FACTORS THAT AFFECT CUSTOMER SATISFACTION IN ONLINE BUSINESS TOWARDS FOOD AND BEVERAGES PRODUCT IN UNIVERSITY MALAYSIA KELANTAN

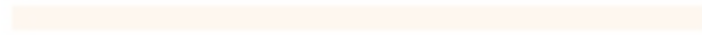CHENG YUN HARN, FATIN LIYANA MOHD SALLEH, NUR QURRATU' AINI OTHMAN, SITI NURAFIFFA MOHD HALID.

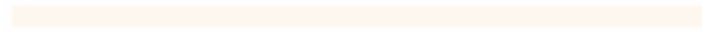DEGREE OF BACHELOR OF ENTREPRENEURSHIP(COMMERCE) WITH HONORS.
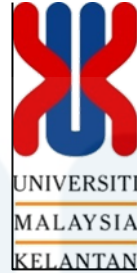
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Factors That Affect Customer Satisfaction in Online Business Towards Food and Beverages Product in University Malaysia Kelantan.

by

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A thesis submitted in fulfillment of the requirements for the degree of Bachelor of Entrepreneurship (Commerce) With Honors 2024.

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

FACULTY ENTREPRENEURSHIP AND BUSINESS

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X

% - Percent. N

– Population. n

– Frequency

r – Correlation Coefficient.

p – Value.

LIST OF ABBREVIATIONS.

SPSS - Statistical Package of the Social Science.

UMK - University Malaysia Kelantan FKP -

Faculty of Business Entrepreneurship.

F&B - Food and Beverage.

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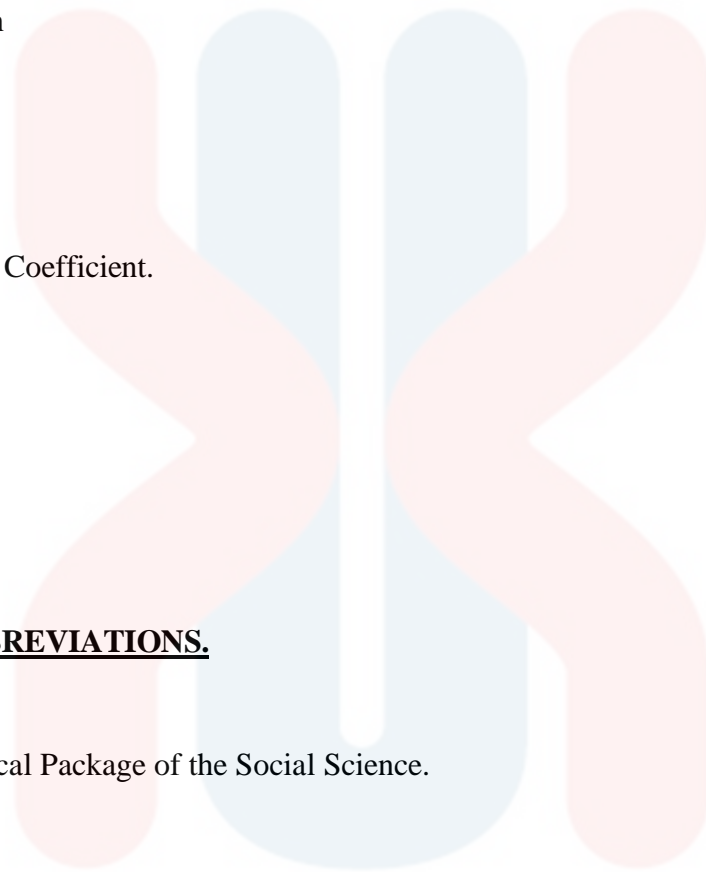
ABSTRAK.

