashback, points, or shopping rewards on purchases and payments to balance the risk of online shopping purchases (Zandi et al., 2019).

Additionally, a study by (Raman & Annamalai, 2011) found a favourable correlation between privacy and customer purchase decisions. In the study, it explained well about the segment of all privacy or security activities including online shopping sites. From this, it can be proof that customers feel safe and confident to make purchases via online shops because their private data information is safe and not misused by irresponsible parties.

#### **2.4.2 Efficiency**

There is a close association between online efficiency and customer pleasure in terms of satisfaction (Duarte et al., 2018). This evaluation is critical since customer satisfaction is key to sustaining and developing a competitive advantage. Furthermore, service attributes, consumer variations, and firm-related factors all have an impact on how customers perceive how convenient a service is. Marketers have a lot of power to influence how customers perceive convenience. In

many situations, they can decrease real-time and effort costs for clients while boosting their enjoyment.

Efficiency is a large part of online shopping (Frick & Matthies, 2020). Online shopping can save time and money while shopping online and avoid wasting resources to get it done satisfactorily. In Frick and Matthies's research, they found that online shopping makes consumers' shopping behaviour cost lower than physical store shopping. That is a convenient shopping way. Furthermore, consumers can choose the products they need on the Internet without leaving home, which saves their time to a great extent. Finally, they proved that online shopping would make consumers' shopping behaviour more efficient. However, high efficiency also brings the risk of exceeding original consumption expectations due to induced and rebound factors. The efficiency of online shopping has promoted more industries to be self-sufficient and has contributed to changes in people's consumption levels.

Efficiency also refers to how quickly and easily one may access and use a website. This aspect is crucial to motivating the user to utilise the electronic platform conveniently, frequently, and effectively (Firdous & Farooqi, 2019). The practical benefits of technology's convenience and increased shopping effectiveness can raise consumer contentment, stimulate the desire for consumption, and encourage repeat purchases. Additionally, the perceived customer experience might reduce price sensitivity and boost perceived quality (García-Salirrosas et al., 2022).

### **2.4.3 Fulfilment**

Fulfilment in general is to meet the equipment and needs of users from one aspect to a certain aspect. This means that sellers are going the extra mile to launch their online logistics business through a large order fulfilment process. Fulfilment refers to activities that ensure customers receive what they ordered, including order correctness, delivery timing, and condition



(Blut, 2016). This fulfilment is a very important thing in quality e-services to meet consumer satisfaction so that sellers always get the best twigs and can attract the attention of many buyers and also the same buyers who visit their store.

However, fulfilment has a positive relationship with customer satisfaction at Shopee which can attract generation Y to shop at Shopee. According to Udo et al., (2010), consumer satisfaction is an indicator of how likely a customer is to feel happy after using a service. Customer experience during the purchasing process also contributes to customer satisfaction, which is crucial in determining the customer's future behaviour, including loyalty and online repurchases (Pereira et al., 2016). Customer happiness is one of the most crucial signs of success in the business-to-consumer online ecosystem (Shin et al., 2013). Happy online shoppers are more likely to make other purchases and refer others to online merchants (Pereira et al., 2017). So, dissatisfied consumers will leave their online retailers whether they have any complaints or not.

Therefore, the fulfilment offered by the company is intimately tied to customer attitudes and intents, which are elements of customer behaviour that directly affect the consumer's behavioural intentions (Holloway et al., 2005). Previous studies have shown a significant relationship between the calibre of e-services and user happiness through a very significant and diverse fulfilment that is able to attract the interest of generation Y to buy on the Shopee platform (Kitapci et al., 2014).

In addition, according to Gounaris et al. (2010), customer satisfaction is positively impacted by fulfilment. Repurchase intent, word-of-mouth (WOM), and site revisit as well as satisfaction are three behavioural intentions that are positively influenced by e-service quality, both directly and indirectly.

Finally, to explore how fulfilment affects customer satisfaction when shopping online, businesses should meet customer satisfaction from the smallest of items to the largest of items with the variety offered and varied more attractively. The study by Rajesh Sharma (2019), controlling



the selection of online goods and order fulfilment for top-notch e-service quality.

#### **2.4.4 Website Design**

Information quality, website aesthetics, purchase procedure, website convenience, product selection, price offerings, website personalization, and system availability are all considered to be components of website design (Rita et al., 2019). In addition to delivering the aesthetics of the design, reflecting a powerful and associative image of the business, and being able to draw visitors, a good website design should prioritise usability (Daz & Koutra, 2013).

E-service refers to online buying and selling that involves transactions. A website is required to employ e-services so that the purchasing and selling process can go smoothly. E-commerce websites are any sites where products are offered for sale online. The website is also very important to attract customers because the seller needs to fill in the content of the information on the website so that the customer can easily understand the content of the information that the seller wants to convey. According to research, websites provide useful information and boost client happiness (Tzeng et al., 2020). As a result, it would be reasonable to believe that providing clients with a clear, accessible, and user-friendly design as well as ample and trustworthy information would lessen their apprehension and hesitancy while using an online service. Perceptions of relational advantage and satisfaction ought to hence advance. Then, this improvement might become a commitment.

In addition, the quality of the website that has accurate product information influences customers to buy. In addition, it will also create customer loyalty to websites that have regular product information. Only information quality has a direct and considerable impact on customer loyalty, with the perception of the value of company-supported online communities having less of an impact (Wang et al., 2009).

Finally, a website that has quality can attract Generation Y to shop online. To meet customer satisfaction, it is wise to create an attractive website design so that future generations can always shop online. According to the study by Rita et al. (2019), there is positive link exist between website design and overall customer satisfaction.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

In this chapter three several parts will be explained, among which are the research framework, research hypotheses, research design, population and sampling, instrumentation and procedure, and lastly analysis.

#### 3.2 Research Framework

The goal of the research framework is to provide an overarching framework or model for the research endeavours of our organisation. This research was done to determine how the quality of an e-service affects consumer satisfaction, which is a case study on the use of Shopee towards generation Y in the post-Covid-19 pandemic. Where we want to know more about the level of customer satisfaction involving generation Y when they make transactions to purchase goods online in the post-Covid-19 pandemic. Therefore, this section explains the conceptualised research framework. The link between the independent variables of privacy, efficiency, fulfilment, and website design and the dependent variable of consumer satisfaction with Shopee is shown in the table below.

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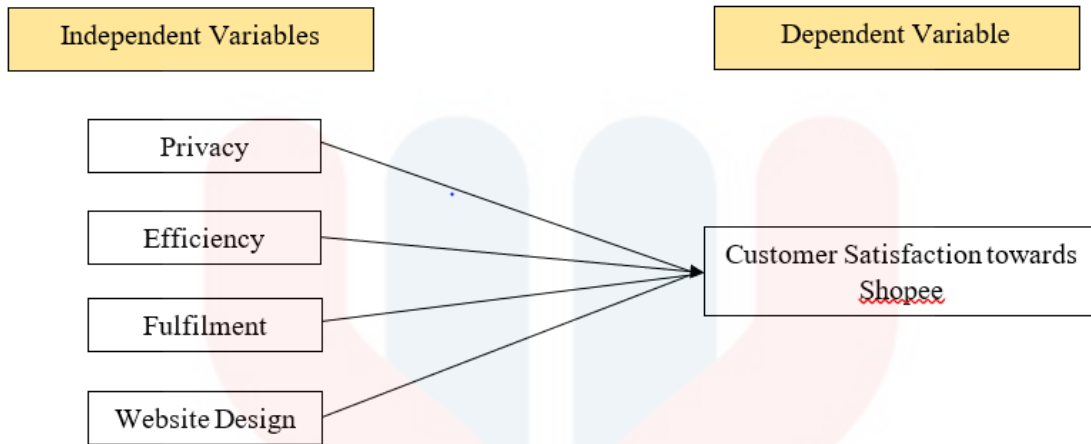


Figure 3.1: Conceptual Framework on the Impact of E-Service Quality on Customer Satisfaction towards Shopee among Generation Y in the post-Covid-19 pandemic

### 3.3 Research Hypotheses

A research hypothesis is a statement of expectation or prediction that will be examined through research. In this study, there are five hypotheses.

#### **Hypothesis 1**

**H<sub>0</sub>**: There is no relationship between privacy and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**H<sub>1</sub>**: There is a relationship between privacy and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

#### **Hypothesis 2**

**H<sub>0</sub>**: There is no relationship between efficiency and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**H<sub>2</sub>**: There is a relationship between efficiency and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**Hypothesis 3**

**H<sub>0</sub>**: There is no relationship between fulfilment and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**H<sub>3</sub>**: There is a relationship between fulfilment and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**Hypothesis 4**

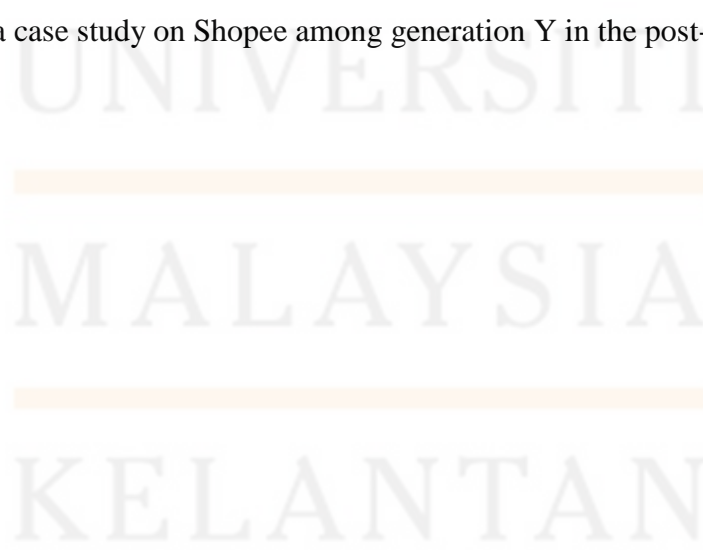
**H<sub>0</sub>**: There is no relationship between website design and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**H<sub>4</sub>**: There is a relationship between website design and customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic.

**Hypothesis 5**

**H<sub>0</sub>**: The privacy, efficiency, fulfilment and website design have no influence on customer satisfaction. This is a case study on Shopee among generation Y in the post-Covid-19 pandemic.

**H<sub>5</sub>**: The privacy, efficiency, fulfilment and website design have an influence on customer satisfaction. This is a case study on Shopee among generation Y in the post-Covid-19 pandemic.



### **3.4 Research Design**

A predefined study topic is addressed through the collection, interpretation, analysis, and presentation of data, and this strategy to conducting research is referred to as "research design" (Jacqueline & Murray, 2019). This study was conducted to examine customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. Researchers use the quantitative method which means gathering and examination of numerical data. Researchers collect data from generation Y about their satisfaction as long as they do online transactions using the Shopee platform using the google form that we distribute to them. Next, we analyse the data by using the SPSS platform to obtain efficient data.

### **3.5 Population and Sampling**

#### **3.5.1 Population**

The population is the collection of all the units to which the research's findings should be applied (Shukla, 2020). In another word, the population can be defined as the total number of people or residents living in a nation or area. The target population of this study will be only Gen Y in Malaysia who have used the service by Shopee. According to Malaysia Population 1950 to 2022, the population in Malaysia increased from 33,199,993 people in 2020 to 33,573,874 people in 2021. However, there is an increase of about 1.09% which is around 33,938,221 people in 2022. There are 14 states in Malaysia. The questionnaires will be distributed covering all states in Malaysia.

Lately, there is no specific data or statistics about the population of Generation Y in Malaysia who are Shopee users. Since the COVID-19 pandemic started in the first quarter of 2020, the number of visitors to the e-commerce website has doubled. Since that time, Shopee has grown to become the most popular e-commerce site in the nation. According to Statista Research

Department (2022), around 55 million people visited Shopee each month in Malaysia during the first quarter of 2022. Unfortunately, there is no statistic about the population of Gen Y in Malaysia that uses Shopee.

### **3.5.2 Sampling**

A sample can be known as a process of collecting a sample from a population (Shukla, 2020). According to the study by Shukla, researchers can select from a number of sampling approaches depending on the purpose of their research. According to Hair et al. (2010), the sample size was at least five times of items to be analysed if researchers cannot find the number of populations. This research, it requires 115 completed questionnaires ( $5 \times 23$  items to be analysed). Nevertheless, 150 will be distributed to the respondents of Gen Y who had used Shopee in Malaysia.

