FACTORS THAT INFLUENCED CUSTOMER SATISFACTION IN ONLINE SHOPPING GROCERIES AMONG PEOPLE IN KOTA BHARU, KELANTAN

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DEGREE OF BUSINESS ADMINISTRATION (LOGISTICS ANDDISTRIBUTIVE TRADE) WITH HONOURS
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by

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UNIVERSITI MALAYSIA KELANTAN

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Tajuk Penyelidikan:
Factors That Influenced Customer Satisfaction In Online Shopping Groceries Among People In Kota Bharu, Kelantan**.**

Sekian, terima kasih

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ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)
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NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question	Content of report is written less systematic with include fairly Background of study, Problem Statement,	Content of report is written systematic with include good Background of study, Problem Statement, Research	Content of report is written very systematic with excellent Background of study, Problem Statement,	____ x 1.25 (Max: 5)	

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			and unscientific with unsearchable topic.	Research Objective, Research Question and less scientific with fairly researchable topic.	Objective, Research Question and scientific with good researchable topic.	Research Objective, Research Question and scientific with very good researchable topic.		
2.	**Overall report format (5 MARKS)**	*Submit according to acquired format*	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)	
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)	
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)	
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No.	Criteria						Score
	Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	
3.	**Research Findings and Discussion (20 MARKS)**	Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)	
		Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)	
		Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)	
		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)	
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)	
4.	**Conclusion and Recommendations (15 MARKS)**	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)	
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)	

		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)	
					TOTAL (50 MARKS)		

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ABSTRAK

Tujuan kajian ini dijalankan adalah untuk mengetahui apakah faktor yang mempengaruhi sejauh mana kepuasan penduduk Kota Bharu, Kelantan terhadap membeli-belah runcit secara dalam talian. Reka bentuk laman web, kualiti perkongsian maklumat, dan keselamatan adalah pembolehubah bebas dalam kajian ini; manakala pembolehubah bersandar kajian ialah kepuasan pelanggan. Tiga matlamat kajian ini adalah untuk mengetahui sama ada penduduk Kota Bharu berpuas hati dengan reka bentuk laman web, kualiti maklumat yang dikongsi, dan keselamatan membeli-belah runcit dalam talian. Kaedah kajian kuantitatif telah dipilih dan soal selidik digunakan sebagai instrumen pengumpulan data. Kaedah persampelan rawak digunakan untuk menilai 390 responden dalam kajian ini. Soal selidik berstruktur telah digunakan dalam kajian ini. Soal selidik dan borang Google digunakan untuk mengumpul data. Selain itu, statistik deskriptif, analisis kebolehpercayaan dan korelasi telah dianalisis dalam kajian ini menggunakan Pakej Statistik untuk Sains Sosial Versi 26 (SPSS Versi 26). Kajian ini mendapati bahawa pembolehubah bersandar, kepuasan pengguna terhadap membeli-belah runcit dalam talian di kalangan penduduk Kota Bharu, mempunyai korelasi yang signifikan dengan semua pembolehubah bebas, termasuk keselamatan, kualiti perkongsian maklumat, dan reka bentuk laman web. Hasil kajian ini akan memberi pemahaman yang lebih baik kepada kita tentang faktor-faktor yang mempengaruhi sejauh mana kepuasan penduduk Kota Bharu dengan membeli-belah runcit dalam talian.

ABSTRACT

The purpose of this study was to find out what factors affect how satisfied Kota Bharu, Kelantan, residents are with grocery shopping online. The security, information sharing quality, and website design were the independent variables in this study; whereas the study's dependent variable was customer satisfaction. The three goals of this study were to find out if people in Kota Bharu were satisfied with the security, the quality of information shared, and the website design of online grocery shopping. The quantitative research method was chosen and a questionnaire was used as the instrument for data collection. The random sampling method was used to evaluate 390 respondents in this study. A structured questionnaire was used in this study. The questionnaire and Google form were used to collect the data. Additionally, descriptive statistics, reliability analysis, and Pearson correlation were analyzed in this study using Statistical Packages for Social Science Version 26 (SPSS Version 26). This study found that the dependent variable, consumer satisfaction with online grocery shopping among Kota Bharu residents, was significantly correlated with all of the independent variables, including security, the quality of information sharing, and website design. The results of this study will give us a better understanding of the factors that affect how satisfied Kota Bharu residents are with grocery shopping online.

CHAPTER 1

INTRODUCTION

This chapter discusses the research background, problem statement, research objectives, research questions, as well as the scope and significance of study customer satisfaction in online shopping groceries among people in Kota Bharu. The chapter will start by discussing the background of the study, to introduce the history of the main title. Then, the content will be followed by the subheadings. The subheadings are problem statement, research objective, research question as a purpose to state a clear statement of the study. The content continues with the significance of the research, the definition of the term, and closed with a summary of the chapter.

1.1 RESEARCH BACKGROUND

A procedure of satisfied your customers with your product or service is customer satisfaction. There is no pressure, and for many businesses, it is the difference between success and failure. Satisfaction with your customers is important because it helps you solve problems, keep customers from leaving, and find satisfied customers who can become your supporters. Customers are crucial to a business's existence and growth on the market. Therefore, it stands to reason that businesses wishing to compete must offer valuable and distinctive terms that meet the requirements of their customers. This satisfaction binds not only the emotions that are associated with the purchasing procedure, but also the atmosphere both before and after the purchase (Leninkumar, 2017).

The trend of shopping online is expanding rapidly. A growing number of people shop online to make purchases, get information about products, or just browse for fun. As a result, online shopping environments are increasingly influencing the relationship between markets and their customers. For example, online shopping is divided into many categories which is

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groceries, clothing, car accessories and many more. The goal of online shopping is to provide customers with an easy way to shop. Customers will be able to save money and time while also quickly retrieving all product information with just a few clicks. In addition, they can shop whenever and whatever suits their needs and wants (Wai et al., 2019).

In according with (Vasić et al., 2019), online shopping gives customers more options, more information, and more ways to compare prices and products. It also makes it easier and more convenient for them to find the products they want online. When a customer sees an ad or online promotion on an online platform, it can increase their interest in these particular products from advertisements. The customer may seek assistance by seeking additional information prior to undoing a purchase decision. They will look for them online, such as through online catalogs, websites, or search engines, if there is insufficient information.

1.2 PROBLEM STATEMENT

Security in online shopping is one of the problems that all the customers are arguing about these days. Online shopping has seen a significant rise in recent years. Major e-sellers presently offer customers more choices and item determinations, and physical stores offer their own online sellers to stay to catch a portion of the online shopping market. In addition, the information about online payments is poor. Additionally, due to the pandemic (Covid-19), a lot of people have switched to online shopping for items that they previously purchased from local stores. Unfortunately, cybercrime has increased alongside consumer online activity, resulting in financial losses for unfortunate victims which are a lack of security clearly shown in online shopping (Cui et al., 2018).

Customer demand for high quality is also another problem that is faced by online shopping. Advertising, packaging, product and service features, ease of use, and dependability are all part of the customer experience, as is the quality of a company's customer service.

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However, very few in charge have given much thought to how each decision affects the experience of the customer. No one more is in charge of overseeing everyone's efforts, and even when they do consider it, their definitions of customer experience and expect high quality and fast delivery at low cost (Farah et al., 2018).

Another important problem that affects online shopping is website design. The shopping website itself sometimes vanishes. Customer use cases, for instance, differ between software-as-a-service and online shopping websites. Users of online shopping need to be able to easily sort through thousands of products, so they'll need good search and filtering options, tools for making comparisons, and clear information about processes like shipping. If there is a lack of information in website design, customers might be faced with difficulty filtering products or choosing products or even buying products from online shopping (Cui et al., 2018).

1.3 RESEARCH QUESTIONS

1. Is there any significant relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu?

2. Is there any significant relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu?

3. Is there any significant relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu?

1.4 RESEARCH OBJECTIVES

1. To determine the relationships between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.

2. To determine the relationships between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.

3. To determine the relationships between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu.

1.5 RESEARCH SCOPE

This study focuses on the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu. There are many factors that are influenced by different customer satisfaction on a product by a customer. In that case, customer satisfaction is the main element that gives an impact on online shopping groceries. Moreover, customers nowadays are requesting products with fast and high quality that make it difficult for organizations even from online shopping. Therefore, this study also will notice the barrier factors on customer satisfaction in online shopping groceries. So, this study purpose is about the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu.

1.6 SIGNIFICANCE OF RESEARCH

This study is based on a variety of significant factors. The most important, significant factor focuses on security, the quality of information sharing, and the website design are the factors that influence customer satisfaction in online grocery shopping among people Kota Bharu. This study was conducted because online business must have a thorough understanding of the factors that influence consumer satisfaction in the online shopping in order to improve business performance and increase customer satisfaction.

On the theoretical front, this study adds to the existing collection of research by filling gaps. Besides providing data on two shopper segments identified as important to e-retailers, this study also contributes to a better understanding of the online shopping experience. This management study compares online customer satisfaction to actual purchasing behaviour and identifies ongoing factors that influence online grocery shoppers. This study aims to identify

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the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu.

1.7   OPERATIONAL DEFINITIONS OF KEY TERMS

The terms found in this research study are customer satisfaction, security, the quality of information sharing, website design and online shopping groceries. Below are the operations of this research.

1.7.1 Online shopping groceries

The act of purchasing goods or services from an online retailer using a website or application is known as online shopping. According to Tarhini (2021), claims that the capacity to save time and effort is the reason why internet buying is becoming more and more popular. Additionally, direct and indirect e-stores offer different online purchasing experiences in terms of perception versus reality. Compared to rich nations, developing nations still experience a range of disputes and problems while pushing and making full use of e-commerce (Rossolov, 2021). Online grocery shopping is a form of e-commerce where consumers and companies may purchase groceries and other home goods, frequently online, including perishables.

1.7.2   Security

According to Vasic (2018), security is a multifaceted concept. Consumer authenticity is the second dimension, whereas the first is concerned with data and transaction security. The perceived level of security is the most crucial and challenging problem for potential purchasers. When buying goods or services online, customers will disclose financial or personal information and intend to do so with confidence if the website's security guarantees live up to their expectations, demonstrating the significance of security in luring and keeping customers as ardent supporters of regular online store services.

1.7.3 Quality of information sharing

According to Tzeng (2020), when considering the efficacy of using a website, especially when doing pre-purchase information searches for goods and services in e-commerce, information quality is a crucial consideration for customers. Product information also includes specifics about a product's characteristics, customer reviews, evaluations, and service information including FAQs, announcements of sales, membership information, and purchase and delivery information.

1.7.4 Website design

According to Samar (2017b), designing a website is crucial, especially for internet businesses. This is due to the fact that the most crucial element in online commerce is the information's accessibility on the website. Additionally, since the website serves as a vendor, it must have pertinent information. Websites streamline product choices and cut down on time spent looking (Rahi et al., 2017b). Users are always encouraged to make online purchases by the quality of the content on websites (Samar et al., 2017c).

1.7.5 Customer satisfaction

One of the key principles in the realm of marketing is customer happiness (Chiu & Cho, 2019). In addition, satisfaction is an emotional state that may discern how an individual feels and reacts to their complete experience of transacting with an online shop (Faraoni, 2018; Pandey & Chawla, 2018).

1.8 ORGANIZATION OF THESIS

This thesis is organized into five chapters. Chapter One provides the background of study, research problems, literature gap, research objectives, and research questions. There is also the scope and significance of study. Finally, definitions of terms are presented.

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Next, Chapter Two covers the main body of literature regarding. The literature review of this study focuses on previous researchers' discussions of earlier study. All of the factors will be highlighted and discussed in depth in this chapter. The independent variables and dependent variables of the study have been defined. The related literature on the security, quality of information sharing, the website design and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan have been reviewed in this chapter. This chapter will also cover hypothesis construction by relating the dependent variable and independent variables.