Kajian ini menyiasat faktor utama yang mempengaruhi kepuasan pelanggan dalam konteks perniagaan makanan dan minuman dalam talian di Universiti Malaysia Kelantan (UMK). Pertumbuhan pesat e-dagang telah mengubah cara pengguna berinteraksi dengan perniagaan, terutamanya dalam sektor makanan dan minuman. Memahami faktor-faktor yang menyumbang kepada kepuasan pelanggan di alam dalam talian adalah penting bagi perniagaan dan institusi seperti UMK, yang mungkin mempunyai dinamik yang unik. Penyelidikan ini menggunakan pendekatan metodologi, menggabungkan kaji selidik dan temu bual untuk mengumpul data daripada pengguna makanan dan minuman dalam talian di UMK. Kajian ini mengkaji pelbagai dimensi yang mempengaruhi kualiti produk, sumbangan kedai, responsif, dan kepuasan pelanggan. Penemuan awal menunjukkan bahawa faktor-faktor seperti keramahan pengguna platform dalam talian, kualiti perkhidmatan yang disediakan, pelbagai produk yang ada dan ketepatan penghantaran mempunyai kesan yang signifikan terhadap kepuasan pelanggan. Di samping itu, kajian ini meneroka bagaimana faktor luaran, seperti latar belakang sosio-ekonomi dan celik teknologi, boleh mempengaruhi pengalaman membeli-belah dalam talian dan tahap kepuasan. Pandangan yang diperoleh daripada penyelidikan ini diharapkan dapat menyediakan UMK dan perniagaan makanan dan minuman dalam talian tempatan dengan maklumat berharga untuk meningkatkan perkhidmatan dalam talian mereka, meningkatkan kepuasan pelanggan, dan akhirnya mengukuhkan kedudukan kompetitif mereka dalam pasaran digital. Di samping itu, kajian ini menyumbang kepada pemahaman yang lebih luas mengenai tingkah laku pengguna dalam talian dan kepuasan dalam konteks khusus suasana universiti, memberi penerangan tentang pertimbangan unik yang mungkin timbul dalam tetapan tersebut.

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ABSTRACT.

This study investigates the main factors that affect customer satisfaction in the context of online food and beverage businesses at University Malaysia Kelantan (UMK). The rapid growth of e-commerce has changed the way consumers interact with businesses, especially in the food and beverage sector. Understanding the factors that contribute to customer satisfaction in the online realm is important for businesses and institutions like UMK, which may have unique dynamics. This research uses a methodological approach, combining surveys and interviews to collect data from online food and beverage consumers at UMK. This study examines various dimensions that affect product quality, store contribution, responsiveness, and customer satisfaction. Preliminary findings suggest that factors such as user-friendliness of online platforms, quality of service provided, variety of products available and delivery accuracy have a significant impact on customer satisfaction. Additionally, this study explores how external factors, such as socioeconomic background and technology literacy, can influence online shopping experience and satisfaction levels. The insights gained from this research are expected to provide UMK and local online food and beverage businesses with valuable information to improve their online services, increase customer satisfaction, and ultimately strengthen their competitive position in the digital market. Additionally, the study contributes to a broader understanding of online user behavior and satisfaction in the specific context of a university setting, shedding light on unique considerations that may arise in such settings.

CHAPTER 1: INTRODUCTION

This chapter discusses the research background, problem statement, research objectives, research questions, as well as the scope and significance of study from the title Factors that Affect the level of Customer Satisfaction in Online Businesses towards Food and Beverage Products Among University Malaysia Kelantan.

1.1   RESEARCH BACKGROUND

Online business, often known as e-business, refers to commercial activities conducted over the internet. In 1996, the phrase "online business" first appeared. Electronic business is referred to as online business. As a result, the buyer and vendor are not face to face. e-Business we are exposed to numerous online Business models today. It has had remarkable growth since it began. Some believe that it may eventually completely replace physical retailers. We cannot overlook the significant role it plays in the present global economy, even though that is still up in the air. According to Mohd Syamezie, Nursyahfika, Shufirahziana, Mohd Fauzi Helmi and Caroline Geetha, (2021) Online businesses are very popular and favored by the community nowadays. In Malaysia, internet or online business activities are becoming more popular and popular now, in line with the development and economic progress at the globalization level. According to Adam Afiq (2012) internet business is an online business where it uses the internet as an intermediary medium between sellers and buyers. The internet offers a variety of opportunities and added value to the business which in turn gives lucrative returns if managed well. Thus, Simpson and Docherty, (2004) Online Business is defined as the application in information and communication

technologies to facilitate the execution of related functions like marketing management, strategy leverage, information systems, logistics management, customer relationship management, and human resource management. In addition, the community has benefited greatly from technology in several ways, particularly for young people who may now do business online.