The use of sampling was justified because it was less expensive, took less time, reduced fatigue-related errors, and prevented the destruction of materials. Researchers require a significant sum of money to conduct a survey in order to study the entire population. As a result, while utilising sampling, researchers only pay attention to the sample sizes that have previously been addressed and established in the earlier research. To gather the data, researchers did not have to examine the entire population. The population was also dynamic and subject to alter at any time. Therefore, it was not possible for this investigation to check all the population's items.

#### **3.5.2.1 Sampling technique**

The probability sampling method and the non-probability sampling method are the two categories into which the sampling methodology can be separated. When sampling with probability, each person in the population has a chance of being chosen (McCombes, 2019). It is



primarily used in quantitative research. If researchers want to get results that account for the entire population, probability sampling techniques are the best choice. Non-probability sampling is a subjective (non-random) method of choosing units from a population (Taherdoost, 2016). Non-probability sampling is a quick, simple, and affordable method of collecting data because it does not call for a whole survey framework. This study uses non-probability sampling because there is no list of Malaysians Gen Y who are using Shopee.

Sampling ensures simplicity of use, thorough data gathering, adaptability for limited resources, and enhanced communication. The biggest benefit is cost savings. The cost and economic benefits of collecting data from a percentage of the entire population are greater. Additionally, sampling gives the researcher more time to gather data, enabling quick and complete documentation of inflammation. The data presented by the researcher while studying a small universe is comprehensive and in-depth. Additionally, sampling will result in a realistic strategy. The only approach that makes sense is sampling when the population is unlimited. Getting information from a lot of people in the universe is much easier.

In completing this research, convenience sampling will be used. Convenience sampling involves choosing respondents who are frequently and easily accessible (Taherdoost, 2016). Since convenience sampling is an inexpensive and straightforward alternative to other sample procedures, it is frequently a popular sampling option among students (Taherdoost, 2016). Convenience sampling is routinely used to get around many research challenges.

### **3.6 Instrumentation and procedure**

This study will be distributed through an online questionnaire. To obtain the data researcher will use a questionnaire that will be designed using Google Forms. The researcher will next use social media networks like Facebook and WhatsApp groups to provide the respondents with the



link to the internet questionnaire. Using an online questionnaire gives an advantage to the researcher because it is easy to send to the respondents and it can also save the researcher's time. The online questionnaire will provide English and Bahasa Malay for better understanding. A total of 115 online questionnaires were distributed to Generation Y.

The questionnaire (Appendix A) is divided into three sections. Section A is about demographics such as age, gender, race, income level, frequency, and promotion. The researchers would use the nominal scale in section A to allocate subjects to certain categories or groups. Besides, the demographic information of respondents could help researchers to understand them more precisely

Section B contained the questions related to the independent variables which were efficiency, fulfilment, privacy, and website design. Finally, section C asks about customer satisfaction. Once the primary data is gathered in this study, it will be analysed using a questionnaire survey. This survey employed a five-point Likert scale: 1-Strongly Disagree, 2- Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree. This Likert scale is used in sections B and C to identify impact of e-service quality on customer satisfaction towards shopee among generation y in the post-Covid-19 pandemic. Table 3.1 below shows the source of adoption of question details.

Table 3.1: Adoption of Question Details

| Variable              | Source                                                                      |
|-----------------------|-----------------------------------------------------------------------------|
| Customer Satisfaction | Abdallah, (2021), Niroula and Gyanwali, (2020), Perera and Sachitra, (2019) |
| Privacy               | Chai et al. (2018), Yu and Liang, (2012)                                    |
| Efficiency            | Hou et al. (2022), Maulida et al. (2022), Olofsson et al. (2022).           |
| Fulfilment            | Camilleri, (2021), Rita et al. (2019)                                       |
| Website design        | Marimon et al. (2012), Pandey and Chawla, (2016)                            |

### 3.7 Data Analysis

Data processing and presenting in an understandable way is a systematic process called data analysis (Firdaus, 2015). It is essential to establish the goal of this research before beginning the analysis. The gathered information will be computed to produce results that address the research questions. Data analysis is the process of gathering, organising, synthesising, analysing, and interpreting study findings. The three processes of data organisation, summarization, and categorization, as well as data patterns and themes, all take place during data analysis (Patton, 1987).

In order to analyse the research data, "Statistical Package for Social Sciences" (SPSS) version 27 will be employed. A Windows-based programme called SPSS can be used to enter and analyse data, as well as to make graphs and tables. Additionally, the data has undergone a careful review to ensure that there are no inaccuracies. Basic software capabilities include the statistical analysis of data management operations including case selection, file reorganisation, creation of data acquired, and even data documentation. Before being transferred to the data file for upcoming

analysis tasks, respondent responses were prepared in this manner. Due to the widespread usage of the SPSS model in business and social sciences, an application like SPSS should be useful in the future. To aid in establishing the relationship between the independent factors and dependent variable, the research will make use of research analysis, descriptive analysis, Pearson correlation analysis, and multiple linear regression.

### **3.7.1 Reliability Analysis**

The scientific standard to assess the measurement's quality is reliability (Shuib et al., 2011). This study was done to make sure that survey participants would accept and comprehend each question. The major objectives of reliability analysis are to produce a thorough knowledge of the item's meaning and to make sure that the items of the same variable are consistent. According to this reliability study, the item's response is reasonable and logical. Finding Cronbach's alpha is crucial when a researcher decides to use a Likert-type scale in a survey (Khalid et al., 2012) A common technique for assessing the coefficient of correlation coefficients based on the average correlation of the survey's questions is Cronbach's alpha. As a result, Cronbach's alpha is used to evaluate the validity of customer satisfaction measurements. Cronbach's alpha value should be as close to one as possible. The table 3.2 below, it shows the Rules of Thumb of Cronbach's Alpha:

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Table 3.2: Rule of Thumb of Cronbach's Alpha

| Coefficient Alpha Range | Strength of Association |
|-------------------------|-------------------------|
| < 0.6                   | Poor                    |
| 0.6 to < 0.7            | Moderate                |
| 0.7 to < 0.8            | Good                    |
| 0.8 to < 0.9            | Very good               |
| > 0.9                   | Excellent               |

Source: Hair et al. (2019)

A Cronbach's Alpha test would be used to analyse the reliability of the study. According to Table 3.2, if the Coefficient Alpha is greater than the value of 0.9, it was excellent. If the range of Coefficient Alpha was between 0.8 to 0.9, it was very good. If the range of Coefficient Alpha is between 0.7 to 0.8, it was good. If the range of Coefficient Alpha is between 0.6 to 0.7, it was moderate, and if the range of Coefficient Alpha is less than the value of 0.6 indicated it was poor.

### 3.7.2 Descriptive Analysis

Data can be an overview of a population or a small subset of that population, and descriptive analysis is used to process and summaries both types of data for ease of understanding. In order to accurately and informatively describe the facts and characteristics of a population or area of interest, descriptive study designs are used. Percentages, frequencies, and central tendencies like the mean, mode, and median are all used in descriptive statistics. Descriptive statistics allow for data to be displayed in a variety of ways, such as frequency distribution, histogram, bar chart, pie chart, and line chart. Because of this, descriptive analysis assisted researchers in effectively

organising, describing, and reporting primary data. This type of research is usually guided by one or more research questions, and it is not always correlated to a formal research hypothesis (Travers, 1978).

### 3.7.3 Pearson Correlation Analysis

All variables under study were correlated using a Pearson Correlation matrix, which showed the significance, intensity, and direction of the bivariate association. The direction, intensity, and significance of connections between measured variables are shown by the Pearson correlation matrix (Sekaran & Bougie, 2010). A Pearson product-moment correlation that attempts to impasse a line of apparel will typically fit through the understanding of two moving variables. Pearson's correlation was used to fulfil the research aims. Additionally, it demonstrated the strength of the linear relationship between the independent and dependent variables.

Table 3.3: Rules of Thumb for Correlation Coefficient

| Coefficient Range  | Strength of Association         |
|--------------------|---------------------------------|
| $\pm (0.91-1.00)$  | Very Strong                     |
| $\pm (0.71- 0.90)$ | High                            |
| $\pm (0.41-0.70)$  | Moderate                        |
| $\pm (0.21-0.40)$  | Small but definite relationship |
| $\pm (0.00-0.20)$  | Slight, almost negligible       |

Source: Hair et al. (2019)

Based on the absolute size of the correlation coefficient, Table 3.3 displayed Rules of Thumb for the Correlation Coefficient to describe the strength of the link between variables. Zero meant there was absolutely no association between the two variables, and the range was from -1.00 to +1.00. While a perfect correlation between two variables was denoted by -1.00 or +1.00. Depending on how the variables are related to one another, the correlation coefficient may be either positive or negative.

### **3.7.4 Multiple Linear Regression Analysis**

When inserting many independent variables into the same sort of regression equation and forecast using a single dependent variable, this technique is known as multiple linear regression. (Mukesh et al., 2013). Each independent variable and the dependent variable were given their own regression coefficient to look at their relationship. Multiple Linear Regression Analysis was a good model because it took into consideration more than one factor. Researchers will try to make predictions about dependent variables and independent variables.

For example, in this study, researchers might use Multiple Linear Regression Analysis to find out if privacy, efficiency, fulfilment, and website design affect customer satisfaction on Shopee among generation Y in the post-Covid-19 pandemic. Multiple Linear Regression Analysis also helped the researchers find out the overall fit variance and how much of the total variance each factor contributed. Given below is the regression model that could be hypothesized (Mukesh et al., 2013).

$$y_i = \beta_0 + \beta_1 x_i + \epsilon_i \quad (3.1)$$

Where,

$y_i$  = is the estimator (predicted value) of  $y_i$

$\beta_0$  = a model parameter that represents the mean value of the dependent variable (Y) when the value of independent variables (X) is zero. It is the Y-intercept of the regression line.

$\beta_1$  = a model parameter that represents the change in the value of the dependent variable (Y) when there is a unit change in independent variables (X). It is the slope (dy/dx) of the regression line.

$\epsilon_i$  = Estimate of error in the population

There are a few benefits when using this analysis. Multiple Linear Regression Analysis was used because it was known, it made assumptions, and it was flexible. Most people knew what Multiple Linear Regression Analysis was, especially those who had studied behaviour and social science. So this method was easy for researchers to use.

Furthermore, Multiple Linear Regression Analysis was based on four assumptions. The assumptions would refer to a model utilised by researchers in their studies. The assumption stated that mistakes were independent, that an error is zero, that error variance was constant, and that error distribution was normal.

Lastly, it is able to change. Multiple Linear Regressions Analysis was a method that was easy to change. It did not use just one method. The independent variables could be either categorical or numeric, or both.

Table 3.4 show the research objectives, research questions, hypothesis and data analysis.

Table 3.4: Detail of Data Analysis

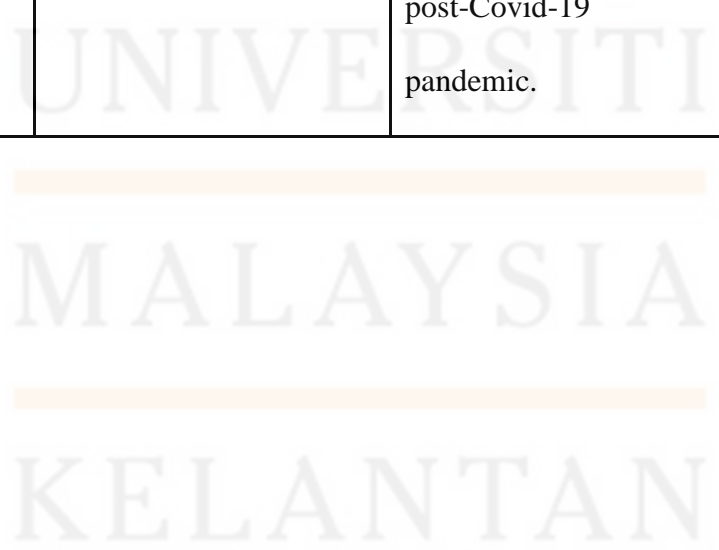
| Research Objectives                                                                                                                             | Research Questions                                                                                                                         | Hypothesis                                                                                                                                                                                                                                                                                                                         | Data Analysis      |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <p>To determine the relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>What is the relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?</p> | <p><b>H<sub>0</sub></b> : There is no relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> <p><b>H<sub>1</sub></b> : There is a relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Correlation</p> |