Chapter Three presents the research methodology of the present study. The research methodology which is target population, sample size, sampling method, data collection, research instrument, data analysis, and chapter summary are all used to carry out this study.

The results and data analysis are presented in Chapter Four, particularly reliability analysis, demographic characteristic of respondents, descriptive analysis and Pearson's coefficient analysis. Furthermore, this chapter discusses and summarizes the results and the findings of present study. In short, this chapter gives an explanation of the results relating to each hypothesis, with detailed explanations. Also, it contains the answers of research objectives developed in Chapter One.

Then, Chapter Five continues with a conclusion derived from the analysis in the previous chapter. It points out the implications of the findings for the theory and literature on the factors that influence customer satisfaction among people in Kota Bharu, Kelantan. This chapter will discuss the reconciliation of study, the finding and discussion about the security, quality of information sharing, the website design and customer satisfaction in online shopping. Furthermore, this chapter also deliberated the limitations of the study and suggested several recommendations for future study.

1.9 SUMMARY

The study background and descriptions of issues related to consumer satisfaction in online grocery shopping among people in Kota Bharu, Kelantan are presented in this introduction chapter and serve as a framework for the formulation of research questions and objectives. The purpose of the research is then described, and then its importance is discussed. Then, each operational definition of each essential phrase is provided, and ultimately, the thesis's organisation is briefly explained. The supporting theory for this research will be highlighted in the following chapter, along with thorough justifications for every variable used in this research.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

The literature review of this study focuses on previous researchers' discussions of earlier study. All of the factors will be highlighted and discussed in depth in this chapter. This study aims to examine the factors that influenced customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan. Meanwhile, the theoretical framework's evolution will be examined, with the link between the dependent variable and independent variables provided. The independent variables and dependent variables of the study have been defined. The related literature on online shopping, the security, quality of information sharing, the website design and customer satisfaction of the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan has been reviewed in this chapter. This chapter will also cover hypotheses construction by relating the dependent variables and independent variables.

2.2 ONLINE SHOPPING

Online shopping has grown in popularity as a shopping strategy among customers. This new shopping idea provides potential customers with a diverse choice of items, as well as various business options and a sizable market. E-commerce has developed fast in recent years as a consequence of the various advantages of online purchasing, such as simpler transactions and lower costs when compared to previous ways of shopping. Anyone may buy a range of goods or services online more quickly, with more selections, and at a lower price. (Cuneyt Koyuncu; Gautam Bhattacharya, 2017). Thus, online shopping has become a popular shopping method ever since the Internet has declared a takeover.

2.2.1 ONLINE SHOPPING IN MALAYSIA

Online shopping in Malaysia is encouraging consumer growth. 80% of Malaysians make online purchases of goods or services (Simon and Sarah, 2019). The practical benefits of online shopping have increased consumers' desire to make transactions there (Ratih et al., 2020). In addition, compared to going shopping the traditional way, internet buying can save time and energy. According to the Malaysian Communications and Multimedia Commission's (2018) findings, those between the ages of 20 and 30 make up the majority of those who adopt e-commerce. This result is in line with the findings of EcInsider (2019), which also indicated that this age group makes up the majority of internet customers.

2.3 CUSTOMER IN KELANTAN

Malaysia's state capital and Royal City of Kelantan is Kota Bharu. In Malay, the name of Kota Bharu means "new city" or "new castle. It is ranked 10th on the list of Malaysia's largest cities and has approximately 600,000. The majority of Kota Bharu's people are with Muslims with 70% of the population followed by other races. Most of the time, the people who live in the outskirts are Christians. The nearby Chinese people group which are essentially metropolitan practice fundamentally Buddhism. The Pan-Malaysian Islamic Party is in charge of the local state government. According to the Data from World Population Review, there are about 357, 541 people in Kota Bharu, Kelantan and its population is mainly Kelantanese Malay people.

2.4 CUSTOMER SATISFACTION

According to Mascarenhas, J.B. (2018), stated how satisfied a customer is with a product, its quality, and their whole experience is measured by their level of customer satisfaction. It shows whether or not a customer is satisfied to interact with a business. It is crucial for determining how successful a business is. Recent research on customer happiness

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across several industries suggests that physical and psychological dynamics taking place in a three-dimensional area influence consumer satisfaction (Suhartanto et al., 2018). An developing industry with significant future potential is online shopping. Thus, examining satisfaction generation in various target industry sectors is vital when seeking to understand the factors that influence consumer satisfaction. According to Kumar & Velmurugam (2017), customers are more likely to be satisfied with their purchases at an online store if everything goes according to plan, and research has shown that customers are more likely to be satisfied and make additional purchases on the same website. Essentially, purchasing products online is the most convenient way to reach customer satisfaction.

2.5 UNDERPINNING THEORY

There a few theories which relate to customer satisfaction:

2.5.1 SERVQUAL Model Theory

In 1988, American marketing experts such as Valarie Zeithaml, A.Parasuraman, and Leonard Berry introduced the SERVQUAL Model. This is because the service quality model is a method to know and measure the quality of service provided by customers. This is primarily concerned with the advancement of the quality system in the field of product quality. In fact, can improve the quality of related services to become more important from time to time. Therefore, better service quality may be provided .

According to Mason (2021), previous study on the impact of the pandemic has focused on customer satisfaction as well as measures to prevent. However, the impact of the epidemic on customer outcomes has received less attention. This causes the SERVQUAL Model being used to study changes in customer social media behaviour since the outbreak occurred. Nevertheless, the parameters for providing customer satisfaction have caused significant

changes in the post-pandemic world (Monmousseau et al., 2020; Srivastava and Kumar, 2021; Wu et al., 2021).

In addition, customer satisfaction will result if efficiency in good service will increase engagement and relationships between customers (Chang et al., 2017). This is so that firms may be more competitive in the market by using the SERVQUAL framework in this study to assess service quality, which is linked to high levels of customer satisfaction. This approach for evaluating service quality considers five factors, including tangibility, dependability, responsiveness, assurance, and empathy. Determining service problems and client happiness can therefore lead to great service quality.

2.5.2 Customer Satisfaction Theory

According to Chiu (2019) customer satisfaction is the primary principle of interest in marketing. In this context, the term "satisfaction" refers to an emotional state that includes a customer's reaction to their complete shopping experience with an online retailer (Faraoni et al., 2018; Pandey & Chawla, 2018). This suggests that if a consumer is happy, the affective rather than the cognitive part may be more significant. Customer satisfaction can also be characterised as the user's affective attitude toward a connection, and affective experience, like cognitive experience, has a significant impact on customer satisfaction and nice word in a successful buying setting (Barari et al., 2020).

In addition, the Internet developed this concept because online shoppers spend a lot of time searching and gathering high-quality product or store information, which greatly influences customers' purchasing decisions. Satisfied customers are also more loyal to a brand or store than customers who rely on other factors, such as time constraints and lack of information (Ahmad et al., 2017). As a result, in order to achieve and maintain a competitive advantage, customer satisfaction and its measurement are critical in any business (Ramlawati

& Putra, 2018). The strength and competitive advantage of a business are built on the quality of service and the satisfaction of stakeholders such as customers and suppliers.

2.6 PREVIOUS STUDY

There are some explanation about precious study:

2.6.1 Security

Consumers who purchase online take security seriously and believe it to be a key issue. Security is defined by Park & Kim as the capacity of online retailers to manage and maintain the security of data transactions. Furthermore, Park & Kim (2012) highlighted that security assurances play a crucial part in building trust, which helps consumers feel less concerned about the exploitation of their personal information and vulnerable transactions. Customers may be willing to share their personal information if security issues can be addressed and consumer expectations are met. According to a 2013 research by Raman and Viswanathan, e-security has a favourable and substantial impact on consumers' purchase decisions. The section for all security-related operations, such as the security of e-commerce websites, is included. Because their personal information is secure and not being misused by careless parties, consumers feel confident and secure making purchases from online stores. It was discovered that two characteristics of website personality, namely transaction security and payment system, are constituents of perceived security. Aggarwal and Rahul (2018) explicate a comprehensive model to explain the impact of perceived security on consumer purchase intentions and how it contributes to trust and satisfaction towards online shopping context. The research made an effort to investigate the connections between security and consumer interactions.

2.6.2 Quality of information sharing

The performance of a firm is significantly impacted by the exchange of information. Individual studies conducted in the past suggest that knowledge sharing may influence consumer satisfaction. However, the majority of research focuses on exploring the link between information sharing and consumer happiness. Evaluation of client satisfaction with information exchange is therefore important. Product information provides details about a product's features, consumer feedback, assessment reports, and so on. Service information includes frequently asked questions, promotional notifications, membership information, purchase and delivery information, and so on (Tzeng et al., 2020). Before establishing a purchase intention or a commitment to buy, online visitors to a seller's website browse the web pages and seek for relevant product data (Pandey & Chawla, 2018).

In recent years, the expansion of e-commerce has been exponential. An online transaction starts when a seller advertises items for sale, buyers show interest, evaluate the products' specs, pricing, and delivery options, buy the items they desire, and then finish the checkout procedure (Ribadu & Rahman, 2019). A magic word known as the Internet has emerged as a result of the development of information and communication technology (ICT), and it is crucial to our day-to-day existence (Pauzi et al., 2017).

Although the Internet's one of its main advantages is the ability to streamline information searches and facilitate transactions. Advances in machined website technology usage require that e-retailers not only present product information but also foster positive relationships with customers by providing a positive shopping experience., which is essential for the long-term success of online retail (Brusch et al., 2019; Sharma & Aggarwal, 2019).

Customer assessment of the quality of the information shown on a mobile commerce application is known as information quality. Content adequacy (reliability, sufficient, and

fullness of the information presented) and content usefulness are the two characteristics that make up information quality (informativeness and valuableness of information displayed). People who have access to the Internet at home, on computers, or on mobile devices are referred to as internet users (Rayamajhi, 2017). In the previous few years, both the internet and its user base have grown quite quickly. When the internet is used for transactions including the purchase and sale of goods and services, a practise known as "e-commerce," there is a vast potential for this (Kurniawati, 2017).When customers buy online, they look for pleasure, enjoyment, relaxation, and amusement as well as deals and bargains for items. They also compare prices from other online merchants and select the lowest acceptable comparable price (Pandey et al., 2019). The purpose of the study was to investigate the connections between customer happiness and information quality.

2.6.3 Website design

According to online marketing research, consumers shop online because of advantages like the availability of a wide range of products and the assurance of dependable delivery options (Xiao et al., 2018). These factors significantly increase website satisfaction and positively influence consumers' attitudes toward online shopping (Tzeng et al., 2020). Alam et al. (2008) discovered that one of the distinctive characteristics influencing the online retail Journal of Marketing Development and Competitiveness 2010 environment is website design. Shergill and Chen (2005), identified web site design elements as the key factor dictating how consumers see online shopping. According to a 1999 study by Ho and Wu, the most important factors that affect online purchases are site reliability and aesthetics. Online shoppers may assert that they want to receive the right quantity and quality of the items they have ordered within the allocated time frame from the e-retailers. In addition, customers had to send in exact invoices. (Jun et al., 2004). This research includes a section on product diversity since young people in Malaysia are likely to look for a range of items given that they frequent shopping

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centres nearly every weekend. Product diversity has been identified as a key element impacting e-satisfaction in studies like Ahn et al. (2004), Szymanski and Hise (2000), and Athanassopoulos et al. (2001), time and money savings are the two main advantages of online shopping. According to Devaraj et al. (2002), time efficiency and store efficiency are stated as time cost and price savings, respectively. These elements contribute to satisfaction.. Studies by Lee and Joshi (2007), Ahn et al. (2004), Ho (2004), Grewal et al (2004), and Shih (2004) discovered a substantial relationship between delivery performance and customer satisfaction. In order to better understand these links, the study looked at how website design and consumer happiness are related.