1.2   PROBLEM STATEMENT

The level of satisfaction can be essentially divided into two parts, which are the difference between expectations and performance, or the outcomes perceived by customers. The level of customer satisfaction is crucial to emphasize within a company because it is closely related to the success of the company's marketing and sales of its products (Ajeng Mira Herdina, 2023). Most customers desire high-quality products that align with their expectations and preferences. Quality products have a significant impact on the level of satisfaction. This is because the quality of the product is seen as an extrinsic factor, a signal, and a customer's value (Richins and Bloch, 1991). According to the study under examination, several factors influence the level of customer satisfaction with food and beverage products in an online business.

Every customer is certainly not out of their desire to evaluate the quality of a product purchased. This is because, from the perspective of product quality, it is important to ensure their level of satisfaction which ultimately leads to the goal of repurchase (Dr.A. Seetharaman, 2023). According to Steve Jobs, the founder of the Apple company, he stated that his perception of quality "is not just about what you see and feel. Quality is how it works." By improving product performance, combining superior and smart technologies, improving productivity, and expanding diversity, product quality can be enhanced, leading to better competitive position (Anuj Bhowmick, 2023). The decision to remain inactive without making any changes is

unreasonable and irresponsible. For example, in the context of food and beverage products, customers may perceive that the goods they buy have varied and often changing tastes. This may be due to the lack of specific standards set to maintain the same taste in each purchase.

Next, store attributes. Store design can play an important role in enhancing repeat purchases and create emotional attachment of a customer with a specific store (Uzma Haroon, Raza Ali, Ume Farwa & Tooba Khalil, 2023). In the e-commerce era, store attributes in digital platforms play a crucial role in ensuring consumer satisfaction when purchasing goods. Store attributes are formed by the store owner to differentiate it from other stores and are external stimuli that can create consumer perceptions of the store. Store attributes also act as an incentive so that it can attract users to visit and make transactions (Ahmad Khabib Dwi Angara & Ririn Tri Ratna Sari, 2022). If a merchant fails to display product attributes that meet customer satisfaction levels, customers become hesitant to make purchases from their store. For example, merchants do not provide nutritional information for food products, especially to customers who are highly concerned about nutrition. By displaying accurate and clear information, it helps customers plan their dietary choices. Moreover, customers will also feel dissatisfied with the food products they purchase if the images displayed in the store do not match the products received. This will lead to the subsequent process, which is the refund process from customers to the merchant for products that did not meet their expectations. This indirectly results in customers being less satisfied with online food product purchases.

Finally, is responsiveness. The inclination to assist patrons and deliver expeditious. services, along with the inclination to support customers and promptly offer customized solutions when summoned, both exemplify the concept referred to as "responsiveness" (Cheng et al., 2019). Responsiveness in online business, according to business experts, refers to a company's

ability to quickly respond to customer needs and demands, as well as changes in the market. For an institution to exhibit responsiveness, a requisite entails a deeper comprehension of consumer behavior and the capability to profile it, in addition to real-time customer data and allegiance, as well as service parameter control (Herhausen et al., 2019). The key attributes of responsiveness in online businesses include swift communication. Swift communication refers to responding promptly to customer inquiries, comments, and issues. This also includes responses to emails, phone calls, or social media inquiries. Merchants who do not fully commit to this have made a drastic mistake because it will impact customers' decisions to purchase products from their store. If customers are satisfied with the merchant's service, they will decide to purchase the products being sold.