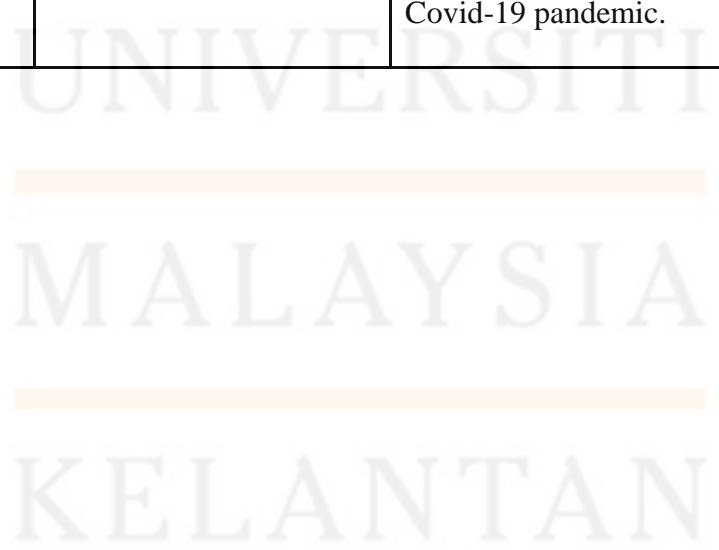
|                                                                                                                                                    |                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                          |                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <p>To determine the relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>What is the relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?</p> | <p><b>H<sub>0</sub></b> : There is no relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> <p><b>H<sub>2</sub></b> : There is a relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Correlation</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|

|                                                                                                                                                    |                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                          |                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <p>To determine the relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>What is the relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?</p> | <p><b>H<sub>0</sub></b> : There is no relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> <p><b>H<sub>3</sub></b> : There is a relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Correlation</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|

|                                                                                                                                                        |                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                |                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <p>To determine the relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>What is the relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?</p> | <p><b>H<sub>0</sub>:</b> There is no relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> <p><b>H<sub>4</sub>:</b> There is a relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Correlation</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|



|                                                                                                                                       |                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                              |                                           |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| <p>To determine the factors that influence customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Does privacy, efficiency, fulfilment, and website design have a significant influence on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic?</p> | <p><b>H<sub>0</sub></b>: Privacy, efficiency, fulfilment, and website design have no influence on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> <p><b>H<sub>5</sub></b>: Privacy, efficiency, fulfilment, and website design have influenced towards customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.</p> | <p>Multiple<br/>Linear<br/>Regression</p> |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|



### 3.8 Summary

Every element of performing such research, including an overview of the research design, research hypothesis, research framework, sampling and population, instruments and process, and data analysis, will also be covered in this chapter. According to the study, data was collected via a questionnaire. Data collected in this questionnaire were analysed using a structured questionnaire to evaluate the impact of privacy, efficiency, fulfilment, and website design on customer satisfaction in order to examine the relationship between the research question created. For this project, both primary and secondary data collection techniques should be used. Primary data were gathered by the researcher or trained data collector by asking individuals directly. Among the primary collection methods, the survey method was chosen for this study. To accomplish the objectives of this study, researchers also chose a questionnaire as a tool for data collection. Three tests—descriptive analysis, reliability testing, descriptive analysis, Pearson correlation coefficient analysis, and multiple linear regression are used in the current study. Descriptive To organise data, statisticians use the link between variables in a sample or population. Brief descriptive coefficients, or descriptive statistics, are used to summarise a data set that represents the entire population or a sample of the entire population. The strength of the linear relationship between two sets of data is measured by the Pearson correlation.

**CHAPTER 4**  
**DATA ANALYSIS**

**4.1 Introduction**

The reliability analysis, demographic characteristics of respondents, descriptive analysis, Pearson's correlation coefficients analysis, and multiple linear regression analysis were all included in this chapter. 150 respondents provided the research's data, which were the study's findings. After the data had been gathered for this investigation, IBM SPSS statistic version 27 was used to analyse the data.

**4.2 Reliability Analysis**

The reliability of the questionnaires was analyzed using reliability analysis. Before being delivered to 150 respondents via the online survey method, the pilot test was conducted with 30 respondents.

Table 4.1: Result of Reliability Coefficient Alpha for  
the Independent Variables and Dependent Variable

| <b>Variable</b>       | <b>Number of items</b> | <b>Cronbach's Alpha Coefficient</b> | <b>Strength of Association</b> |
|-----------------------|------------------------|-------------------------------------|--------------------------------|
| Privacy               | 5                      | 0.915                               | Excellent                      |
| Efficiency            | 5                      | 0.882                               | Very Good                      |
| Fulfilment            | 5                      | 0.869                               | Very Good                      |
| Website Design        | 4                      | 0.906                               | Excellent                      |
| Customer satisfaction | 4                      | 0.761                               | Good                           |

Cronbach's Alpha Coefficient values for independent and dependent variables in this study are shown in Table 4.1. All of the variables were above the value of 0.6, as shown in Table 4.1. As a result, the questionnaire's questions are reliable.

The Privacy variable that influenced Generation Y in customer satisfaction was measured using five questions. The question in this area had a Cronbach's Alpha result of 0.915, which is excellent. As a result, the coefficient found for the Privacy variable's questions was reliable.

Then, five questions were used to assess the Efficiency factor that influenced Generation Y in customer satisfaction, and the Cronbach's Alpha result for this section's question was 0.882, which indicated very good. As a result, the Efficiency variable's coefficient for these questions was also reliable.

Next, five questions were used to measure the Fulfilment variable, which influenced Generation Y in customer satisfaction. For the question in this section, Cronbach's Alpha result was 0.869, which was very good. As a result, the Fulfilment variable's coefficient for these questions was reliable.

Four questions were used to measure the Website Design variable, which influenced Generation Y in customer satisfaction. The Cronbach's Alpha result for this section question was 0.906, which resulted in Excellent. As a result, the Website Design variable's coefficient for these questions was reliable.

Last but not least, four questions were utilized to measure customer satisfaction among Malaysia Generation Y, and the Cronbach's Alpha result for this section's question was 0.761, which indicated good. As a result, the coefficient obtained for these questions in customer satisfaction among Malaysia Generation Y was also reliable.

### 4.3 Demographics Characteristics of Respondent

Frequency analysis falls within the subject of descriptive statistics. In statistics, the term "frequency" describes how frequently an event happens. A key area of statistics called frequency analysis investigates how central tendency, dispersion, percentiles, and other phenomena were related to the number of occurrences. Part A of the survey asked questions about the respondents' various demographic characteristics, including their gender, race, occupation, monthly income, times using Shopee per month, and the amount spend on Shopee per month. The demographic profiles of the respondents are shown in the table and pie chart below.

#### 4.3.1 Gender

Table 4.2: Number of Respondents by Gender

| Gender | Frequency | Percentage (%) | Cumulative Percentage (%) |
|--------|-----------|----------------|---------------------------|
| Male   | 48        | 32.0           | 32.0                      |
| Female | 102       | 68.0           | 100.0                     |
| Total  | 150       | 100.0          |                           |





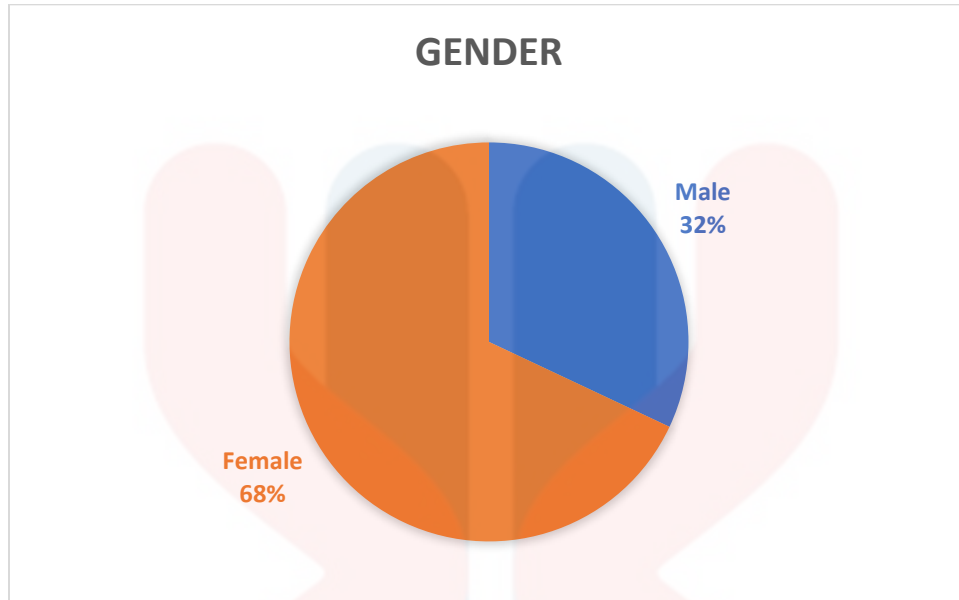


Figure 4.1: Percentage of Respondents by Gender

Figure 4.1 and Table 4.2 both displayed the respondents' gender. Male respondents made up 48 of the total respondents, while female respondents made up 102. Sixty-eight percent (68%) of the 150 responders were women, and the remaining thirty-two percent (32%) were men. According to the proportion, there were thirty six percent (36%) more female respondents than male respondents.

#### 4.3.2 Race

Table 4.3: Number of Respondents by Race

| Race    | Frequency | Percentage (%) | Cumulative Percentage (%) |
|---------|-----------|----------------|---------------------------|
| Malay   | 96        | 64.0           | 64.0                      |
| Chinese | 32        | 21.3           | 85.3                      |
| Indian  | 13        | 8.7            | 94.0                      |
| Others  | 9         | 6.0            | 100.0                     |
| Total   | 150       | 100.0          |                           |

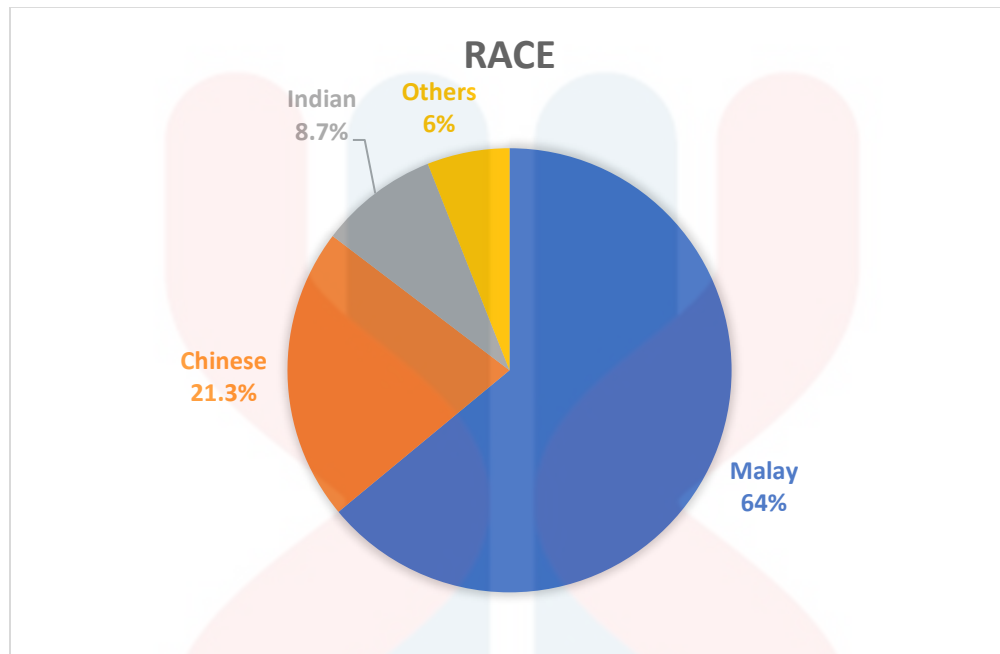


Figure 4.2: Percentage of Respondents by Race

Table 4.3 and Figure 4.2 showed the percentage of respondents by race. There were 96 Malay respondents, 32 Chinese respondents, 13 Indian respondents, and 9 other races respondents. Thus, the largest proportion of questionnaire respondents were Malays 96%. Following were Chinese respondents which were 21.3%, Indian respondents 8.7%, and other races 6%.