2.6.4 The relationship between security, quality information sharing, website design and customer satisfaction

Customer satisfaction is seen as the primary marketing objective and a key topic of focus in the field of marketing (Chiu & Cho, 2019). Customer happiness is always essential to a company's success. Many research have been done to determine the elements required to satisfy online clients. Information quality, website layout, financial stability, and consumer perception all affect customer happiness. Customer happiness, which may be affected by security, privacy, trust, and quality, is a key factor in determining whether online shopping is successful or unsuccessful. Websites should provide clear and thorough photos and information in order to satisfy customers who buy products online but cannot see or touch them in person. The most influential factors on online customer satisfaction are information, task suitability, transaction capability, and response time.

According to Shergill and Chen (2005) said that the primary factor affecting how customers see online buying is web site design aspects. Through their websites, which are essentially information systems, customers first communicate with stores. As a result, the

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client's purchasing experience is significantly impacted by the information system's architecture. Website design's usefulness has been investigated. The ease with which visitors may traverse a website is known as usability. Website download times and how information is arranged and incorporated into the visual design layout have an impact on usability. The ability to easily navigate an interface is essential for influencing traffic and sales. For instance, online merchants who make it simple for customers to find and assess things could charge more for time-sensitive clients. For customers to have a better online experience, product information and website design are essential. Because of how frequently people now use the Internet, e-commerce has undergone significant change. Retailers must plan their websites with customers' preferences in mind if they want to succeed in e-commerce. Customers are becoming more picky and discerning while utilising online purchasing platforms since there are so many of them available. In order to develop websites that meet consumer needs and aid businesses in achieving their profit goals, merchants must be aware of the attitudes and behaviour intents of their target market.

According to Gunawan & Ayuningtiyas (2018), the information about the products and services that are available for online purchase should be provided in the online shop's information. Using this information, which ought to be pertinent and valuable, one should be able to estimate the worth and utility of products and services. To satisfy the information requirements of online consumers, the information offered about products and services must be accurate, consistent, and easy to understand. According to consumer views of the site's information about its items or services, more high-quality information offered to quality online shoppers would boost their interest in acquiring these things (Ikhsan & Krisnadi, n.d.). How much product and service information is relevant and beneficial for internet buyers in making predictions. Information is defined as data that has been processed into a form that has meaning for the recipient and has actual worth and is felt for present actions or future decisions by

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(Rachmawati et al., 2019). Facts relating to a company's products and services, such as pricing, descriptions, and reviews, are included in information about them. the assessment of accuracy, completeness, timeliness, relevance, and consistency. Due to the dynamic and interactive nature of information in online environments, e-commerce businesses may considerably help customers by empowering them to make better judgements when choosing products. This could increase user happiness and website visitor confidence. Early on in the purchasing process, purchasers are advised to look for pre-purchase information. Customers explore and review products online before the Christmas buying season. Retailers must present consumers with important information, such as the offer's expiration date, in order to reduce unfavourable opinions of a campaign. To increase customer satisfaction, all shopping-related information should be current, sufficient, consistent, and simple to grasp. Prior empirical studies have demonstrated the significant and favourable impact of information quality on customer satisfaction. Similar results were achieved, and the association was repeated in an Asian setting. The accessibility of information, as a particular aspect of information quality, also has a significant impact on customer happiness.

The most important and challenging issue for customers who want to make online purchases of products or services is perceived security, especially if the website that facilitates the transaction has vulnerabilities (Belanger et al., 2002; M. Kim et al., 2011). If they are convinced that the website's security guarantee meets their expectations, they will expose financial or personal information and intend to make purchases, which emphasises the significance of security in attracting and retaining customers as devoted users of online retailers (Park & Kim, 2003). "Perceived security" is the arbitrary probability that customers feel the information they divulge online during transactions won't be taken, recorded, or shared with unauthorised parties. According to Chang and Chen (2009), customers' subjective perception of risk, which includes both the chance that the transaction is safe and the perceived objective

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security of the website, is a key component in the adoption of e-commerce (Roca et al., 2009). As perceived security risk decreases, consumers' favourable perceptions of security will increase their contentment, as seen by an increase in satisfaction with the performance of online retail services (Massad et al., 2006; Park & Kim, 2003; Szymanski & Hise, 2000).

2.7 CONCEPTUAL FRAMEWORK
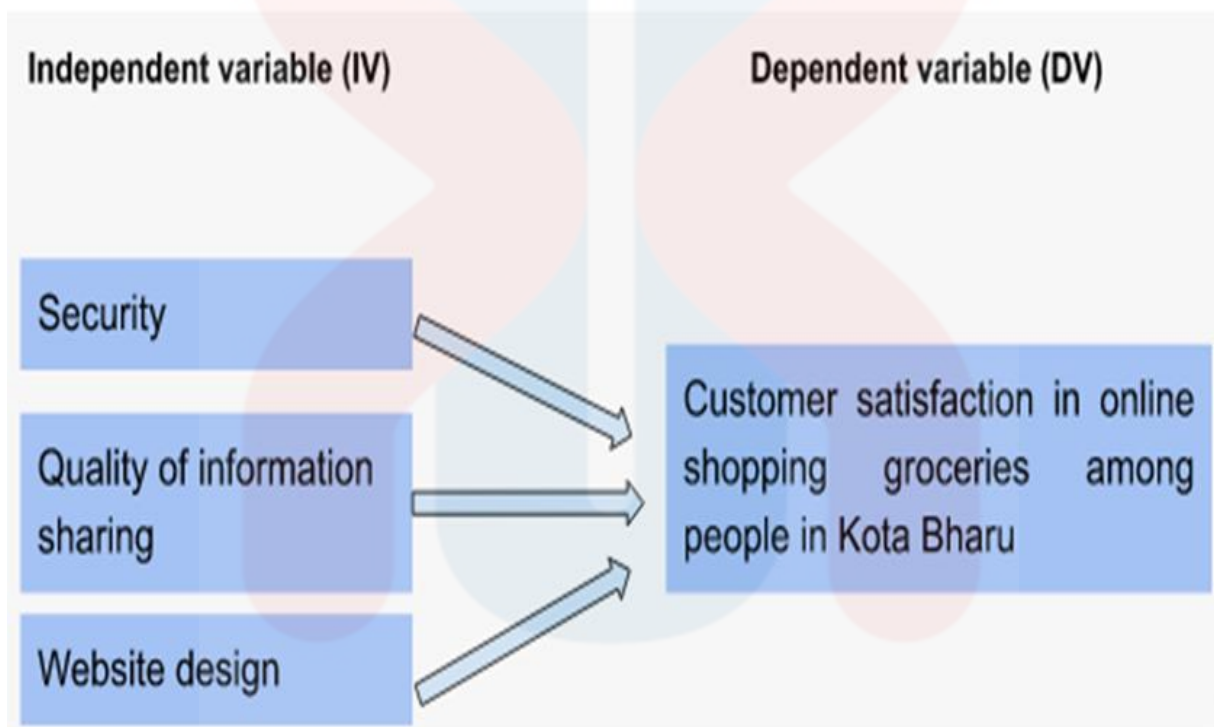
Figure 2.1: The Conceptual Framework of the study

2.8 HYPOTHESES STATEMENT

From this wide conceptual framework, hypotheses theories are connected with every relationship and build could be determined for test. The conceptual framework proposes three relationships:

H1: There is a positive relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.

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H2: There is a positive relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.

H3: There is a positive relationship between website design and customer satisfaction in online shopping groceries among people in Kota Bharu.

Table 2.1: Summary of research objectives, questions, and hypotheses in this study

Research objectives	Research questions	Research hypotheses
1. To determine the relationships between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.	1. Is there any significant relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu?	H1- There is a positive relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.
2. To determine the relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.	2. Is there any significant relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu?	H2- There is a positive relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.

3. To determine the relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu.	3. Is there any significant relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu?	H3- There is a positive relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu.

2.9 SUMMARY

The summary in this chapter shows the factors that influenced the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan. The conceptual framework issued is to be developed in accordance with the literature review aimed at analyzing between the dependent variables and independent variables.

CHAPTER 3

RESEARCH METHODS

3.1 INTRODUCTION

The focus of this chapter is research methodology. The study's research methodology is outlined in this chapter. The research methodology used to carry out this study is presented in this chapter and includes the research design, target population, sample size, sampling method, data collection, data instrument, data analysis, and conclusion.

3.2 RESEARCH DESIGN

In accord with Asenahabi (2019) research is a methodical approach to problem-solving and discovering new information. Another way to think of research is as a methodical process by which human knowledge is discovered and improved. Within the practical constraints of location, time, money, and the researcher's availability, the primary focus of design is on the aims, uses, purposes, intentions, and plans. by means of a structure plan that explains how the main parts of the research work together to try to answer the questions in the research.

The term "research design" refers to a strategy for answering a research question, which is defined as the researcher's logical combination of various research components in order to deal with the research problem with the assistance of the chosen method. It was divided into qualitative and quantitative research groups (Ridder, 2017).

The study's objective is to find out what factors influence customer satisfaction in online shopping groceries among people in Kota Bharu. After evaluating the security, the quality of information sharing and website design will be able to prepare a proper method.

Quantitative research was used in this study. A quantitative study is one that uses strategies like surveys and questionnaires to measure the numerical data gathered during an

overview inquiry. In order for speculations based on the findings to have a greater basis in fact, the study requires a larger sample size (Ridder, 2017).

3.3 DATA COLLECTION METHOD

There is a data collection method:

3.3.1 Primary data

Primary data is the original data collected by the researcher. In this case, the researcher will conduct a study to obtain data that has not been obtained by anyone. In this study, data was obtained from questionnaire responses distributed to respondents among residents in Kota Bharu. Additionally, google forms were used to gather the primary data for this survey. This is due to the fact that by circulating the questionnaire, it might increase the accuracy and reliability of the data gathered. The questionnaire will be circulated via social media platforms like Whatsapp, Telegram, and others while being done online utilising the Google Forms platform. For this study the researcher choose 390 respondents by distribute questionnaire form.

3.4 RESEARCH INSTRUMENT DEVELOPMENT

The researcher collects the data through Google Form for questionnaires for the instruments. An instrument is a method used to gather data for research. Questionnaires are tools for gathering information needed in this survey. A checklist is created to make sure that all of the required information has been retrieved. It is simple and quick to evaluate the rating scale that is used in questionnaires. Closed-ended questions range from strongly agreeing to strongly disagreeing are used to generate the questionnaires. This is developed to ensure data collecting is easier. Numerous techniques, such as face-to-face interviews and structured questionnaires, can be used by researchers to gather data. The researcher will construct a series of questions based on the study's characteristics, such as elements that influenced customer

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satisfaction online shopping groceries in Kota Bharu, Kelantan. The questionnaire is rated on a 5-point Likert scale.

The purpose of this research is to more about customer satisfaction with regard to information sharing, quality of information sharing and the customer relationship with the seller. The questionnaire is divided into Parts A, B, and C. The survey's section A will be filled out by respondents to offer broad demographic information. The independent variables in section B will be the degree of information sharing, the quality of information sharing, and the buyer-seller relationship. Customer relationship with the seller will be the independent variables in section B. Section C will discuss the dependent variable, customer satisfaction. All of the questions that the researcher asks the respondent in the questionnaire are regarded as closed-ended questions. Each question's scale item was ranked from 1 for "strongly disagree" to 5 for "strongly agree."