1.3   RESEARCH QUESTIONS

RQ1: Is there any significant relationship between product quality and the level of customer satisfaction?

RQ2: Is there any significant relationship between store attributes and the level of customer satisfaction?

RQ3: Is there any significant relationship between responsiveness and the level of customer satisfaction?

1.4   RESEARCH OBJECTIVES

RO1: To determine the relationship between product quality and the level of customer satisfaction.

RO2: To determine the relationship between store attributes and the level of customer satisfaction**.**

RO3: To determine the relationship between responsiveness and the level of customer satisfaction.

1.5 RESEARCH SCOPE

This research is about customer satisfaction on online food and beverage among University Malaysia Kelantan students. This research focuses on the food and beverage industry. The research conducted focuses on geography, demography, time, type of service, data collection, data analysis and others. This is to collect data about the satisfaction received by students towards online food and beverage. This data collection was made and analyzed using SPSS for the accuracy of the data received.

1.6 SIGNIFICANCE OF RESEARCH

This study was conducted based on several important factors to study customer satisfaction. The most important and important factor is focused on customer satisfaction on online food and beverage among University Malaysia Kelantan students. Theoretically, this study helps to enrich the existing literature collection by filling the identified gaps. In addition, this

thesis fills this gap by examining product quality, store attributes, responsiveness, and customer satisfaction.

Research on customer satisfaction with online food and beverage services among students is important for several reasons, among which the student market is an important consumer group for online food and beverage services. Understanding their satisfaction can provide valuable insight into the preferences and expectations of this important demographic. Also, market competitiveness as the online food and beverage industry is highly competitive. Research on customer satisfaction can help businesses gain a competitive advantage by tailoring their services to better meet student demands.

Customer loyalty because satisfied student customers are more likely to become loyal customers, which leads to repeat business and positive word-of-mouth recommendations. This research can help identify factors that drive loyalty among students. Researching customer satisfaction among students in the online food and beverage industry has significant implications for businesses, consumers, and the wider economy. It can lead to improvements in service quality, customer loyalty, and the overall success of online food and beverage platforms.

1.7 OPERATIONAL DEFINITION OF KEY TERMS

Product quality refers to the inherent characteristics, features, and attributes of a product that determine its ability to meet or exceed the expectations and requirements of consumers.

Store attributes refer to the characteristics or features of a retail or commercial establishment that influence a consumer's perception and experience when shopping at that store. These

attributes are essential in shaping a store's image, reputation, and overall appeal to potential customers.

Responsiveness is a term used in various contexts to describe the ability or willingness of a person, system, organization, or entity to react, adapt, or respond promptly and effectively to changing circumstances, needs, requests, or demands. It reflects the capacity to address or accommodate changes in a timely and appropriate manner.

Customer satisfaction is a term used to describe the degree of contentment, fulfillment, or happiness that customers experience because of their interactions with a product, service, or a business.

Online shopping is the process of purchasing goods or services over the internet through websites or online platforms, where customers can browse, select, and order products, which are then delivered to their specified location.

1.8 ORGANIZATION OF THESIS

This thesis comprises five chapters, each with a specific focus. In the first chapter of the report, introduce the research background, state the research problems, identify the literature gap, and define research objectives and questions. This part of the report also clarifies the scope and significance of the study and provides definitions of key terms.

Next, the main body of literature regarding the theory around the research on "Factors That Affect the Level of Customer Satisfaction in Online Businesses Towards Food and Beverage Products Among University Malaysia Kelantan Students" is being cover in chapter two. Besides, the previous study related to the research title will be brought out in this chapter as well as the hypotheses statement.

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Chapter Three presents the research methodology of the present study on its research design, which explains the research design and approach adopted for the study. Next, population and sample use in conducting the research will be brought up in this chapter, it details the population under study and the methods used for sampling. Moreover, this part of the research will be discussing the data collection procedure, research instrument, and the data analysis regarding the factors that affect satisfaction level of consumer towards F&B products in online business.