### 4.3.3 Occupation

Table 4.4: Number of Respondents by Occupation

| Occupation | Frequency | Percentage (%) | Cumulative Percentage (%) |
|------------|-----------|----------------|---------------------------|
| Student    | 98        | 65.3           | 65.3                      |
| Government | 12        | 8.0            | 73.3                      |
| Private    | 20        | 13.3           | 86.7                      |

|               |     |       |       |
|---------------|-----|-------|-------|
| Self-Employed | 12  | 8.0   | 94.7  |
| Others        | 8   | 5.3   | 100.0 |
| Total         | 150 | 100.0 |       |

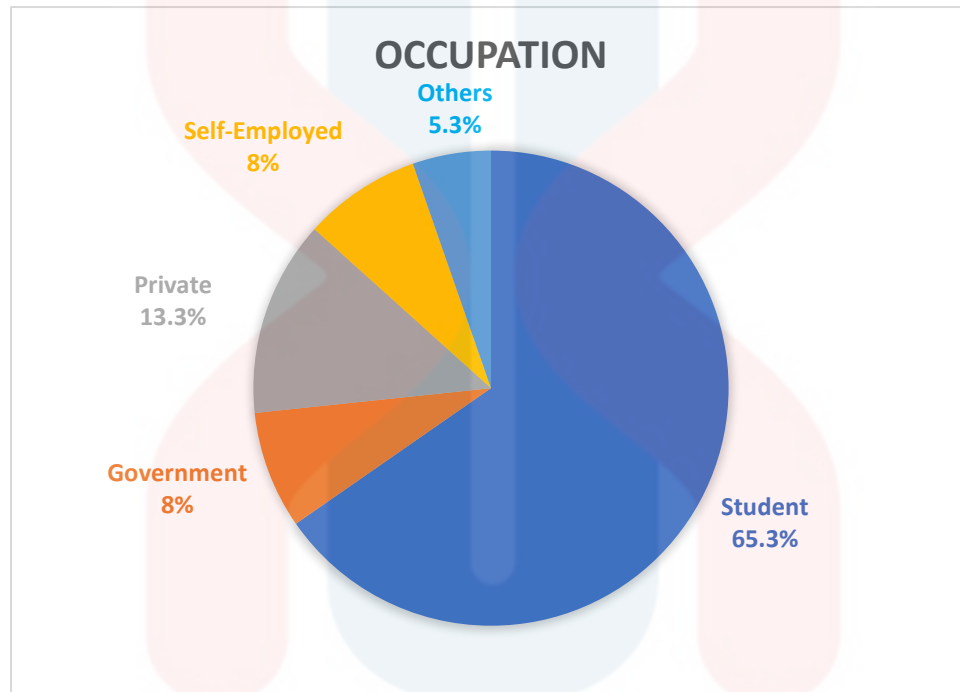


Figure 4.3: Percentage of Respondents by Occupation

Table 4.4 and Figure 4.3 illustrate the occupation of the respondents. From the figure, we saw 65.3% of students, 13.3% of private, and 5.3% of others. Besides, 8% for both government and self-employed. The total number of respondents was 150 people. Most of the respondents were students 98 people, 20 respondents were from private, 12 respondents for both government and self-employed and 8 respondents were from other occupations.

### 4.3.4 Monthly Income

Table 4.5: Number of Respondents by Monthly income

| Monthly Income    | Frequency | Percentage (%) | Cumulative Percentage (%) |
|-------------------|-----------|----------------|---------------------------|
| Less than RM 2000 | 107       | 71.3           | 71.3                      |
| RM 2001 - RM 4000 | 20        | 13.3           | 84.7                      |
| RM 4001 - RM 6000 | 12        | 8.0            | 92.7                      |
| More than RM 6001 | 11        | 7.3            | 100.0                     |
| <b>Total</b>      | 150       | 100.0          |                           |

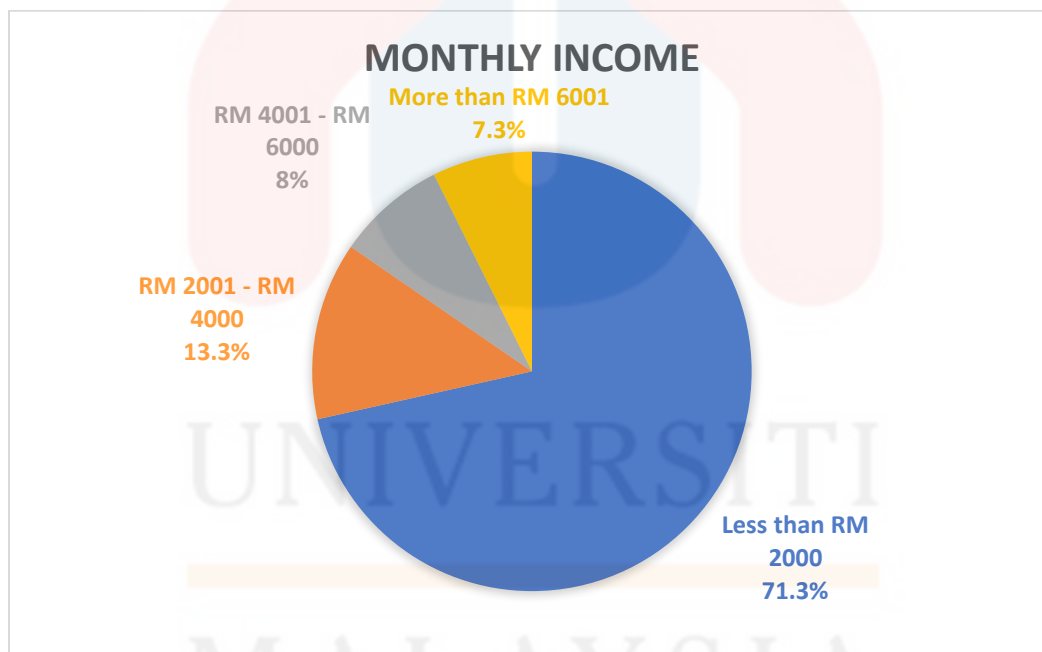


Figure 4.4: Percentage of Respondents by Monthly Income

Table 4.5 and Figure 4.4 showed the monthly income of respondents. From the data, there were 107 respondents with income less than RM2000, 20 respondents with income between RM2001 and RM4000, 12 respondents with income between RM4001 and RM6000, and 11 respondents with income more than RM6001. As the result, most respondents had income that less than RM2000

which is 71.3%, followed by income between RM2001 and RM4000 at 13.3%, income between RM4001 and RM6000 at 8% and income more than RM6001 at 7.3%.

#### 4.3.5 How Often do You Using Shopee for Shopping Per Month

Table 4.6: Number of Respondents by Frequency of Shopping with Shopee Per Month

| Times using Shopee per month | Frequency  | Percentage (%) | Cumulative Percentage (%) |
|------------------------------|------------|----------------|---------------------------|
| Once a month                 | 43         | 28.7           | 28.7                      |
| 2 - 4 times                  | 69         | 46.0           | 74.7                      |
| 5 - 8 times                  | 21         | 14.0           | 88.7                      |
| More than 8 times            | 17         | 11.3           | 100.0                     |
| <b>Total</b>                 | <b>150</b> | <b>100.0</b>   |                           |

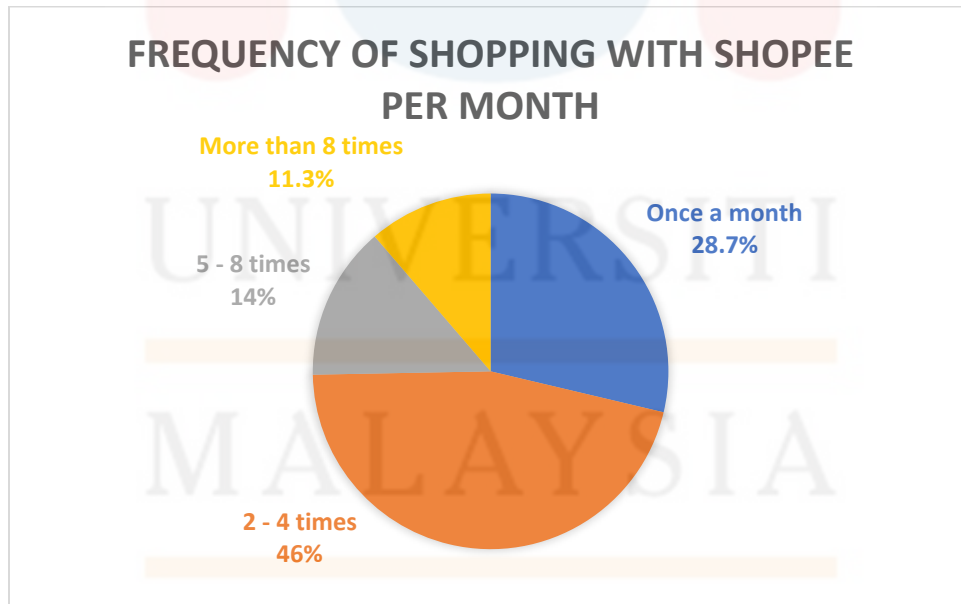


Figure 4.5: Percentage of Respondents by Frequency of Shopping with Shopee Per Month

Table 4.6 and Figure 4.5 showed the frequency of shopping with Shopee per month. From the data, the frequency of shopping with Shopee once a month had 43 respondents, shopping with

Shopee 2 to 4 times had 69 respondents, shopping with Shopee 5 to 8 times had 21 respondents, and the frequency of shopping with Shopee than more than 8 times had 17 respondents. As the result, most respondents that shopped with Shopee were 2 to 4 times, which is 46%, followed by once a month with 29%, more than 8 times with 11% and 5 to 8 times with 14%.

#### 4.3.6 An Approximate Amount You Spend on Shopee Per Month.

Table 4.7: Number of Respondents By Amount Spent on Shopee Per Month

| <b>Amount spend on<br/>Shopee per month</b> | <b>Frequency</b> | <b>Percentage (%)</b> | <b>Cumulative Percentage<br/>(%)</b> |
|---------------------------------------------|------------------|-----------------------|--------------------------------------|
| <b>Less than RM 200</b>                     | 84               | 56.0                  | 56.0                                 |
| <b>RM 201 - RM 400</b>                      | 36               | 24.0                  | 80.0                                 |
| <b>RM 401 - RM 600</b>                      | 14               | 9.3                   | 89.3                                 |
| <b>RM 601 - RM 800</b>                      | 7                | 4.7                   | 94.0                                 |
| <b>More than RM 800</b>                     | 9                | 6.0                   | 100.0                                |
| <b>Total</b>                                | 150              | 100.0                 |                                      |

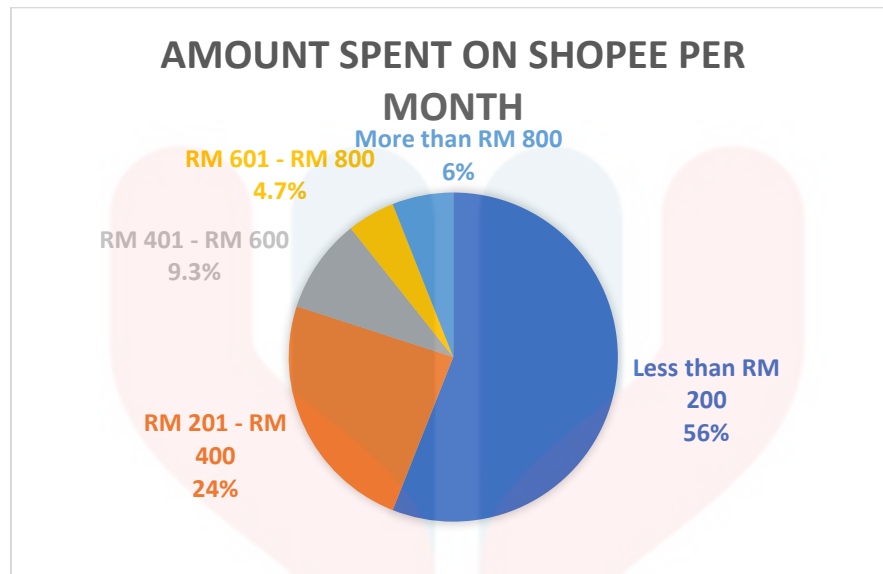


Figure 4.6: Percentage of Respondents by Amount Spent on Shopee Per Month

Table 4.7 and Figure 4.6 illustrate the amount spent on Shopee per month by the respondents. From the figure, we saw 56% of respondents spent less than RM200 per month followed with others RM201 to RM400 by 24%, RM401 to RM600 by 9.3%, more than RM800 by 6% and RM601 to RM800 by 4.7%. The total number of respondents was 150 people. From the table, there were 84 respondents that spent less than RM200 followed by RM201 to RM400 with 36 respondents, RM401 to RM600 with 14 respondents, more than RM800 with 9 respondents and RM601 to RM800 with 7 respondents.

#### 4.4 Descriptive Analysis

In this research, there were 5 variables consisting of one independent variable which was customer satisfaction and four independent variables including privacy, efficiency, fulfilment, and website design. The researcher analysed the mean for each variable.