Table 3.1: The five-point Likert Scale

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

Even though an interviewer may often give the questionnaire on the researcher's behalf, it remains the main means of contact between the researcher and the subject. The questionnaire contains the questions that the researcher wants to know the answers to, and it also allows the researcher to receive the subject's responses. Thus, despite the fact that they are distant from one another and never directly converse, the questionnaire can be thought of as the medium of a conversation between two people (Ian Brace, 2018). There are three sections on the

questionnaire: A, B, and C. In response to the study's objectives, three supplementary data were produced within the data instrument. All elements in Table 3.2 are simplified and similarly detailed in the relevant sections. Structured questionnaires are used to gather quantitative data from target respondents. Participants will receive a set of surveys but only willingly respond. Upon delivering the questionnaire, the researcher informs the responder of the study's goal. All personal data is kept confidential.

Table 3.2: Questionnaire composition

Section	Dimensions	Number of questions
Section A	**Demographic Profile** Factors that influence customer satisfaction in online shopping groceries	8
Section B	**Independent Variables** Security	3
	Quality of information sharing	3
	Website Design	3
Section C	**Dependent Variables** Customer satisfaction	3

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3.4.1 Measurement of the variables

3.4.1.1 Question in Section A of the Questionnaire

The demographic profile of the respondents is the subject of Section A. The respondent's gender, age, income, race, type of goods purchased, how often they visit online shopping, how often they purchase online and which shopping online is used the most are all included in the questionnaire. In this section, 8 items were created to quantify particular statements in each dimension that are gender, age, income, race, type of goods purchased, how often visit online shopping, how often purchase online and which shopping online used the most for respondents. The questions in this section are highlighted in Table 3.3.

Table 3.3: Question used in the Questionnaire - Demographic profile in Section A

Items	
1.	Gender ● Male ● Female
2.	Age ● 15 – 24 years old ● 26 – 34 years old ● 35 – 44 years old ● 45 – 54 years old ● 55 – 64 years old
3.	Income ● Less than RM1,000

	● RM1,001 – RM2,000 ● RM2,001 – RM3,000 ● RM3,001 – RM4,000 ● More than RM4,001
4.,	Race ● Malay ● Chinese ● Indian ● Others
5.	Types of goods purchased ● Food ● Grocery ● Footwear ● Cloth ● Bodycare ● Others
6.	How often visit online shopping ● Everyday ● Weekly ● Monthly ● Once within several month ● Never
7.	How often purchase online ● Everyday ● Weekly ● Monthly

	● Once within several month
	● Never
8.	Which shopping online used the most
	● Amazon
	● Carousell
	● Lazada
	● Mudah.com
	● Shoppee
	● Others

3.4.1.2 Question in Section B of the Questionnaire

Section B were intended to describe what factors that influence customer satisfaction in online shopping groceries. In this section, 9 items were created to quantify specific statements in each of the three dimensions: security, quality of information sharing and website design. Respondents are asked to indicate their level of agreement on a five-point Likert scale ranging from one (1) to five (5) with 'strongly disagree' and 'strongly agree' being the two extremes. The items are shown in Table 3.4.

Table 3.4: Question in Section B of the questionnaire: Factors that influenced customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan

Dimensions	Questions
Security	1. Do online shopping websites have adequate security features?
	2. Do you agree that you can trust these online shopping websites?
	3. Do you agree that you feel safe in online transactions with online shopping websites?

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Quality of information sharing	1. Do you agree that the information provided at the online shopping websites is reliable?
	2. Do you agree that the information provided at the online shopping websites is easily understandable?
	3. Do you agree that you can find all the detailed information of the goods you need?
Website Design	1. Do you agree that you like the layout of the online shopping websites?
	2. Do you agree that the start page leads you easily to the information you need?
	3. Do you agree that online shopping websites use good colour combinations?

3.4.1.3 Question in Section C of the Questionnaire

Section C were intended to describe dependant variables that is customer satisfaction in online shopping groceries among people in Kota Bharu. In this section, 3 items were created to quantify specific statements. Respondents are asked to indicate their level of agreement on a five-point Likert scale ranging from one (1) to five (5) with 'strongly disagree' and 'strongly agree' being the two extremes. The items are shown in Table 3.5.

Table 3.5: Question in Section C of the questionnaire. Factors that influenced customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan

Dimensions	Questions
Customer satisfaction in online shopping groceries	1. My choice to purchase from online shopping websites was a wise one.
	2. I have truly enjoyed purchasing from online shopping websites.

		3. I am satisfied with my most recent decision to purchase from this online shopping website.

3.5 POPULATION AND SAMPLING

The term "population" refers to the number of people or participation. Therefore, in order to meet the aims of this research and to prevent biased information and data, this study should be conducted with a broader scope in order to provide superior findings that stand out. According to (Department of Statistics Malaysia 2022), there will be 1,141,288 adults in Kelantan between the ages of 15 and 64 in 2022. Eventually, the sample size will be 390 or less. Using a fixed formula for the population, Krejcie & Morgan (1970) state that the sample size increases as the population expands.

Table 3.6: Krejcie and Morgan's sample size determination

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

Note.—N is population size.   S is sample size.

Source: Krejcie & Morgan, 1970

3.5.1 Sampling method

The sampling method that will be used in this study is probabilistic sampling technique. Simple random sampling will be used to represent respondents in these studies and a total 390 questionnaires will be collected during this process. Kelantan was selected since it is a remote place from the city. The population of adults between the ages of 15 and 64 in the Kelantan region is anticipated to number 1,141,293 (Department of Statistics Malaysia, 2022). Therefore, the researcher may can decide that the population is too large to do the study. An analyst may use a more realistic approach by selecting a subset of the population in order to save time and money. A sample size is a subset of the population that is used to represent the full population. At the same time simple random sampling is one of the basic forms of probability sampling. It describes a population that has the equivalent chance to be selected.

3.6 DATA ANALYSIS METHODS

The deciding component of any research is the data analysis method. Data analysis is sums up with gathered information. Analytical and logical reasoning are used to interpret the data to identify relationships, trends, or patterns. Techniques for explicit information research include information mining, content review, business insights, and information perceptions, among others. The methods of data analysis used to achieve the goal of this study are listed.

Table 3.7: The Data Analysis Method

Objectives	Data Analysis Method
To determine the relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.	Descriptive Analysis

To determine the relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.	Descriptive Analysis
To determine the relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu.	Descriptive Analysis

3.6.1 Descriptive Analysis

Descriptive analysis describes the world's inquiries concerning what, who, when and how much. Description is an important part of the scientific method in general and education research in particular. It is used to develop new measures of key phenomena, describe samples, identify and describe trends and variation in populations, and determine causal effects in studies. Descriptive analysis, for instance, stands alone as a research product when it identifies previously unknown socially significant fact. In many cases, description analysis can also point to a comprehension of the mechanisms that underlie causal relationships and the concept of causality. Regardless of their significance, a researcher's findings can only contribute to knowledge and practice if others read and comprehend the conclusions. Utilizing appropriate analytical, communication, and data visualization techniques, the researcher's job and expertise includes transforming raw data into reported findings in a format that is useful for each intended audience (Loeb et al., 2017).

3.6.2 Pearson Correlation

According to Marsman and Wagenmakers (2018), the Pearson correlation method is the most common approach for numerical variables. It gives a number between 1 and 1, with 1 representing total negative correlation, 1 representing total positive correlation, and 0 representing zero correlation. This means that there is a positive and significant relationship

between two variables if the correlation coefficient is 0.6 or more. If the correlation is positive, it indicates that B will also rise if A rises. Conversely, if the correlation is negative, it indicates that if A rises, B falls. It is possible to determine a correlation between two numerical values, such as age and salary, or between values in a category, such as product type and profession. However, a business might also want to determine the correlations that exist between various kinds of variables. Converting a numerical variable into categories is one way to determine the correlation between a categorical and a numerical variable.

3.7 SUMMARY

The study has a better understanding of the study after deciding on the research design, data collection method, research instrument, population and sampling also data analysis in this chapter. The researcher may also learn how to employ the research functionally, as well as other elements, from this study. This chapter also discusses how the survey was created and how it can be used in this study.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

The findings that was obtained and the research method will be highlighted in this section. There will be various subjects covered in each segment. The respondent's demographic profile and the data analysis described in Chapter 3 will be examined along all this section.

4.2 DEMOGRAPHIC PROFILE RESPONDENTS

The fundamental analysis of the investigation includes frequency analysis. Data from Part A of the survey included inquiries about the respondents' various demographic characteristics, including gender, age, race, and monthly income, what kind of items bought using online shopping, how often visit online shopping, how often purchase online and which shopping online platform used the most. A table and a pie chart were used to show the respondents' demographic information.

4.2.1 Gender

Table 4.1: Frequency Output of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	84	21.5	21.5	21.5
Female	306	78.5	78.5	100.0
Total	390	100.0	100.0	
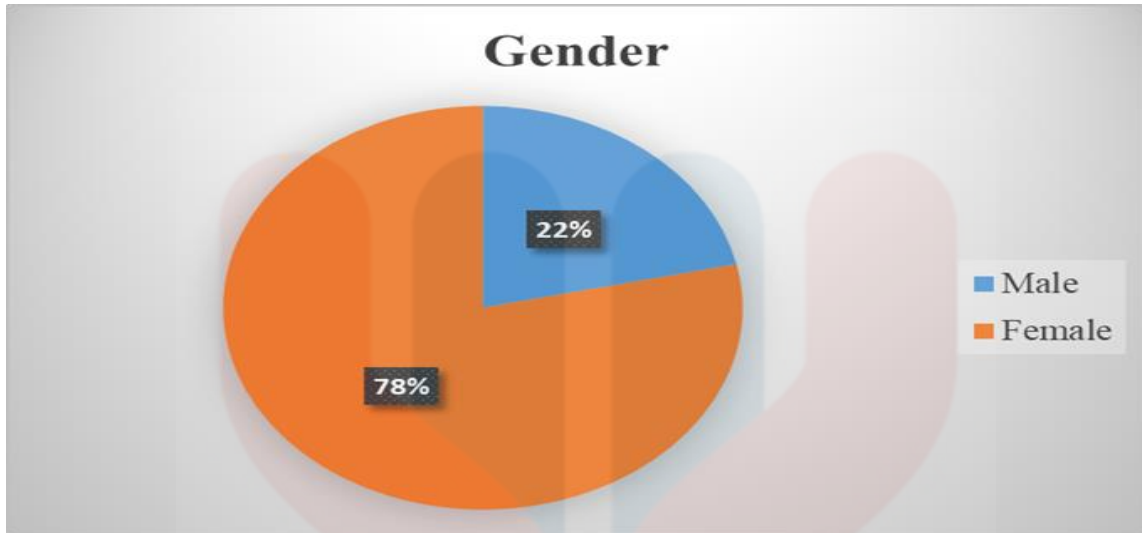
Figure 4.1: Percentage of Respondents by Gender

Based on the table 4.1 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 84 respondents while the number of females was 306 respondents. Out of 390 respondents, 21.5% of total respondents were male and the remaining of 78.5% were female respondents who were involved in this study.

4.2.2 Age

Table 4.2: Frequency Output of Age

	Frequency	Percent	Valid Percent	Cumulative Percent
15 – 24 years old	284	72.8	72.8	72.8
25 – 34 years old	83	21.3	21.3	94.1
35 – 44 years old	11	2.8	2.8	96.9
45 - 54 years old	10	2.6	2.6	99.5
55 - 64 years old	2	.5	.5	100.0
Total	390	100.0	100.0	

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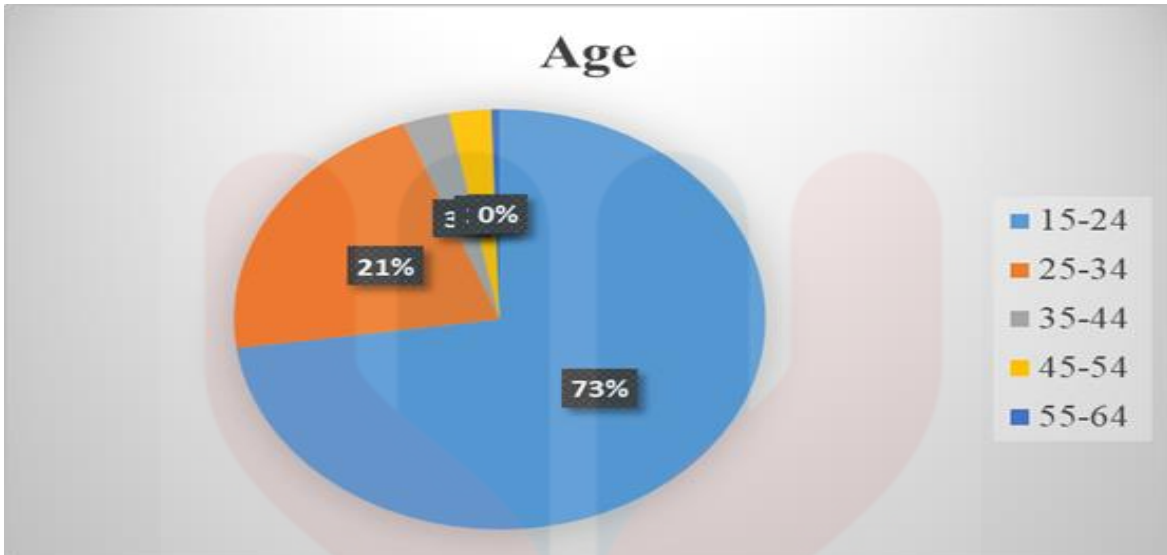
Figure 4.2: Percentage of Respondents by Age

Based on the table 4.2, show there were 390 respondents whose age from 15-24 (284 respondents), 25-34 (83 respondents), 35-44 (11 respondents), 45-54 (10 respondents) and 55-64 (2 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from 15-24 (72.8%) and followed by 25-34 which was 21.3%, 35-44 (2.8%), 45-54 (2.6%) and the lowest percentage respondents was 55-64 years old (0.5%).

4.3.3 Race

Table 4.3: Frequency Output of Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	306	78.5	78.5	78.5
Chinese	51	13.1	13.1	91.5
Indian	33	8.5	8.5	100.0
Total	390	100.0	100.0	

36
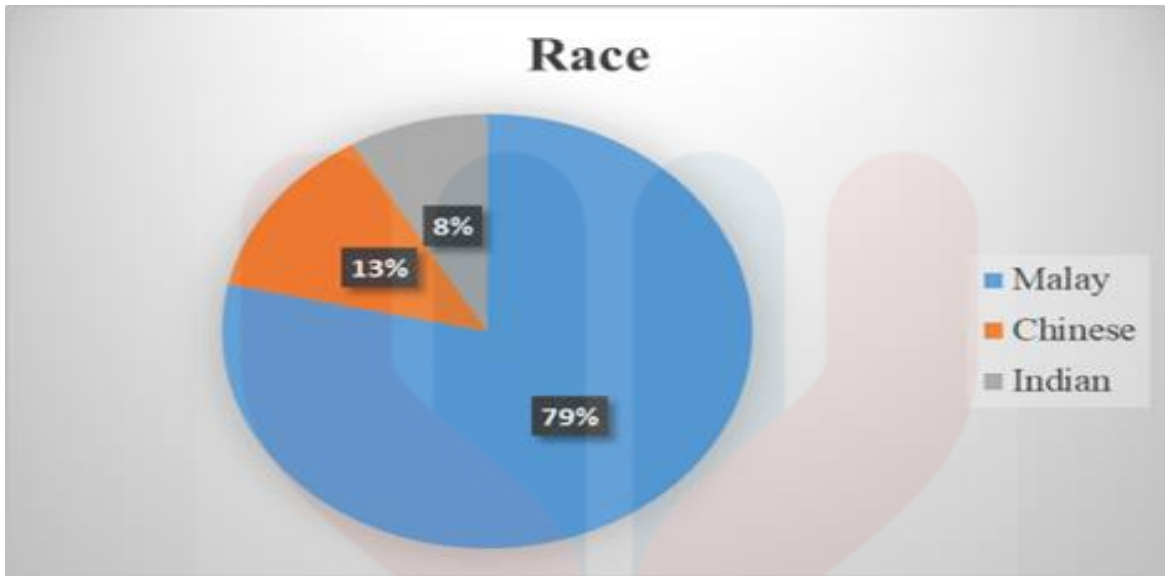
Figure 4.3: Percentage of Respondents by Race

Based on table 4.3 and figure 4.3, it shows that 78.5% of the respondents are Malay with the number of 306. The next group of respondents came from 51 Chinese with the percentage 13.1 %. There are also 33 respondents as Indian and the percentage is 8.5 %.

4.2.4 Monthly Income

Table 4.4: Frequency Output of monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM 1,000	258	66.2	66.2	66.2
RM 1,000 - RM 2,000	89	22.8	22.8	89.0
RM 2,001 - RM 3,000	30	7.7	7.7	96.7
RM 3,001 - RM 4,000	9	2.3	2.3	99.0
More than RM 4,001	4	1.0	1.0	100.0
Total	390	100.0	100.0	
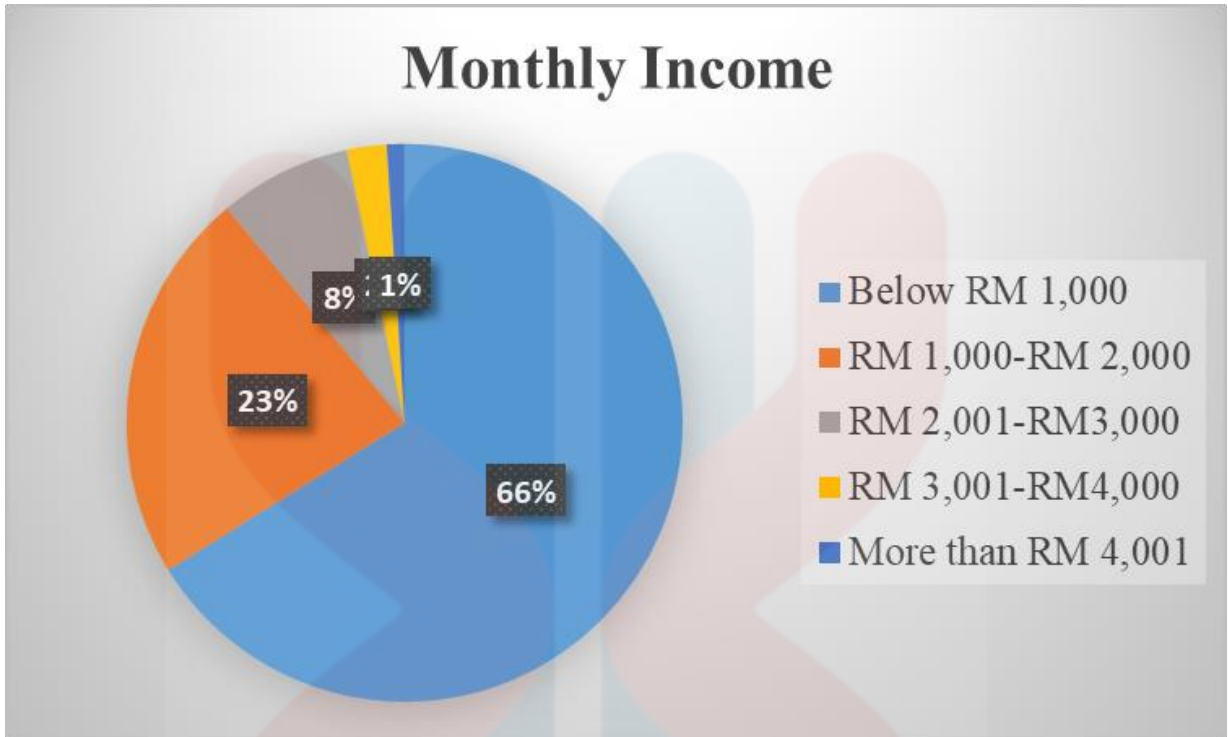
Figure 4.4: Percentage of Respondents by Monthly Income

Table 4.4 and Figure 4.4, shows that highest is 66.2% (258 respondents) whose monthly income is below RM 1,000 have answered the questionnaire, and the second highest is 22.8% (89 respondents) who have income levels from RM 1,000 – RM 2,000, followed by 7.7% (30 respondents) who have an income level from RM 2,001 – RM 3000, monthly income from RM 3,001 – RM 4,000 as much as 2.3% (9 respondents) and the least respondents are those who have a monthly income from more than RM 4,001 which is as much as 1.0% (4 respondents).

4.2.5 What kind of items are often bought using online shopping

Table 4.5: Frequency Output of kind of items are often bought using online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Food	151	38.7	38.7	38.7
Groceries	214	54.9	54.9	93.6
Others	25	6.4	6.4	100.0
Total	390	100.0	100.0	

Figure 4.5: Percentage of Respondents by kind of items are often bought using online shopping

Based on table 4.5 and figure 4.5 shows the total number of respondents based on the items they often buy using online shopping which is food, groceries and others in the Kota Bharu community. The highest data shows that 54.9% of respondents chose grocery items with a number of 214. The next group of respondents consisted of 151 people who chose to buy

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food online with a percentage of 38.7%. There were also 25 respondents who chose others as items purchased online and the percentage was 6.4%.

4.2.6 How often visit online shopping

Table 4.6: Frequency Output of often visit online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	34	8.7	8.7	8.7
Weekly	257	65.9	65.9	74.6
Monthly	52	13.3	13.3	87.9
Once within several month	47	12.1	12.1	100.0
Total	390	100.0	100.0	

Figure 4.6: Percentage of Respondents by often visit online shopping

Table 4.6 and figures 4.6 shows the results of the frequency and percentage of respondents based on the division of frequency of visiting online shopping. The table shows the majority who answered weekly as the frequency of visiting online shopping because it has the highest percentage value of 65.9% and the frequency of 257 respondents. In addition, respondents who visited online shopping monthly had the second highest percentage value of 13.3% and a frequency of 52 respondents. Next, the percentage value for respondents for the frequency of visiting online shopping once in a month is 12.1%, with a frequency of 47 respondents. Finally, the percentage value for respondents who visit online shopping every day is 8.7% with a frequency of 34 respondents.

4.2.7 How often purchase online

Table 4.7 Frequency Output of often purchase online

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	6	1.5	1.5	1.5
Weekly	238	61.0	61.0	62.6
Monthly	82	21.0	21.0	83.6
Once within several month	63	16.2	16.2	99.7
Never	1	.3	.3	100.0
Total	390	100.0	100.0	

Figure 4.7: Percentage of Respondents by often purchase online

Table 4.7 and figure 4.7 show the results of the frequency and percentage of respondents based on the distribution of the frequency of online purchases. The table shows the majority who answered weekly as the frequency of online purchases because it has the highest percentage value of 61.0% and the frequency of 238 respondents. In addition, respondents who answered online purchases every month had the second highest percentage value of 21.0% and a frequency of 82 respondents. Next, the percentage value for respondents for the frequency of online purchases once in a few months per month is 16.2%, with a frequency of 63 respondents, followed by the frequency of online purchases every day is 1.5%, with a frequency of 6 respondents. Finally, the percentage value for respondents who never buy online is 0.3% with a frequency of 1 respondent.