#### 4.4.1 Overall Mean Score for Dependent Variable and Independent Variable

The overall mean score and standard deviation of each variable were designed based on a 5-Point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree)

Table 4.8 Overall Mean Score for Dependent and Independent Variable

| Variable              | N   | Mean   | Standard Deviation |
|-----------------------|-----|--------|--------------------|
| Customer Satisfaction | 150 | 4.2117 | 0.79940            |
| Privacy               | 150 | 4.1813 | 0.91618            |
| Efficiency            | 150 | 4.1700 | 0.87629            |
| Fulfilment            | 150 | 4.1493 | 0.87935            |
| Website Design        | 150 | 4.1567 | 0.89158            |

According to table 4.8 above, we can describe that customer satisfaction verified a high mean score (Mean=4.2117, Standard Deviation=0.79940). Besides, altogether the four independent variables also scored strongly satisfy mean score where the Privacy score was 4.1813 (Standard Deviation=0.91618), Efficiency score was 4.1700 (Standard Deviation=0.87629), Fulfilment score was 4.1493 (Standard Deviation=0.87935) and Website Design score was 4.1567 (Standard Deviation=0.89158).



#### 4.4.2 Customer Satisfaction

Table 4.9 Descriptive Analysis of Customer Satisfaction

| No. | Item Description                                              | N   | Mean   | Standard Deviation |
|-----|---------------------------------------------------------------|-----|--------|--------------------|
| 1   | My decision to buy from Shopee satisfies me.                  | 150 | 4.2333 | 0.85465            |
| 2   | I can easily found the product that I want when using Shopee. | 150 | 4.3733 | 0.80724            |
| 3   | By purchasing from Shopee, I think I did the right thing.     | 150 | 4.1667 | 0.97221            |
| 4   | I prefer shopping using Shopee rather going to mall.          | 150 | 4.0733 | 1.08743            |

Table 4.9 showed the descriptive analysis of Customer Satisfaction that consists of four questions. It shows the mean of respondents' responses on a customer satisfaction variable according to the Five-Point Likert scale. The average mean for customer satisfaction was 4.2117 based on Table 4.8 To elaborate on this, the mean for question 1 where the respondent's decision to buy from Shopee satisfies them was 4.2333 (Standard Deviation=0.85465). Next, the mean for question 2 where the respondent easily found the product that they want when using Shopee was 4.3733 (Standard Deviation=0.80724). Besides, the mean for question 3 where respondents think they did the right thing by purchasing from Shopee was 4.1667 (Standard Deviation=0.97221). Lastly, the mean for question 4 where the respondents prefer shopping using Shopee rather than going to the mall was 4.0733 (Standard Deviation=1.08743).

#### 4.4.3 Privacy

Table 4.10 Descriptive Analysis of Privacy Variable

| No. | Item Description                                                                                                                                                      | N   | Mean   | Standard Deviation |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------|--------------------|
| 1   | Shopee application can ensure that my transactions, personal information and financial security are secured.                                                          | 150 | 4.2000 | 0.96933            |
| 2   | Shopee in-app sellers will reimburse me because their system control are adequate.                                                                                    | 150 | 4.1067 | 1.05644            |
| 3   | Shopee application can provide accurate service and service information (including buyer or seller credit rating, trading rules, sales activities information, etc.). | 150 | 4.1533 | 1.03455            |
| 4   | Shopee had clearly after sale rules (include complain policies, return policies, etc.).                                                                               | 150 | 4.2533 | 0.97751            |
| 5   | I feel safe from scam and threat when using Shopee.                                                                                                                   | 150 | 4.1933 | 1.02123            |

Based on Table 4.10, the descriptive analysis of the privacy variable consists of five questions. It shows the mean of respondents' responses on the privacy variable Five-Point Likert scale. The average mean for privacy from Table 4.8 was 4.1813. To elaborate, the mean for question 1 where the Shopee application can ensure the respondents' transactions, personal information, and financial security are secured was 4.2000 (Standard Deviation=0.96933). Next, the mean for question 2 where Shopee in-app sellers will reimburse respondents because their system control are adequate was 4.1067 (Standard Deviation=1.05644). Besides, the mean for question 3 where the Shopee application can provide accurate service and service information (including buyer or seller credit rating, trading rules, sales activities information, etc.) was 4.1533 (Standard Deviation=1.03455). Then, the mean for question 4 which was the highest among the five questions where Shopee had

clearly after sale rules (include complain policies, return policies, etc.) was 4.2533 (Standard Deviation=0.97751). In addition, the mean for question 5 where the respondents feel safe from scam and threat when using Shopee was 4.1933 (Standard Deviation=1.02123).

#### 4.4.4 Efficiency

Table 4.11: Descriptive Analysis of Efficiency Variable

| No. | Item Description                                                         | N   | Mean   | Standard Deviation |
|-----|--------------------------------------------------------------------------|-----|--------|--------------------|
| 1   | Using Shopee bring convenient for me.                                    | 150 | 4.3067 | 0.88193            |
| 2   | Shop through Shopee saves my time.                                       | 150 | 4.2333 | 0.95830            |
| 3   | Shopee is easy to find what I need.                                      | 150 | 4.2667 | 0.90980            |
| 4   | When I was purchased on Shopee, they delivered the product very quickly. | 150 | 3.9867 | 1.09291            |
| 5   | When I was visited Shopee App, the page was loaded fast.                 | 150 | 4.1533 | 1.01490            |

Based on table 4.11 is a descriptive analysis of the efficiency variable consisting of five questions. Its shows the mean of respondent's responses on the efficiency variable according to a five-point Likert scale ranging from 3.9867 to 4.3067. The average mean for the efficiency variable was 4.3067. To elaborate, the highest mean for question 1 where the respondents using Shopee bring convenient to them was 4.3067(Standard Deviation=0.88193). The mean of the question 2 where the shop through Shopee saves the respondent time was 4.2333(Standard Deviation=0.95830). Next, the mean of question 3, Shopee is easy to find what respondent need was 4.2667(Standard Deviation=0.90980). Then, the lowest mean of question 4 when I was purchased on Shopee, they delivered the product very quickly was 3.9867(Standard Deviation=1.09291). While, the mean of

question 5 when the respondent was visited Shopee app, the page was loaded fast was 4.1533(Standard Deviation=1.01490).

#### 4.4.5 Fulfilment

Table 4.12: Descriptive Analysis of Fulfilment Variable

| No. | Item Description                                              | N   | Mean   | Standard Deviation |
|-----|---------------------------------------------------------------|-----|--------|--------------------|
| 1   | The products I purchase from Shopee always delivered on time. | 150 | 4.0133 | 1.00993            |
| 2   | The return policies laid in Shopee is customer friendly.      | 150 | 4.1267 | 1.01860            |
| 3   | The Shopee website takes good care of its customers.          | 150 | 4.2133 | 0.94540            |
| 4   | The Shopee website send out the items ordered.                | 150 | 4.2733 | 0.86619            |
| 5   | The Shopee website is truthful about its offerings.           | 150 | 4.1200 | 1.03574            |

Based on table 4.12 is descriptive analysis of fulfilment variable consists of five questions. It shows the mean of respondent's response on the fulfilment variable according to five-point Likert scale range from 4.0133 to 4.2733. The average mean for efficiency variable was 4.2733. To elaborate, the lowest mean for question 1 where the respondents purchase the products from Shopee always delivered on time was 4.0133(Standard Deviation=1.00993). The mean of the question 2 where the return policies laid in Shopee is customer friendly was 4.1267(Standard Deviation=1.01860). Next, the mean of question 3, the Shopee website takes good care of its customers was 4.2133(Standard Deviation=0.94540). Then, the highest mean of question 4 where the Shopee website send out the items ordered was 4.2733(Standard Deviation=0.86619). While, the mean of question 5 where the Shopee website is truthful about its offerings was 4.1200(Standard Deviation=1.03574).

#### 4.4.6 Website Design

Table 4.13: Descriptive Analysis of Website Design Variable

| No. | Item Description                                                                         | N   | Mean   | Standard Deviation |
|-----|------------------------------------------------------------------------------------------|-----|--------|--------------------|
| 1   | The Shopee website makes it easy for me for easy navigation, filter and search facility. | 150 | 4.2400 | 0.91725            |
| 2   | The Shopee website provides accurate information.                                        | 150 | 4.1067 | 1.00433            |
| 3   | The Shopee website provides high quality information.                                    | 150 | 4.1133 | 0.97304            |
| 4   | The Shopee Website uses multimedia features properly.                                    | 150 | 4.1667 | 0.92987            |

Based on table 4.13 is descriptive analysis of website design variable consists of four questions. Its shows the mean of respondent's response on the efficiency variable according to five-point Likert scale range from 4.1067 to 4.2400. The average mean for efficiency variable was 4.2400. To elaborate, the highest mean for question 1 where the Shopee website makes it easy for respondent for easy navigation, filter and search facility was 4.2400(Standard Deviation=0.91725). The lowest mean of the question 2 where the Shopee website provides accurate information was 4.1067(Standard Deviation=1.00433). Next, the mean of question 3, the Shopee website provides high quality information was 4.1133(Standard Deviation=0.97304). Then, the mean of question 4 where the Shopee website uses multimedia features properly was 4.1667(Standard Deviation=0.92987).

#### 4.5 Pearson’s Correlation Coefficient

The test statistic that evaluates the statistical correlation or link between two variables is called Pearson's Correlation analysis. The objective of this analysis is to determine whether the independent variable (Privacy, Efficiency, Fulfilment, and Website Design) and the dependent variable (Customer Satisfaction) are correlated. If a relationship is discovered, the researcher must determine the level of the correlation between the variables. The strength of the variable is evaluated in this section using Coefficient Range Correlation Analysis from Chapter 3, Table 3.3.

#### Hypothesis 1: Privacy

$H_0$ : There is no relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

$H_1$ : There is a relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

Table 4.14: Correlation Coefficient for Privacy and Customer Satisfaction

|                              |                     | Customer Satisfaction | Privacy |
|------------------------------|---------------------|-----------------------|---------|
| <b>Customer Satisfaction</b> | Pearson Correlation | 1                     | 0.848** |
|                              | Sig (2-tailed)      |                       | 0.000   |
|                              | N                   | 150                   | 150     |
| <b>Privacy</b>               | Pearson Correlation | 0.848**               | 1       |
|                              | Sig (2-tailed)      | 0.000                 |         |
|                              | N                   | 150                   | 150     |

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

Table 4.14 displays the significant value, number of cases, and Pearson's Correlation Coefficient for the 150 respondents. If the p-value was less than the significant level of 0.05, it means had a relationship between both variables, the result shows the p-value of privacy and customer satisfaction was 0.000. As a result, the researchers rejected the null hypothesis ( $H_0$ ) for hypothesis one. Thus, there is a relationship between privacy and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. The correlation coefficient of 0.848 suggests a high positive relationship between Privacy and Customer satisfaction because the value was between 0.71 and 0.90.

**Hypothesis 2: Efficiency**

$H_0$ : There is no relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

$H_2$ : There is a relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

Table 4.15: Correlation Coefficient for Efficiency and Customer Satisfaction

|                              |                     | <b>Customer Satisfaction</b> | <b>Efficiency</b> |
|------------------------------|---------------------|------------------------------|-------------------|
| <b>Customer Satisfaction</b> | Pearson Correlation | 1                            | 0.768**           |
|                              | Sig (2-tailed)      |                              | 0.000             |
|                              | N                   | 150                          | 150               |
| <b>Efficiency</b>            | Pearson Correlation | 0.768**                      | 1                 |
|                              | Sig (2-tailed)      | 0.000                        |                   |
|                              | N                   | 150                          | 150               |

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



Table 4.15 present the significant value, number of cases, and Pearson's Correlation Coefficient for the 150 respondents. If the p-value was less than the significant level of 0.05, it means had a relationship between both variables, the result shows the p-value of efficiency and customer satisfaction was 0.000. As a result, the researchers rejected the null hypothesis ( $H_0$ ) for hypothesis two. Thus, there is a relationship between efficiency and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. The correlation coefficient of 0.768 was between the value of 0.71 and 0.90, this indicates a high positive relationship between both variables.