4.2.8 Which shopping online platform used the most

Table 4.8: Frequency Output of shopping online platform used the most

	Frequency	Percent	Valid Percent	Cumulative Percent
Amazon	4	1.0	1.0	1.0
Carousell	2	.5	.5	1.5
Lazada	18	4.6	4.6	6.2
Mudah.com	2	.5	.5	6.7
Shoppee	356	91.3	91.3	97.9
Others	8	2.1	2.1	100.0
Total	390	100.0	100.0	

Figure 4.8: Percentage of Respondents by shopping online platform used the most

Table 4.8 and figure 4.8 show the results of online shopping platforms frequency and percentage of respondents based on the division of online shopping platforms. The table shows the majority who answered shopee as an online shopping platform because it has the highest percentage value of 91.3% and a frequency of 356 respondents. In addition, respondents who answered the online shopping platform using Lazada had the second highest percentage value of 4.6% and a frequency of 18 respondents. Next, the percentage value for respondents for online shopping platforms in other platforms such as TikTok is 2.1%, with a frequency of 8 respondents, followed by online shopping platforms using Amazon is 1.0%, with a frequency of 4 respondents. Finally, respondents for online shopping platforms using Carousell and Mudah.com have the same percentage value of 0.5% with the same frequency of 2 respondents.

4.3 DESCRIPTIVE ANALYSIS

This study demonstrates that the questionnaire sections B4, B5, B6, and C's mean and standard deviation are analyzed.

4.3.1 Independent Variable and Dependent Variable

Table 4.9: Descriptive statistics of independent and dependent variables

Variables	N	Mean	Standard Deviation
Security	390	4.4966	.71892
Quality of Information sharing	390	4.5111	.71924
Website design	390	4.5577	.68329
Customer satisfaction in online shopping	390	4.5996	.63179

The independent and dependent variables' mean and standard deviations, as well as the number of respondents, are shown in the preceding Table. The independent variables with the highest mean, 4.5577, were website design, followed by quality of information sharing, 4.5111, and security, 4.4966. The mean value of the dependent variable is 4.5996.

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4.3.2 Security

Table 4.10: Descriptive statistics of security

Variables	N	Mean	Standard. Deviation
B4i) Do online shopping websites have adequate security features?	390	4.50	.791
B4ii) Do you agree that you can trust these online shopping websites?	390	4.51	.768
B4iii) Do you agree that you feel safe in online transactions with online shopping websites?	390	4.48	.778

The security independent variable mean and standard deviation were analyzed in Table above. Item B4ii, where respondents agreed that they trust online shopping websites have influenced them in customer satisfaction in online shopping with the highest mean value which is 4.51. The item with the lowest mean value is item B4iii, is 4.48, and the respondent was somewhat in agreement that they felt safe when conducting online shopping transactions. The majority of the 390 respondents' data set's standard deviation values were less than 1, indicating that they were close to the mean.

4.3.3 Quality Of Information Sharing

Table 4.11: Descriptive statistics of quality of information sharing

Variables	N	Mean	Standard. Deviation
B5i) Do you agree that the information provided at the online shopping websites is reliable?	390	4.45	.867
B5ii) Do you agree that the information provided at the online shopping websites is easily understandable?	390	4.55	.714
B5iii) Do you agree that you can find all the detailed information of the goods you need?	390	4.53	.757

The responses of respondents to the independent variable regarding the quality of information sharing are shown in Table above, along with their mean and standard deviation. With a mean of 4.55 for item B5ii, respondents agreed that the information on the online shopping website is easy to understand. With a mean value of 4.45, the lowest mean item was B5i, and respondents were somewhat in agreement that online shopping information is trustworthy. The standard deviations of the majority of the 390 respondents, which were less than 1, suggested that the values were close to the mean.

4.3.4 Website Design

Table 4.12: Descriptive statistics of website design

Variables	N	Mean	Standard. Deviation
B6i) Do you agree that you like the layout of the online shopping websites?	390	4.54	.744
B6ii) Do you agree that the start page leads you easily to the information you need?	390	4.57	.702
B6iii) Do you agree that online shopping websites use good colour combinations?	390	4.56	.735

Table above shows an analysis of the mean and standard deviation of respondents for the independent variable, website design. In item B6ii, respondents agreed that the start page of online shopping websites easily leads them to the necessary information, with a mean of 4.57. The item with the lowest mean is B6i, with a mean value of 4.54, and the respondent was somewhat in agreement that they like the layout of online shopping websites. If the data standard deviations of the 389 respondents were less than 1, it meant that the values were close to the mean.

4.3.5 Customer Satisfaction In Online Shopping

Table 4.13: Descriptive statistics of customer satisfaction in online shopping

Variables	N	Mean	Standard. Deviation
Ci) My choice to purchase from this website was a wise one	390	4.59	.711
Cii) I have truly enjoyed purchasing from this website	390	4.61	.663
Ciii) I am satisfied with my most recent decision to purchase from this website	390	4.61	.697

The Table above displays the mean and standard deviation of the respondents' responses to the dependent variable, which is customer satisfaction with online shopping. Items Cii and Ciii received the highest mean score of 4.61 from the respondents, indicating that they were pleased with their decision to shop online and that they truly enjoyed doing so. The lowest mean item, Ci, had mean values of 4.59, indicating that respondents were somewhat consistent in their belief that making purchases online was a wise decision. The standard deviations of the majority of the 389 respondents, which were either less than or equal to 1, suggested that the values were close to the mean.

4.4 RELIABILITY TEST

In this study, the variable sizes of the independent and dependent variables were determined using the internal consistency of the dependent variable and the alpha reliability of the independent variable. However, the Coefficient Alpha that is acceptable ought to be greater than or equal to 0.6.

4.4.1 Security

Table 4.14: Result of reliability coefficient Alpha for the security

Variables	Number of Item	N	Cronbach's Alpha
Security	3	390	0.913

The security variable that influenced Kota Bharu residents' satisfaction with online grocery shopping was measured using three questions. The question in this section had a good Cronbach's Alpha score of 0.913, as shown in the table above. The resulting coefficients for the security variable questions were therefore satisfactory.

4.4.2 Quality of Information Sharing

Table 4.15: Result of reliability coefficient Alpha for the quality of information sharing

Variables	Number of Item	N	Cronbach's Alpha
Quality of information sharing	3	390	0.908

Table above contained three questions for measuring the quality of information sharing that influenced customer satisfaction in online shopping groceries among people in Kota Bharu. The value of the Cronbach's Alpha coefficient that is shown in this section is 0.908, which is excellent. As a result, the quality of information sharing variable questions' coefficients were trustworthy.

4.4.3 Website Design

Table 4.16: Result of reliability coefficient Alpha for the website design

Variables	Number of Item	N	Cronbach's Alpha
Website design	3	390	0.934

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The three questions used to measure the website design variable that influenced customer satisfaction when grocery shopping online among Kota Bharu residents are shown in the table above. Cronbach's Alpha score of 0.934 was found for this section's question. The coefficients derived for the website design variable questions were therefore trustworthy.

4.4.4 Customer Satisfaction In Online Shopping

Table 4.17: Result of reliability coefficient Alpha for the customer satisfaction in online shopping

Variables	Number of Item	N	Cronbach's Alpha
Customer satisfaction in online shopping	3	390	0.901

The satisfaction of customers with online shopping was measured using the three questions listed above. The question in this section received a Cronbach's Alpha score of 0.901, indicating that the outcomes were satisfactory. Consequently, the coefficients that were obtained to measure online shopping customer satisfaction were trustworthy.

The questionnaires are highly reliable, and the study can continue because the variables had a Cronbach's Alpha charge greater than 0.7. Overall, the reliability of the questionnaire demonstrated that the respondent understood the questions, so it was accepted for this study.

4.5 NORMALITY TEST

The sample size distribution is determined by the normality test. It is necessary to understand both the sample bias and if the sample was taken within the acceptable range. The following test will be performed using a non-parametric method if the sample is not normally

distributed, and a parametric one otherwise. The two major tests for normality in SPSS are the Sharpio-Wilk and KS Test. The test of normality is shown in Table 4.18

Table 4.18: Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
Tests of Normality	Statistic	df	Sig.	Statistic	df	Sig.
Security	.340	390	.000	.728	390	.000
Quality of information sharing	.344	390	.000	.714	390	.000
Website design	.357	390	.000	.685	390	.000
Customer Satisfaction in online shopping groceries among people in Kota Bharu	.373	390	.000	.683	390	.000

a. Lilliefors Significance Correction

Based on Kolmogorov-Sminov Table 4.18, all the mean (Security, Quality of information sharing, Website design and Customer Satisfaction in online shopping groceries among people in Kota Bharu) have the same value of significance which is <0.001. This indicates the *p*-value is below 0.05. So, if *p*<0.05 the the null hypothesis is rejected. According to Mortaza **Table 4.18 : Test of Normality** Jamahidian, Siavash Jalal, Camden Jensen (2014), based on the condition of normality it can be assumed that the null hypothesis is rejected at a significance level of 0.05 or below.

4.6 HYPOTHESES TESTING

One of the important analyses that measured the linear relationship between the two variables was Pearson's correlation analysis. The purpose of this analysis was to see if there were any correlations between the dependent variable customer satisfaction in online shopping

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groceries among people in Kota Bharu and the independent variables security, quality of information sharing and website design factors. If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

Table 4.19: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.5)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika

4.6.1 Hypothesis 1

Hypothesis 1: Security

H1: There is a relationship between security and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan.

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Table 4.20: Pearson Correlation of Security

		Security	Customer Satisfaction In Online Shopping
Security	Pearson Correlation	1	.777**
	Sig. (2-tailed)		.000
	N	390	390
Customer Satisfaction In Online Shopping	Pearson Correlation	.777**	1
	Sig. (2-tailed)	.000	
	N	390	390

Table 4.20 illustrated Pearson correlation coefficient, significant value and the number of cases which was 390. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.777 suggested a high positive correlation between security and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan.

4.6.2 Hypothesis 2

Hypothesis 2: Quality of information sharing

H2: There is a relationship between quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan.

Table 4.21: Pearson Correlation Of Quality of Information Sharing

		Quality of information sharing	Customer Satisfaction In Online Shopping
Quality of information sharing	Pearson Correlation	1	.737**
	Sig. (2-tailed)		.000
	N	390	390
Customer Satisfaction In Online Shopping	Pearson Correlation	.737**	1
	Sig. (2-tailed)		.000
	N	390	390

Table 4.21 illustrated Pearson correlation coefficient, significant value and the number of cases which was 390. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.737 suggested a high positive correlation between quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan.

4.6.3 Hypothesis 3

Hypothesis 3: Website Design

H3: There is a relationship between website design and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan

Table 4.22: Pearson Correlation of Website Design

		Website design	Customer Satisfaction In Online Shopping
Website design	Pearson Correlation	1	.733**
	Sig. (2-tailed)		.000
	N	390	390
Customer Satisfaction In Online Shopping	Pearson Correlation	.733	1
	Sig. (2-tailed)		.000
	N	390	390

Table 4.22 illustrated Pearson correlation coefficient, significant value and the number of cases which was 390. The p-value was 0.000, which was less than a significant level of 0.01. The correlation coefficient of 0.733 suggested a high positive correlation between website design and customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan.