**Hypothesis 3: Fulfilment**

$H_0$ : There is no relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

$H_3$ : There is a relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

Table 4.16: Correlation Coefficient for Fulfilment and Customer Satisfaction

|                              |                     | <b>Customer Satisfaction</b> | <b>Fulfilment</b> |
|------------------------------|---------------------|------------------------------|-------------------|
| <b>Customer Satisfaction</b> | Pearson Correlation | 1                            | 0.812**           |
|                              | Sig (2-tailed)      |                              | 0.000             |
|                              | N                   | 150                          | 150               |
| <b>Fulfilment</b>            | Pearson Correlation | 0.812**                      | 1                 |
|                              | Sig (2-tailed)      | 0.000                        |                   |
|                              | N                   | 150                          | 150               |

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



Table 4.16 represent the significant value, number of cases, and Pearson's Correlation Coefficient for the 150 respondents. If the p-value was less than the significant level of 0.05, it means had a relationship between both variables, the result shows the p-value of fulfilment and customer satisfaction was 0.000. The researchers thereby rejected the null hypothesis ( $H_0$ ) for hypothesis three. Thus, there is a relationship between fulfilment and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. The correlation coefficient of 0.812 was between the value of 0.71 and 0.90, this indicates a high positive relationship between fulfilment and customer satisfaction.

**Hypothesis 4: Website Design**

$H_0$ : There is no relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

$H_4$ : There is a relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

Table 4.17: Correlation Coefficient for Website Design and Customer Satisfaction

|                              |                     | Customer Satisfaction | Website Design |
|------------------------------|---------------------|-----------------------|----------------|
| <b>Customer Satisfaction</b> | Pearson Correlation | 1                     | 0.781**        |
|                              | Sig (2-tailed)      |                       | 0.000          |
|                              | N                   | 150                   | 150            |
| <b>Website Design</b>        | Pearson Correlation | 0.781**               | 1              |
|                              | Sig (2-tailed)      | 0.000                 |                |
|                              | N                   | 150                   | 150            |

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

Table 4.17 illustrates the significant value, number of cases, and Pearson's Correlation Coefficient for the 150 respondents. If the p-value was less than the significant level of 0.05, it means had a relationship between both variables, the result shows the p-value of website design and customer satisfaction was 0.000. The researchers thereby rejected the null hypothesis ( $H_0$ ) for hypothesis four. Hence, there is a relationship between website design and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. The correlation coefficient of 0.781 was between the value of 0.71 and 0.90, this indicates a high positive relationship between website design and customer satisfaction.

#### **4.6 Multiple Linear Regression Analysis**

Multiple linear regression analysis was considered in this research to examine the relationships between four independent variables (privacy, fulfilment, efficiency, and website design) with customer satisfaction.

##### **4.6.1 Multiple Linear Regression Assumptions**

Testing the assumptions of multiple linear regressions is an important task for researchers in utilizing multiple linear regressions. Multiple linear regression is based on the assumptions of linearity, independence, normality, and homoscedasticity.

#### 4.6.1.1 Linearity

The scatterplot matrix was created for all variables. This was one way to examine the linearity assumptions.

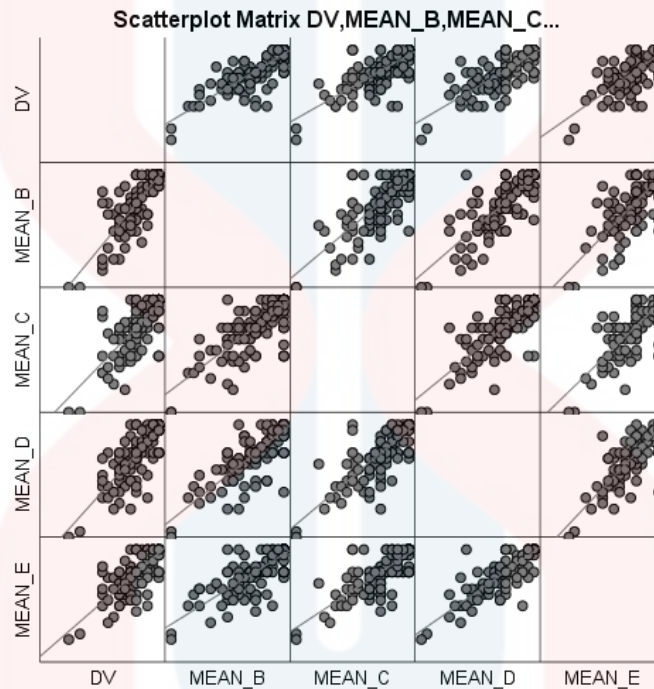


Figure 4.7: Scatterplot Matrix for All Variables

Figure 4.7 scatterplot matrix shows that all of the independent variables were positively scatterplot in the same direction, with the majority of the clustering of the points around a diagonal extending from lower left to upper right. When all the other independent variables were maintained constant, the relationship between the independent variables and the dependent variable was linear. Thus, the linearity assumption of this model was met.

#### 4.6.1.2 Independent

The independence assumption is used to determine whether there is a relationship between the independent variables. We require the result to have no association between the independent variables in order to avoid the multicollinearity problem. Thus, we could check the VIF in the Coefficients Table 4.18 or r in the Correlation Table 4.19 to determine whether there are correlations between the independent variables. The r-value must be 0.85 or below, and the VIF value must be less than 5.

Table 4.18 Coefficients<sup>a</sup>

| Model                     |                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|---------------------------|----------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|                           |                | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1                         | (Constant)     | 3.067                       | 0.667      |                           | 4.599 | 0.000 |                         |       |
|                           | Privacy        | 0.347                       | 0.055      | 0.497                     | 6.294 | 0.000 | 0.261                   | 3.834 |
|                           | Efficiency     | 0.072                       | 0.059      | 0.097                     | 1.222 | 0.224 | 0.260                   | 3.852 |
|                           | Fulfilment     | 0.155                       | 0.070      | 0.213                     | 2.217 | 0.028 | 0.177                   | 5.649 |
|                           | Website Design | 0.109                       | 0.077      | 0.122                     | 1.414 | 0.159 | 0.220                   | 4.553 |
| a. Dependent Variable: DV |                |                             |            |                           |       |       |                         |       |

According to Table 4.18 above, the independent variables (privacy, efficiency, and website design) had a VIF value of less than 5. The conclusion from this table, there is no multicollinearity problem between the independent variables.

Table 4.19: Correlations

|                       |                     | Customer Satisfaction | Privacy | Efficiency | Fulfilment | Website Design |
|-----------------------|---------------------|-----------------------|---------|------------|------------|----------------|
| Customer Satisfaction | Pearson Correlation | 1                     | 0.848** | 0.768**    | 0.812**    | 0.781**        |
|                       | Sig. (2-tailed)     |                       | 0.000   | 0.000      | 0.000      | 0.000          |
|                       | N                   | 150                   | 150     | 150        | 150        | 150            |
| Privacy               | Pearson Correlation | 0.848**               | 1       | 0.798**    | 0.831**    | 0.799**        |
|                       | Sig. (2-tailed)     | 0.000                 |         | 0.000      | 0.000      | 0.000          |
|                       | N                   | 150                   | 150     | 150        | 150        | 150            |
| Efficiency            | Pearson Correlation | 0.768**               | 0.798** | 1          | 0.831**    | 0.801**        |
|                       | Sig. (2-tailed)     | 0.000                 | 0.000   |            | 0.000      | 0.000          |
|                       | N                   | 150                   | 150     | 150        | 150        | 150            |
| Fulfilment            | Pearson Correlation | 0.812**               | 0.831** | 0.831**    | 1          | 0.865**        |
|                       | Sig. (2-tailed)     | 0.000                 | 0.000   | 0.000      |            | 0.000          |
|                       | N                   | 150                   | 150     | 150        | 150        | 150            |
| Website Design        | Pearson Correlation | 0.781**               | 0.799** | 0.801**    | 0.865**    | 1              |
|                       | Sig. (2-tailed)     | 0.000                 | 0.000   | 0.000      | 0.000      |                |
|                       | N                   | 150                   | 150     | 150        | 150        | 150            |

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

The correlation between independent variables is shown in table 4.19. The table above's highlighted figure shows the correlation, or  $r$ , between each independent variable. There is no relationship between any of the variables because none of them was more than 0.85. The independence assumption then was met.

#### 4.6.1.3 Normality

To analyze the data's reliability, the normality assumption is assumed. The P-P plot of the regression's standardized residual and standardized residual histogram for the dependent variable of customer satisfaction could be used to assess it.

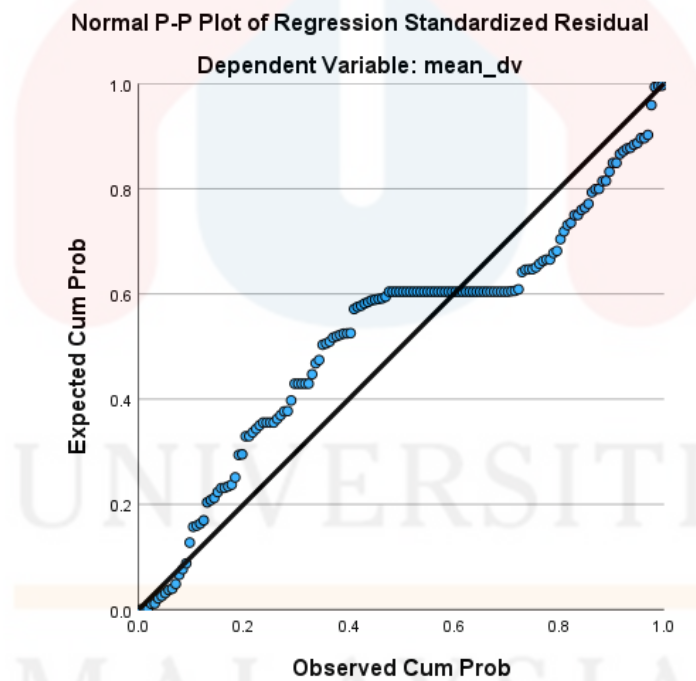


Figure 4.8: P-P Plot of Regression Standardized Residual

Figure 4.8 shows a P-P plot of the regression's standardized residual, with the Y axis representing expected accuracy probabilities and the X axis representing the observed cumulative probability of the standard residual's occurrence. According to the above figure, the point is located

along a 45-degree linear line. In view of this, it may be said that the p-p plot's normality assumption was met.

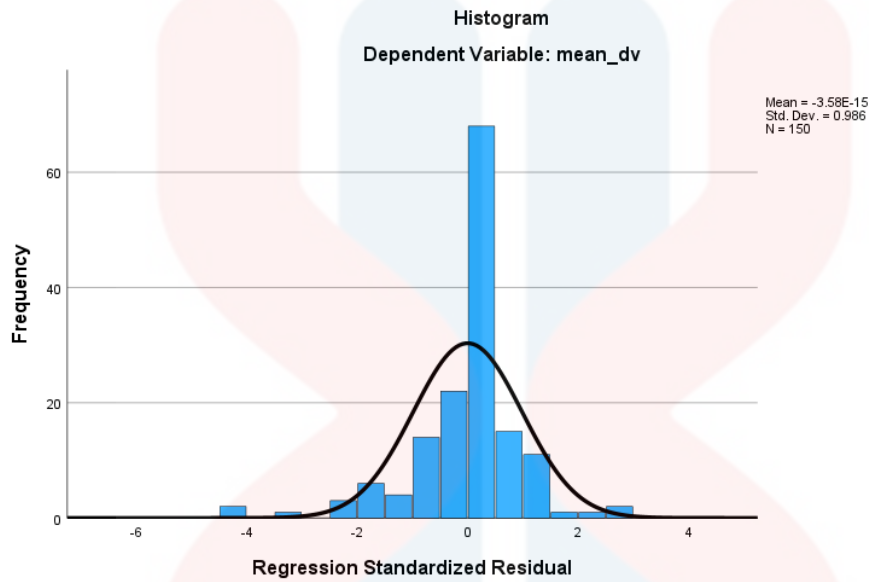


Figure 4.9: Histogram of Standardize Residual

The research's histogram is shown in Figure 4.9, Researchers could analyze how widely distributed the residual is normally using the residual histogram. The residual's histogram displays look reasonably bell-shaped, and it can be said that the normality assumption was met.

#### 4.6.1.4 Homoscedasticity

A residual plot was made, with the y-axis showing the standardized residual and the x-axis showing the standardized projected value. The data points in the plot should have a rando normal distribution above and below the zero-point horizontal line.

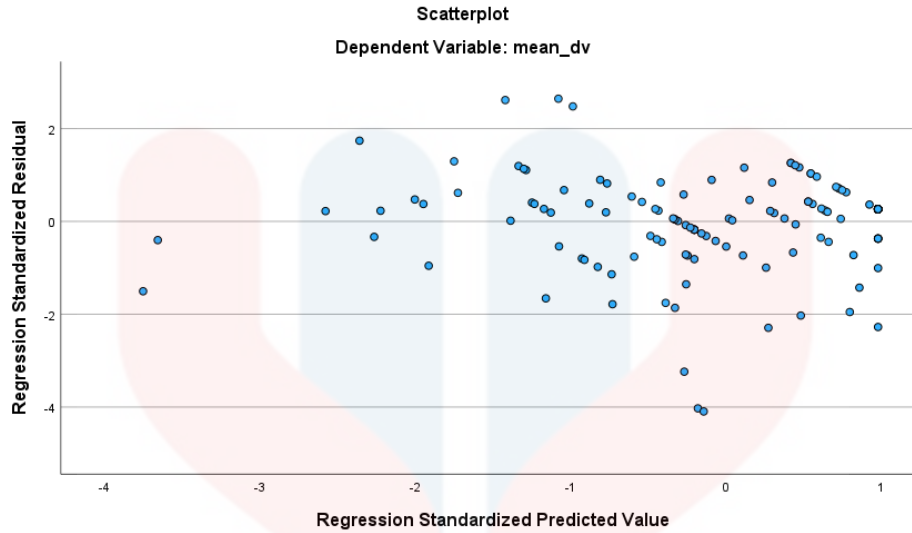


Figure 4.10: Standardized Residual Plot for the Dependent Variable

The residuals were distributed randomly around 0 in figure 4.10 above, and thus will not show any patterns when compared to the predicted value. The standardized residuals scatterplot showed that the residuals had a rectangular distribution with most of the results in the centre. Therefore, the homoscedasticity assumption was met.

#### 4.6.2 Multiple Linear Regression Model

Table 4.20: Model Summary

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0.874 <sup>a</sup> | 0.764    | 0.757             | 1.57498                    |

a. Predictors: (Constant), Privacy, Efficiency, Fulfilment, Website Design

b. Dependent Variable: Customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic.



The table 4.20 revealed that R is 0.874. This value indicates that there was a very good relationship between privacy, efficiency, fulfilment, website design and customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic. The value of R Square is 0.764. This indicates that 76.4% of total variation in customer satisfaction when using Shopee explained by privacy, efficiency, fulfilment and website design. The remaining 23.6% of the total variation was explained by other factors.

Table 4.21: ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 1163.794       | 4   | 290.948     | 117.292 | .000 <sup>b</sup> |
|       | Residual   | 359.679        | 145 | 2.481       |         |                   |
|       | Total      | 1523.473       | 149 |             |         |                   |

- a. Dependent Variable: Customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic.
- b. Predictors: (Constant), Privacy, Efficiency, Fulfilment, Website Design
- c.

Based on Table 4.21, the p-value is 0.000, where it is less than the significant level of 0.05. Therefore, this study is significant, it means at least one of the four variables (privacy, efficiency, fulfilment and website design) can be used to model customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic.

Table 4.22: Coefficients<sup>a</sup>

| Model |                | Unstandardized |            | Standardized | t     | Sig.  |
|-------|----------------|----------------|------------|--------------|-------|-------|
|       |                | Coefficients   |            | Coefficients |       |       |
|       |                | B              | Std. Error | Beta         |       |       |
| 1     | (Constant)     | 3.067          | 0.667      |              | 4.599 | 0.000 |
|       | Privacy        | 0.347          | 0.055      | 0.497        | 6.294 | 0.000 |
|       | Efficiency     | 0.072          | 0.059      | 0.097        | 1.222 | 0.224 |
|       | Fulfilment     | 0.155          | 0.070      | 0.213        | 2.217 | 0.028 |
|       | Website Design | 0.109          | 0.077      | 0.122        | 1.414 | 0.159 |

a. Dependent Variable: Customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic.

Table 4.22 illustrated the table of coefficients. It is used when predicting the value of a variable based on the value of two or more variables against a single variable. According to the table above, Privacy and Fulfilment are significant since the p-value is less than the significant value of 0.05. Based on Table 4.22, it also shows the multiple linear regression model analysis result. From the Beta column, privacy shows the high ranked among the other variable which is 0.497, it is explained privacy is the most important variable to measure the factor of customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic. Followed by the fulfilment variable which the Beta value is 0.213

Hence, the equation of the model for this study is

$$Customer\ Satisfaction = 3.067 + 0.347Priv + 0.155Full \quad (4.1)$$

The model above illustrated privacy had the greatest influence on customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic. It explained, every 1 unit increase in privacy would result in an increase of 0.347 for each unit of the dependent variable (customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic) and at the same time, fulfilment remain constant. In addition, the model above also defines fulfilment had an influence on the dependent variable (customer satisfaction towards Shopee among generation-Y in the post-Covid-19 pandemic) which customer satisfaction would increase 0.155 units for every unit increase in fulfilment.

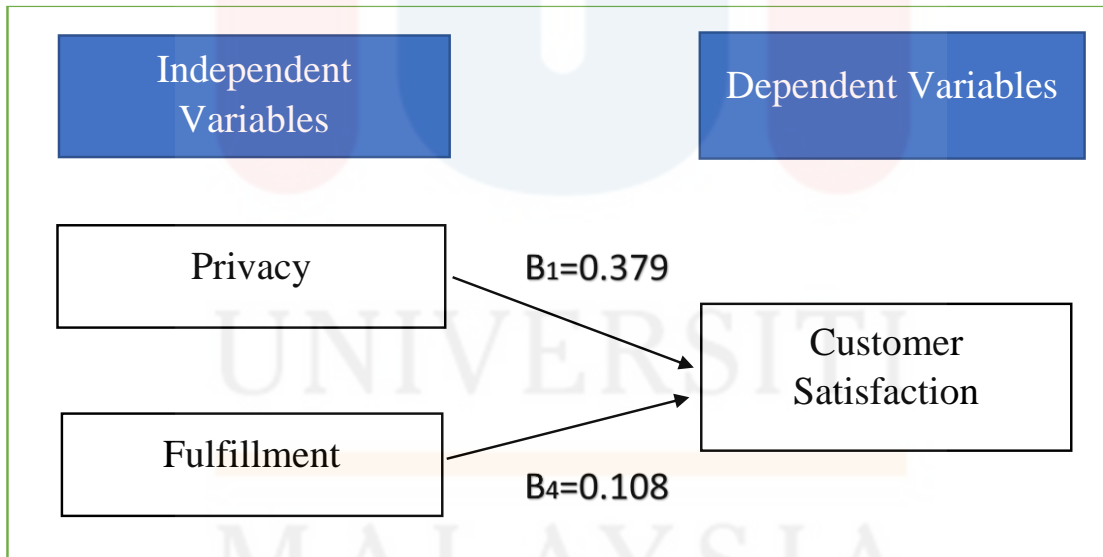


Figure 4.11: Beta for Significant Independent Variables

The framework is illustrated in Figure 4.11 together with the beta value for the significant independent variables and the dependent variable. It was different from the conceptual framework in chapter 3 after the research was conducted. There were only two independent variables (privacy and fulfilment) that had a significant relationship with the dependent variable which is customer

satisfaction. However, the efficiency and website design did not include in the new framework because coefficients for efficiency ( $B=0.224$ ) and website design ( $B=0.159$ ) were insignificant with a p-value greater than 0.05. Thus, both independent variables had no significant relationship to customer satisfaction. Therefore, there were only two independent variables which were privacy and fulfilment variables had a significant prediction of customer satisfaction.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Introduction

In this chapter, researchers explained the findings and discussions about customer satisfaction towards Shopee among generation Y in the post Covid-19 pandemic. This chapter also deliberated the limitations of the study and suggested several recommendations for future study.

#### 5.2 Finding and Discussion

Before distributing all of the questions to the respondents, a pilot test with 30 questionnaires was distributed to determine its reliability analysis. The result of the pilot test showed between 0.761 to 0.915 regarded to Table 4.2. The highest Cronbach's Alpha Coefficient value was privacy which has 0.915 which indicates excellent strength of association followed by website design which was 0.906 also indicates an excellent strength of association. Next, Cronbach's Alpha Coefficient values for efficiency and fulfilment were 0.882 and 0.869 respectively which showed very good strength of association. For the dependent variable which was customer satisfaction indicated a good strength of association with the value was 0.761. It can be summarized here that all variables have met the minimum value requirements for the acceptance of reliability analysis as the value should be more than 0.6 or pass the poor stage of the strength of association.

In the descriptive analysis of the independent variables, privacy had the highest mean values which was 4.1813 and followed by efficiency (4.1700) and website design (4.1567). Fulfillment had the lowest mean for the independent variable at 4.1493. The dependent variable's mean value was 4.2117. Table 4.8 had display all of this mean value. It could conclude that security was the most

influential impact on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

Researchers conducted a correlation analysis to measure the linear relationship between the two variables, which was the study's stated objective. The summary of the correlation analysis was displayed in Table 5.1. There was a high positive relationship between privacy, efficiency, fulfilment and website design with customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. The analysis can be supported by the case study done before by Raman and Annamalai (2011) which explained about privacy has a huge impact on customer satisfaction towards online shopping sites, Duarte et al (2018) said that there was a close association between efficiency and customer satisfaction, Kitapci et al (2014) elaborated that a significant fulfilment has been able to attract the interest of generation Y to buy on the Shopee platform. A past study by Wang et al (2019) also explained that website design has a significant impact on customer satisfaction.

Table 5.1 Summary of Correlation Analysis

| <b>Hypothesis</b> | <b>Significant Value</b> | <b>Correlation Value</b> | <b>Conclusion</b>                          |
|-------------------|--------------------------|--------------------------|--------------------------------------------|
| 1                 | 0.000                    | 0.848                    | Significant.<br>High positive correlation. |
| 2                 | 0.000                    | 0.768                    | Significant.<br>High positive correlation. |
| 3                 | 0.000                    | 0.812                    | Significant.<br>High positive correlation. |
| 4                 | 0.000                    | 0.781                    | Significant.<br>High positive correlation. |

This study also conducted multiple linear regression assumptions which included linearity, independence, normality and homoscedasticity. Table 5.2 showed the summary of multiple linear regression assumption analysis.

Table 5.2 Summary of Multiple Linear Regression Assumption

| <b>Assumption</b> | <b>Result</b> |
|-------------------|---------------|
| Linearity         | Met           |
| Independence      | Met           |
| Normality         | Met           |
| Homoscedasticity  | Met           |

Based on Table 5.2 above, all the results of multiple linear regression assumption were met. In investigating the last objective of the impact of e-service quality on customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic, multiple linear regression analysis had been done in this study. The table 5.3 below illustrated the summary of multiple linear regression analysis.

Table 5.3 Multiple Linear Regression Analysis Summary

| <b>Hypothesis</b>                                                                                                     | <b>Significant Value</b> | <b>Significant Result</b> |
|-----------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------|
| Privacy has an influence to customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.    | 0.000                    | Significant               |
| Efficiency has an influence to customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. | 0.224                    | Not Significant           |



|                                                                                                                           |       |                 |
|---------------------------------------------------------------------------------------------------------------------------|-------|-----------------|
| Fulfilment has an influence to customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.     | 0.028 | Significant     |
| Website design has an influence to customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. | 0.159 | Not Significant |

According to the table above, only two hypotheses had been accepted because there were less than the alpha of 0.05. In addition, it can be concluded that privacy and fulfilment have influenced customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. Hence, the equation for this study was:

$$\text{Customer satisfaction} = 3.067 + 0.347 \text{ Privacy} + 0.155 \text{ Fulfilment} \quad (5.1)$$

It can be concluded that privacy, efficiency, fulfilment and website design could increase the dependent variable which is customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic.

### 5.3 Limitations

The limitation of this study is the difference in the perspective of the respondents. This is because the perspective of each respondent is different because they come from differences in gender, race, occupation, monthly income, shopping budget at Shopee and how often they shop at Shopee.

This study only focuses on the dependent variable which is customer satisfaction and four independent variables which are privacy, efficiency, fulfilment and website design.

The next limitation is the small experimental group such as the researcher only focused on generation-Y and only 150 respondents answered this questionnaire which the researcher prepared on google form and the respondents answered this questionnaire on the online platform and the limitation is the researcher's lack of time to find respondents is very limited.

When the experimental group is small and the limitation is the researcher's lack of time to find respondents, the data obtained is not accurate and authentic. Respondents also did not answer the questionnaire that the researcher distributed carefully and did not understand the requirements of the distributed questionnaire. This is because the respondent only marks the scale points given on the questionnaire without knowing the true meaning and purpose of the questions and rush while answering the questions. Some of the respondents gave neutral answers and this will affect the results of the study because they are in a situation where they either agree or disagree about the question.