4.7 FRAMEWORK ANALYSIS
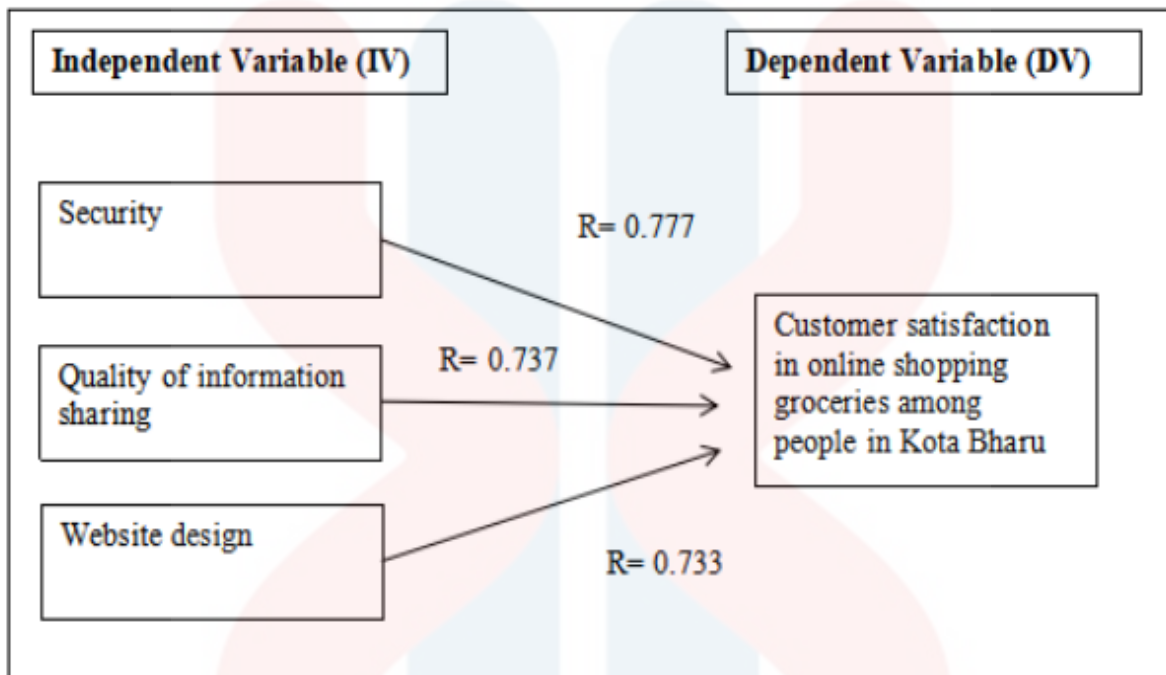
Figure 4.9: Framework Analysis

The figure 4.9 showed the framework with the data value for the significant independent variables to the dependent variables. There were three independent variables (security, quality of information sharing, website design) that had a significant relationship to the dependent variable (customer satisfaction). The highest Pearson correlation value is between security and customer satisfaction behaviour which is 0.777. Meanwhile the lowest Pearson correlation value is between the website design and customer satisfaction which is 0.733. The Pearson correlation for quality of information sharing with customer satisfaction is 0.737. Therefore, there were only three independent variables including security, quality of information sharing and website design that had significant relationship to the customer satisfaction in online shopping groceries among people in Kota Bharu.

4.8 SUMMARY

In the end, the three hypotheses in this study are accepted, according to all the relationships between the variables. With the dependent value, each independent variable has a different correlation coefficient, which for security is 0.777, for information sharing quality is 0.737, and for website design is 0.733. According to its findings, there was a strong positive connection between all of the independent and dependent variables. It also provides an answer to the research questions about if there is a connection between website design, information sharing quality, and security when it comes to consumer happiness. In conclusion, consumer happiness is significantly influenced by security, the quality of information sharing, and website design.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The study's conclusion, findings, and discussion of the relationship between security, quality of information sharing, and website design and customer satisfaction in online shopping groceries among people in Kota Bharu were all covered in this chapter. This also discussed the study's limitations and provided a number of recommendations for further research. The conclusions drawn from the data in Chapter 4 are also thoroughly discussed in this chapter. Following the resolution of each research question, the success of the research objective is assessed.

5.2 KEY FINDINGS

The study's objective was to determine the connection between security, information sharing quality, and website design and customer satisfaction when shopping online. The center place of this study is to know the relationship between security, quality of information sharing and website design which will be shown in online websites.

In this instance, a set of questionnaires was used to collect responses from 390 people who participated in primary data collection. In addition, this study investigated the connection between customer satisfaction with online shopping in Kota Bharu, security, the quality of information sharing, and website design.

The dependent variables of the study were crucial for determining how satisfied Kota Bharu people were with grocery shopping online. In contrast, a collection of independent variables, including security, information sharing quality, and website design, influence

customer satisfaction when grocery shopping online in Kota Bharu. Data and transaction security make up the first dimension, while consumer authenticity makes up the second. The most crucial aspect of online business is the availability of information on the website, which is why website design is particularly important.

The participants in this study's sample were Kota Bharu people. The questionnaires that were sent out had 390 responses that were usable and could be analyzed. This data analysis included the descriptive analysis, reliability analysis, and Pearson's correlation coefficient. The reliability test was performed on the independent variables to confirm the internal consistency of the measurement instrument. Cronbach's Alpha was between 0.901 and 0.934 for each variable. The most trustworthy design is website design, with a Cronbach's Alpha of 0.934. It demonstrated that website design factors had a greater impact on customer satisfaction when shopping online. All variables were retained for further investigation because Cronbach's Alpha values of 0.913 and 0.908 indicated that security and quality of information sharing factors were reliable.

In this study, the direction and strength of the relationship between the two variables were described using Pearson's correlation. This demonstrated that the quality of information sharing had a moderate to good correlation with customer satisfaction in online shopping among Kota Bharu residents (r=0.737, n=390, p0.01), while the security factor had also have a strong positive correlation with online shopping satisfaction (r=0.777, n=390, p0.01). Additionally, there was a moderately positive correlation (r=0.733, n=390, p0.01) between website design and online shopping satisfaction.

5.3 DISCUSSION

The aim of this study is to determine the factors that influence customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan. The independent variables

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are security, quality of information sharing and website design while the dependent variable is customer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan. The research questions are then created by the researcher to study the relationship for each independent variable (security, level of information sharing and website design) to dependent variable as follow:

5.3.1 Hypothesis 1

Table 5.1: Result based on Security

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
RO: To identify the relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu	Factor that affect customer satisfaction will besignificantly influenced by security	r = 0.777	Positive

Based on Table 5.1, there is a significant relationship between security and customer satisfaction in online shopping groceries among people in Kota Bharu. From the result of the correlation test, the correlation value for security and customer satisfaction in online shopping groceries among people in Kota Bharu show a positive value of 0.777. Therefore, the results indicate the alternative hypothesis (H1) is accepted. Based on the research question 1, the study can conclude that there is a positive and significant relationship between the security and customer satisfaction in online shopping groceries among people in Kota Bharu.

5.3.2 Hypothesis 2

Table 5.2: Result based on Quality of Information Sharing

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
RO: To identify the relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu	Factor that affect customer satisfaction will be significantly influenced by quality of information sharing	$r = 0.737$	Positive

Based on Table 5.2, there is a significant relationship between quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu. From the result of the correlation test, the correlation value for quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu show a positive value of 0.737. Therefore, the results indicate the alternative hypothesis (H2) is accepted. Based on the research question 2, the study can conclude that there is a positive and significant relationship between the quality of information sharing and customer satisfaction in online shopping groceries among people in Kota Bharu.

5.3.3 Hypothesis 3

Table 5.3: Result based on Website Design

OBJECTIVE	HYPOTHESIS	CORRELATION	RESULT
RO: To identify the relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu	Factor that affect customer satisfaction will be significantly influenced by website design	r = 0.733	Positive

Based on Table 5.3, there is a significant relationship between website design and customer satisfaction in online shopping groceries among people in Kota Bharu. From the result of the correlation test, the correlation value for website design and customer satisfaction in online shopping groceries among people in Kota Bharu show a positive value of 0.733. Therefore, the results indicate the alternative hypothesis (H3) is accepted. Based on the research question 3, the study can conclude that there is a positive and significant relationship between the website design and customer satisfaction in online shopping groceries among people in Kota Bharu.

5.4 IMPLICATIONS OF THE STUDY

The phase of the study when the researcher discusses or looks into how the findings of a study are significant for the future or the effects of research policy, practise, theory, or study is known as the implication of the study. The conclusions reached indicate to the significance

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of the research study's final research study. There may be a variety of opinions on the study activity depending on the study's implications. The findings of the study will have an impact on the future. As a result of this research, researcher can find out how security factors, the quality of information sharing and website design affect customer satisfaction with online grocery items among the people of Kota Bharu who buy on online websites.

Customer satisfaction is important because it is a method of collecting feedback from customers that can be used to manage and improve online business when customers shop online. This is because customer satisfaction is the best predictor of future performance. Moreover, making the right decision about the efficient use of resources during the production process will be beneficial. In a furthermore, it develops possibilities to attract new clients while maintaining relationships with current ones. Customers choose quality above quantity when they purchase things. Last but not least, there are a lot of comparable products on the market, making it challenging to determine which is of superior quality and durability. Businesses promoting their goods and services have a fantastic chance to learn exactly what their customers want by taking advantage of this opportunity

5.5 LIMITATION OF THE STUDY

Restrictions and limitations placed on the study methodology and the exploration process in general are known as study limitations in research. The study's limitations or inadequacies are examined in this section with regards to the respondents, sample size, location of study, sampling methodology, and, lastly, the variables evaluated in the study. Limitations are restrictions that are mostly outside the researcher's control but may have a positive impact on the study's findings. Each methodological and research design choice comes with its own set of limitations. These restrict a study's scope, which can affect the results and conclusions

that can be drawn. Like other studies, this one has some limitations on its methodology and scope of research. This research took place at Kota Bharu.

This research evaluated consumer satisfaction in online shopping groceries among people in Kota Bharu, Kelantan. 390 Kota Bharu people will have their data collected using a basic random selection method with no probability sampling. The study's methodology consisted of handing out a straightforward questionnaire to residents in Kota Bharu. The study's variables were chosen using a quantitative approach that included correlational, experimental, and online survey questionnaire research. With its high level of reliability, clarity on independent and dependent variables, and ability to explore a specific research subject, quantitative research.

5.5.1 Time Frame Study

For the period of the study, the researcher only spent about four months conducting it after choosing the variables that affected Kota Bharu residents' decisions to enrol in the Logistics and Distributive Trade Programs at Universiti Malaysia Kelantan. To finish this research, it took from October 2022 to January 2023 to collect secondary data from the internet, such as references materials. In order to complete a comprehensive proposal that includes the background of the study, a literature review, methodology, data analysis, and the conclusion of each chapter, the expected time for this research is limited. One of the many difficulties the researcher encounters in this investigation is time limitation. Furthermore, the study's data was obtained from secondary data.

5.5.2 Respondent Cooperation

This study required a lot of time because it combined an online survey method with a completely quantitative methodology. To attain the target of 390 respondents, including people

of the Kota Bharu area, it required about three weeks to secure the respondents' participation and prompt completion of the Google form. Internet surveys have been made available through social media platforms like WhatsApp and Telegram. Because the responder does not need to be interviewed face to face, it is simple to get their participation while employing this online surveying method. However, getting complete information rapidly takes a long time.

5.6 RECOMMENDATION OF FUTURE STUDY

Once the limitations of the study are reviewed, some recommendations for further research are made. Future researchers may conduct their study in all Malaysian higher education institutions in order to obtain highly reliable feedback. This could help to avoid bias in future study.

First and foremost, focus on speed and ease of use. Make it easy for customers to register, find the products they require, add items to their shopping carts, review and update their orders, and make payments. Make sure that pages load quickly. Customers can leave their carts in the event that the website loads slowly, preventing them from making a purchase.

Furthermore, customers' internet security is something grocery stores must assure. Because they think their financial information will be shared, many customers avoid internet shopping. Retailers must strictly enforce the security of consumer data and ensure that it is not disclosed to or shared with third parties in any form. Due to the impersonality and technological nature of online grocery purchasing, this issue is especially important.

Moreover, retailers can keep their customers for a long time if they provide high-quality products to their customers, as product quality is the most important factor in determining customer satisfaction. Due to this, both customers and rival retailers had a favourable

perception of the retailer's brand. Customers are very conscious of how much time they spend shopping, and they prefer to visit stores and look for things as little as possible.

Lastly, the survey method employed in this study seems to have been a questionnaire. The future researcher may conduct the study using additional survey techniques, such as interviewing the respondents. The researcher and the respondents may connect and communicate with each other more directly as a result. The intended respondents will provide the researcher with extra feedback. Due to the interviewer's detailed explanations, there is normally a lower number of respondents who misunderstand the questions.