#### **5.4 Recommendation for future research.**

There are some suggestions that the researcher can make for future studies so that the study is more organized and can reduce the problems that will be encountered. First of all, education level also plays an important role. This is because not all respondents have the power of thinking level in accordance with the questions organized. So, the recommendation is when the researcher distributes this questionnaire, the researcher should guide and explain in detail the real meaning and purpose of this questionnaire, so the respondent can give the right answer.

Next, how often respondents buy on Shopee for shopping per month? This question may not be appropriate because not all respondents buy online because there are respondents who like to buy physically because they are more satisfied and do not have to wait long for the goods to reach them.

A small experimental group of only 150 respondents and only focused on generation-Y. The next limitation is the researcher's lack of time to find respondents. Then, the data that the researcher will obtain after analysis is also not very accurate. The researcher recommends for future studies, increase the scope of respondents who can answer the questionnaire so that the data is more accurate and valid then spend more time to find respondents so the data that will be obtained is more legitimate.

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## APPENDIX A: Draft of Questionnaire



Dear respondent,

We are undergraduate students of Universiti Malaysia Kelantan (UMK), from the Faculty of Entrepreneurship and Business (FKP). We are doing academic research entitled:

### **Impact of E-Service Quality on Customer Satisfaction towards Shopee among Generation Y in the Post-Covid-19 Pandemic**

This study aims to determine the relationship between E-service quality (ESQ) and customer satisfaction towards Shopee among generation Y in the post-Covid-19 pandemic. To fulfill the completion of academic requirements, it is hoped that you could answer and complete this questionnaire. This survey form will take approximately 5-6 minutes to complete and contains three (3) sections. The information provided by you will be kept confidential and used for academic and research purposes only. Your cooperation and kind service are greatly appreciated. Thank you very much for your time and cooperation.

*Responden yang dihormati,*

*Kami pelajar ijazah sarjana muda daripada Fakulti Perniagaan Dan Keusahawanan (FKP) di Universiti Malaysia Kelantan (UMK). Kami sedang melakukan penyelidikan akademik yang bertajuk:*

### ***Kesan Kualiti E-Perkhidmatan Terhadap Kepuasan Pelanggan Terhadap Shopee Dalam Kalangan Generasi Y Dalam Pandemik Pasca Covid-19***

*Tujuan kajian ini dibuat adalah untuk menentukan hubungan antara E-kualiti perkhidmatan (ESQ) dan kepuasan pelanggan terhadap Shopee dalam kalangan generasi Y Dalam Pandemik Pasca Covid-19. Untuk memenuhi penyempurnaan keperluan akademik, diharapkan bahawa anda boleh menjawab dan melengkapkan soal selidik ini. Borang tinjauan ini akan mengambil masa lebih kurang 5-6 minit untuk dilengkapkan dan mengandungi tiga (3) bahagian. Maklumat yang anda berikan akan dirahsiakan dan digunakan untuk tujuan akademik dan penyelidikan sahaja. Kerjasama dan jasa baik pihak tuan amat kami hargai. Terima kasih banyak atas masa dan kerjasama anda.*

This questionnaire consists of three sections. Section A is about personal detail, Section B consists of the Dependent variable and Section C is about the Independent variable.



**Section A: Demographic/ Demografi**

INSTRUCTION: Please tick (/) if the information below is appropriate to you. Each question should have **ONE** answer only.

ARAHAN: Sila tandakan (/) jika maklumat di bawah sesuai dengan diri anda. Setiap soalan hendaklah mempunyai **SATU** jawapan sahaja.

1. Gender/ *Jantina*
  - Male/ *Lelaki*
  - Female/ *Perempuan*
  
2. Race/ *Kaum*
  - Malay/ *Melayu*
  - Chinese/ *Cina*
  - Indian/ *India*
  - Others/ *Lain-lain*
  
3. Occupation/ *Pekerjaan*
  - Student/ *Pelajar*
  - Government/ *Kerajaan*
  - Private/ *Swasta*
  - Self-Employed/ *Bekerja Sendiri*
  - Others/ *Lain-lain*
  
4. Monthly Income/ *Pendapatan Bulanan*
  - Less than RM 2000/ *Kurang RM 2000*
  - RM 2001 - RM 4000
  - RM 4001 - RM 6000
  - More than RM 6001/ *Lebih RM 6001*
  
5. How often do you using Shopee for shopping per month?/ *Berapa kerapkah anda menggunakan Shopee untuk membeli-belah setiap bulan?*
  - Once a month/ *Sebulan sekali*
  - 2 - 4 times/ *2 - 4 kali*
  - 5 - 8 times/ *5 - 8 kali*
  - More than 8 times/ *Lebih daripada 8 kali*
  
6. An approximate amount you spend on Shopee per month?/ *Anggaran jumlah yang anda belanjakan di Shopee setiap bulan?*
  - Less than RM 200/ *Kurang RM 200*
  - RM 201 - RM 400
  - RM 401 - RM 600
  - RM 601 - RM 800
  - More than RM 800/ *Lebih RM 800*

**Section B: Dependent Variable/ Pembolehubah Bersandar**

Assessment on the dependent variable (DV).

*Penilaian ke atas pembolehubah bersandar (DV).*

This section intends to seek your opinion on **customer satisfaction on Shopee**.

*Seksyen ini bertujuan untuk mendapatkan pendapat anda terhadap **kepuasan pelanggan di Shopee**.*

INSTRUCTION: Please tick (/) the answers that are provided using a 5-point Likert scale. Each question should have **ONE** answer only.

*ARAHAN: Sila tandakan (/) jawapan anda yang disediakan menggunakan 5 titik skala Likert. Setiap soalan hendaklah mempunyai **SATU** jawapan sahaja.*

|                                        |                        |                  |               |                               |
|----------------------------------------|------------------------|------------------|---------------|-------------------------------|
| Strongly Disagree/ Sangat Tidak Setuju | Disagree/ Tidak Setuju | Neutral/ Neutral | Agree/ Setuju | Strongly Agree/ Sangat Setuju |
| <b>1</b>                               | <b>2</b>               | <b>3</b>         | <b>4</b>      | <b>5</b>                      |

**Customer Satisfaction/ Kepuasan Pelanggan**

| No | Questions/ Soalan                                                                                                                                    | 1 | 2 | 3 | 4 | 5 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | My decision to buy from Shoppe satisfies me./ <i>Barang yang dibeli dari Shopee memuaskan hati saya.</i>                                             |   |   |   |   |   |
| 2  | I can easily found the product that I want when using Shoppe./ <i>Apabila menggunakan Shopee, saya mudah mencari barang yang saya inginkan.</i>      |   |   |   |   |   |
| 3  | By purchasing from Shopee, I think I did the right thing./ <i>Dengan membeli dari Shopee, saya rasa saya melakukan perkara yang betul.</i>           |   |   |   |   |   |
| 4  | I prefer shopping using Shopee rather going to mall./ <i>Saya lebih suka membeli-belah menggunakan Shopee daripada pergi ke pusat membeli-belah.</i> |   |   |   |   |   |

**Section C: Independent Variables/ Pembolehubah Bebas**

Assessment on the independent variable (IV).

*Penilaian ke atas pembolehubah bebas(IV).*

This section intends to seek your opinion on **the impact of e-services quality on Shopee**.

*Seksyen ini bertujuan untuk mendapatkan pendapat anda tentang **kesan e-perkhidmatan kualiti terhadap Shopee**.*

INSTRUCTION: Please tick (/) the answers that are provided using a 5-point Likert scale. Each question should have **ONE** answer only.

*ARAHAN: Sila tandakan (/) jawapan anda yang disediakan menggunakan 5 titik skala Likert. Setiap soalan hendaklah mempunyai **SATU** jawapan sahaja.*

|                                               |                               |                         |                      |                                      |
|-----------------------------------------------|-------------------------------|-------------------------|----------------------|--------------------------------------|
| Strongly Disagree/ <i>Sangat Tidak Setuju</i> | Disagree/ <i>Tidak Setuju</i> | Neutral/ <i>Neutral</i> | Agree/ <i>Setuju</i> | Strongly Agree/ <i>Sangat Setuju</i> |
| 1                                             | 2                             | 3                       | 4                    | 5                                    |

**A. Privacy/ Privasi**

| No | Questions/ Soalan                                                                                                                                                                                                                                                                                                                                                        | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Using Shopee app can ensure my transactions, personal information and financial security./ <i>Menggunakan Shopee boleh memastikan keselamatan transaksi, maklumat peribadi dan kewangan saya.</i>                                                                                                                                                                        |   |   |   |   |   |
| 2  | Shopee in-app sellers will reimburse me because their system control are adequate./ <i>Penjual dalam Shopee akan membayar balik kepada saya kerana kawalan sistem mereka adalah mencukupi.</i>                                                                                                                                                                           |   |   |   |   |   |
| 3  | Shopee application can provide accurate service and service information (including buyer or seller credit rating, trading rules, sales activities information, etc.)/ <i>Aplikasi Shopee boleh memberikan maklumat perkhidmatan dan perkhidmatan yang tepat (termasuk penilaian kredit pembeli atau penjual, peraturan perdagangan, maklumat aktiviti jualan, dsb.).</i> |   |   |   |   |   |
| 4  | Shopee had clearly after sale rules (include complain policies, return policies, etc.)/ <i>Shopee mempunyai peraturan selepas jualan yang jelas (termasuk polisi aduan, polisi pemulangan, dsb.).</i>                                                                                                                                                                    |   |   |   |   |   |
| 5  | I feel safe when using Shopee./ <i>Saya merasa selamat apabila menggunakan Shopee.</i>                                                                                                                                                                                                                                                                                   |   |   |   |   |   |

**B. Efficiency/ Kecekapan**

| No | Questions/ Soalan                                                                                                                                                        | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | Using Shopee bring convenient for me. / <i>Shopee membawa kemudahan kepada saya.</i>                                                                                     |   |   |   |   |   |
| 2  | Shop through Shopee saves my time. / <i>Beli-belah melalui Shopee menjimatkan masa saya.</i>                                                                             |   |   |   |   |   |
| 3  | Shopee is easy to find what I need. / <i>Saya mudah mendapatkan barang yang perlu melalui Shopee.</i>                                                                    |   |   |   |   |   |
| 4  | When I was purchased on Shopee, they delivered the product very quickly./ <i>Apabila saya membeli barang melalui Shopee, mereka menghantar barang saya dengan cepat.</i> |   |   |   |   |   |
| 5  | When I was visited Shopee App, the page was loaded fast. / <i>Apabila saya menggunakan aplikasi Shopee, halaman web dimuatkan dengan cepat.</i>                          |   |   |   |   |   |

**A. Fulfilment/ Pemenuhan**

| No | Questions/ Soalan                                                                                                                              | 1 | 2 | 3 | 4 | 5 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | The products I purchase from Shopee always delivered on time. / <i>Produk yang saya beli dari Shopee sentiasa dihantar tepat pada masanya.</i> |   |   |   |   |   |
| 2  | The return policies laid in Shopee is customer friendly. / <i>Polisi pemulangan yang ditetapkan di Shopee adalah mesra pelanggan.</i>          |   |   |   |   |   |
| 3  | The Shopee website takes good care of its customers. / <i>Laman web Shopee menjaga pelanggannya dengan baik.</i>                               |   |   |   |   |   |
| 4  | The Shopee website send out the items ordered. / <i>Laman web Shopee menghantar barang yang dipesan.</i>                                       |   |   |   |   |   |
| 5  | The Shopee website is truthful about its offerings. / <i>Laman web Shopee adalah jujur tentang tawarannya.</i>                                 |   |   |   |   |   |

**B. Website Design/ Reka Bentuk Laman Web**

| No | Questions/ Soalan                                                                                                                                                                          | 1 | 2 | 3 | 4 | 5 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|
| 1  | The Shopee website makes it easy for me for easy navigation, filter and search facility./ <i>Laman web shopee memudahkan saya untuk navigasi, penapis dan kemudahan carian yang mudah.</i> |   |   |   |   |   |
| 2  | The Shopee website provides accurate information./ <i>Laman web Shopee menyediakan maklumat yang tepat.</i>                                                                                |   |   |   |   |   |
| 3  | The Shopee website provides high quality information./ <i>Laman web Shopee menyediakan kualiti maklumat yang tinggi.</i>                                                                   |   |   |   |   |   |
| 4  | The Shopee Website uses multimedia features properly./ <i>Laman web Shopee menggunakan ciri multimedia dengan betul.</i>                                                                   |   |   |   |   |   |