5.7 CONCLUSION OF THE STUDY

At the end of each chapter, the researcher must discuss how the study's objective relates to its actual problem. This study looks at how security, quality of information sharing and website design factors have affected the customer satisfaction in online shopping groceries among people in Kota Bharu. This study intended to determine how each independent variable component relates to the dependent variables.

This study has involved 390 people who responded to an online survey. Using SPSS version 26, descriptive statistics, reliability, and correlation analyses were used to collect and analyze the data. The results of the reliability analysis showed that between 0.901 and 0.934 variables were reliable for the majority of the factors. This study can therefore accept the demonstrated result as trustworthy.

In conclusion, the goal of this study was to find out how customer satisfaction with online grocery shopping in Kota Bharu is affected by security, information sharing quality, and website design. The research objectives, which were to ascertain the security, quality of information sharing, and website design that influence customer satisfaction when grocery

shopping online among Kota Bharu residents, produced an acceptable result. In the meantime, such outcomes can be anticipated regarding the aspects of website design, information sharing quality, and security that affect how satisfied Kota Bharu residents are with grocery shopping online.
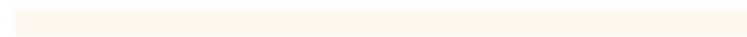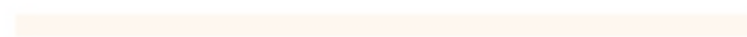
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APPENDIX A – Draft of Questionnaire

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FACTORS THAT INFLUENCED CUSTOMER SATISFACTION IN ONLINE SHOPPING GROCERIES AMONG PEOPLE IN KOTA BHARU, KELANTAN"

Assalamualaikum dan salam sejahtera.

Dear respondents:

We are final year students of Bachelor of Entrepreneurship (Logistics and Business Distribution) with Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the tittle "FACTORS THAT INFLUENCED CUSTOEMR SATISFACTION IN ONLINE SHOPPING GROCERIES AMONG PEOPLE IN KOTA BHARU, KELANTAN". Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research.

Your kind participation to this study is greatly appreciated. Kindly provide your valuable responses to all the statement listed in this questionnaire. All responses will be kept CONFIDENTIAL. There are no correct or incorrect responses to the statements.

Responden yang dihormati:

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan (Logistik dan Pengagihan Perniagaan) dengan Kepujian daripada Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian **"FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN PELANGGAN DALAM BELI BELAH DALAM TALIAN DALAM KALANGAN ORANG DI KOTA BHARU, KELANTAN"** . Penyertaan anda dalam penyelidikan ini amat kami hargai. Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit masa berharga anda. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik.

Penyertaan baik anda dalam kajian ini amat dihargai. Sila berikan jawapan anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut.

For further details please contact/Untuk butiran lanjut sila hubungi:

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SECTION A : DEMOGRAPHIC PROFILE / PROFIL DEMOGRAFI

The following questions aim to provide some demographic information that is important to this study. Please fill this accurately. Please tick (/) on the right information.
Soalan-soalan berikut bertujuan mendapatkan beberapa maklumat demografi yang penting untuk kajian ini. Sila isi dengan tepat. Sila tandakan (/) pada maklumat yang betul.

1. Gender/ Jantina

   ☐ Male/ Lelaki
   ☐ Female/ Perempuan

2. Age/ Umur

   ☐ 15 – 24 years old/ tahun
   ☐ 25 – 34 years old/ tahun
   ☐ 35 – 44 years old/ tahun
   ☐ 45 – 54 years old/ tahun
   ☐ 55 – 64 years old/ tahun

3. Race/ Bangsa

   ☐ Malay/ Melayu
   ☐ Chinese/ Cina
   ☐ Indian/ India

4. Monthly income/ Pendapatan bulanan

   ☐ Below RM 1,000 / RM 1,000 ke bawah
   ☐ RM 1,000 - RM 2,000
   ☐ RM 2,001 - RM 3,000
   ☐ RM 3,001 - RM 4,000
   ☐ More than RM 4,001 / RM 4,001 ke atas

5. What kind of items are often bought using online shopping?/Apakah jenis barang yang selalu dibeli apabila menggunakan pembelian dalam talian?

   ☐ Food/ Makanan
   ☐ Groceries/ Barang Runcit
   ☐ Other

6. How often visit online shopping? / Berapa kerap melawat membeli-belah dalam talian?

   ☐ Everyday / Setiap hari
   ☐ Weekly / Setiap minggu
   ☐ Monthly / Setiap bulan
   ☐ Once within several month / Sekali dalam beberapa bulan
   ☐ Never / Tidak pernah

7. How often purchase online? / Berapa kerap pembelian dalam talian?

   ☐ Everyday / Setiap hari
   ☐ Weekly / Setiap minggu
   ☐ Monthly / Setiap bulan

☐ Once within several month / Sekali dalam beberapa bulan
☐ Never / Tidak pernah

8. Which shopping online platform used the most? / Platform dalam talian membeli-belah manakah yang paling banyak digunakan?

☐ Amazon
☐ Carousell
☐ Lazada
☐ Mudah.com
☐ Shopee
☐ Other

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SECTION B: INDEPENDENT VARIABLE

Factors Influencing the Customer Satisfaction Toward Online Food Delivery/ Faktor Faktor Yang Mempengaruhi Kepuasan Pelanggan

This section contains the dependent variable that stated in this study. Please answer all the following questions by chosen the one that is most relevant to your thoughts and perspectives.Read and tick your answer below (/) with refer to the given scale.
Bahagian ini mengandungi pembolehubah bergantung yang dinyatakan dalam kajian ini. Sila jawab semua soalan berikut dengan memilih yang paling relevan dengan fikiran dan perspektif anda.Baca dan bulatkan jawapan anda di bawah dengan merujuk kepada skala yang diberikan.

LIKERT SCALE/ SKALA LIKERT
1. Strongly Disagree/Sangat Tidak Bersetuju
2. Disagree/Tidak Bersetuju
3. Neutral
4. Agree/Bersetuju
5. Strongly Agree/Sangat Bersetuju

No.	Question/ Soalan	Scale/ *Skala*				
		1	2	3	4	5
4.	**Security/ Keselamatan**					
	i. Do online shopping websites have adequate security features? / Adakah tapak web beli-belah dalam talian mempunyai ciri keselamatan yang mencukupi?					
	ii. Do you agree that you can trust these online shopping websites? / Adakah anda bersetuju bahawa anda boleh mempercayai tapak web beli-belah dalam talian ini?					
	iii. Do you agree that you feel safe in online transactions with online shopping websites? / Adakah anda bersetuju bahawa anda berasa selamat dalam transaksi dalam talian dengan tapak web beli-belah dalam talian?					
5.	**Quality of information sharing / Kualiti perkongsian maklumat**					

	i	Do you agree that the information provided at the online shopping websites is reliable? / Adakah anda bersetuju bahawa maklumat yang diberikan di laman web beli-belah dalam talian boleh dipercayai?					
	ii	Do you agree that the information provided at the online shopping websites is easily understandable? / Adakah anda bersetuju bahawa maklumat yang diberikan di laman web beli-belah dalam talian mudah difahami?					
	iii	Do you agree that you can find all the detailed information of the goods you need? / Adakah anda bersetuju bahawa anda boleh mencari semua maklumat terperinci barangan yang anda perlukan?					
6.	**Website Design/ Reka Bentuk Laman Web**						
	i	Do you agree that you like the layout of the online shopping websites? / Adakah anda bersetuju bahawa anda menyukai reka letak laman web beli-belah dalam talian?					
	ii	Do you agree that the start page leads you easily to the information you need? / Adakah anda bersetuju bahawa halaman permulaan membawa anda dengan mudah kepada maklumat yang anda perlukan?					
	iii	Do you agree that online shopping websites use good colour combinations? / Adakah anda bersetuju bahawa laman web membeli-belah dalam talian menggunakan kombinasi warna yang baik?					

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SECTION C : DEPENDENT VARIABLE

Customer Satisfaction toward Online Food Delivery and Online Shopping Groceries/Kepuasan Pelanggan Ke Arah Penghantaran Makanan Dalam Talian dan Belanja Dalam Talian

LIKERT SCALE/ SKALA LIKERT
1. Strongly Disagree/Sangat Tidak Bersetuju
2. Disagree/Tidak Bersetuju
3. Neutral
4. Agree/Bersetuju
5. Strongly Agree/Sangat Bersetuju

No.	Question/ Soalan	Scale/ *Skala*				
		1	**2**	**3**	**4**	**5**
i	My choice to purchase from this website was a wise one / Pilihan saya untuk membeli dari laman web ini adalah pilihan yang bijak					
ii	I have truly enjoyed purchasing from this website / Saya benar-benar menikmati pembelian dari laman web ini					
iii	I am satisfied with my most recent decision to purchase from this website / Saya berpuas hati dengan keputusan terbaru saya untuk membeli dari laman web ini					

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APPENDIX B – Gantt Chart

Description	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Chapter 1: Introduction														
Research Background														
Problem Statement														
Research Question														
Research Objectives														
Research Scope														
Significance of Research														
Operational Definition of Key Terms														
Organization of Thesis														
Summary														
Chapter 2: Literature Review														
Introduction														
Online shopping														
Customer in Kelantan														
Customer satisfaction														
Underpinning Theory														
Previous study														

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Activity															
Conceptual framework			▓	▓											
Hypothesis statement			▓	▓											
Summary			▓	▓											
Chapter 3: Research Method															
Introduction						▓	▓	▓							
Research Design						▓	▓	▓							
Data Collection Method						▓	▓	▓							
Research Instrument Development						▓	▓	▓							
Population and Sampling						▓	▓	▓							
Data Analysis Method						▓	▓	▓							
Summary						▓	▓	▓							
Chapter 4: Analysis and Findings															
Introduction										▓					
Demographic Profile Respondents											▓				
Descriptive Analysis										▓	▓				
Reliability Test										▓	▓				
Normality Test										▓	▓				
Hypothesis Testing										▓	▓				
Framework Analysis										▓	▓				
Summary										▓	▓	▓			

Chapter 5: Discussion and Conclusion															
Introduction														▓	
Key findings														▓	
Discussion														▓	
Implication of the study														▓	
Limitation of the study														▓	
Recommendation of future study														▓	
Conclusion of the study														▓	▓

Lampiran D: Borang Rekod Pengesahan Penyaringan *Turnitin*

Universiti Malaysia KELANTAN	**REKOD PENGESAHAN PENYARINGAN *TURNITIN*** ***VERIFICATION RECORD OF TURNITIN SCREENING***

Kod/Nama Kursus: ALS4112 (Research Project Logistics I)/ALS4113 Research Project Logistics II)
Code/ Course Name:
Sesi/*Session:* September 22/23
Semester*: September 22/23*
Nama Program/*Name of Programme:* SAL
Fakulti/Pusat/*Faculty/Centre:* Fakulti Keusahawanan Dan Perniagaan/
Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ *Verification of Plagiarism Screening*

Saya, Mohd Akmal bin Mohd Hanafi No.Matrik A19B1051 dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 10%.

I, Mohd Akmal bin Mohd Hanafi Matrix number A19B105, hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of 10%.

Tajuk Kertas Kerja Penyelidikan/ *The Tittle of Research Project Paper:-*

FACTORS THAT INFLUENCED CUSTOMER SATISFACTION IN ONLINE SHOPPING GROCERIES AMONG PEOPLE IN KOTA BHARU, KELANTAN

Tandatangan/*Signature*

Akmal

…………………………………….
Nama Pelajar/*Student Name*: Mohd Akmal bin Mohd Hanafi
No.Matrik/*Matrix No*: A19B1051
Tarikh/*Date*: 26 January 2023

Pengesahan Penyelia/*Supervisor*:   Tandatangan/*Signatu*

FYP GROUP 4

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