Chapter Four presents the research findings related to the factors impacting customer satisfaction in online businesses, specifically in the context of food and beverage products among University Malaysia Kelantan students. It also discusses and summarizes these results and their implications, addressing the research objectives established in Chapter One.

In this concluding chapter, Chapter Five, the thesis synthesizes the findings from the data analysis and explores their implications for the theory and literature on factors affecting consumer satisfaction in e-commerce, particularly in relation to food and beverage products. It points out the implications of the findings for the theory and literature on elements that impact consumers satisfaction regarding e-commerce related to F&B products.

1.9   SUMMARY

The introductory chapter of this thesis provides an in-depth exploration of the research background and articulates the specific problems related to consumer satisfaction concerning F&B products, which in turn inform the formulation of research questions and objectives. Additionally, this chapter delineates the research's scope and underscores its significance. Furthermore, it elucidates the operational definitions of key terms essential to the study.

Finally, a brief overview of the thesis's organization is presented. The subsequent chapter will delve into the theoretical underpinnings of this research, offering comprehensive explanations for all the variables employed in this study.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will include some previous studies and an explanation about research literature on the factors that influence the level of customer satisfaction in online business towards food and beverage products in University Malaysia Kelantan. Not only that, the use of servqual theory was also discussed followed by the conceptual framework and hypothesis statement that had been built.

2.2 UNDERPINNING THEORY

In the context of research, "underpinning" pertains to the essential ideas, theories, or principles that offer the primary support or groundwork for a study. These foundational components serve to elucidate the reasoning behind the research and steer the methodology and analysis employed in the study. They constitute the theoretical structure on which the research is constructed and establish a robust basis for its findings. There are a few theories that are related to our research, that is the disconfirmation theory and customer satisfaction theory.

2.2.1 SERVQUAL THEORY

Servqual is a widely used framework for measuring service quality, and it can be adapted to the online business context. Servqual theory to assess customer satisfaction in online food and

beverage businesses among students. This framework consists of tangibility, reliability, responsiveness, assurance, and empathy.

Tangible in the context of online food and drink, tangibles can refer to the visual aspects of a website or app, including its design, user-friendliness, and appearance. Factors that affect student satisfaction are website design and aesthetics, ease of navigation, availability of mobile applications and product image quality. Additionally, reliability in this context relates to the online platform's ability to consistently deliver food and beverage products as promised, including accuracy in order fulfillment and on-time delivery. Among the factors that affect student satisfaction are on-time delivery, accuracy in order fulfillment, consistency in food quality and service reliability.

Next, responsiveness involves how quickly and effectively an online business responds to student inquiries, concerns, or issues. Among the factors affecting student satisfaction are customer support response time, complaint resolution and helpline. As for guarantee, it refers to the efficiency, decency, and credibility of online businesses, including the reliability of the products and services offered. Factors that affect student satisfaction in the guarantee are the quality of food and beverages, transparency in pricing, ensuring safety and cleanliness in the preparation and delivery of food. In addition, empathy is about understanding and caring about the specific needs of students. It involves personalization and customization of services. Among the factors influencing student satisfaction are personalized recommendations, customization options for ordering and the availability of special dietary options.

Analyze survey responses to identify strengths and areas for improvement in each dimension. This analysis will assist in understanding the extent to which online food and

beverage businesses meet the needs and expectations of student customers, allowing for data driven improvements to increase customer satisfaction.

2.3 PREVIOUS STUDY

2.3.1 PRODUCT QUALITY

Product quality and customer satisfaction in the online food and beverage industry among students affects in terms of food quality, the most important factor affecting customer satisfaction in the online food and beverage industry is food quality. Students look for fresh, flavorful, and well-prepared meals that meet their expectations. Students appreciate food that is not only of high quality but also tastes good. Whether it's a pizza, a burger or a salad, taste, and flavor play an important role in satisfying customers. Also, a variety of menu options is important, as students often have different preferences. Providing options for a variety of cuisines, dietary needs and personal tastes can increase customer satisfaction. Fast and timely delivery is a critical factor, especially for students who may have limited time between classes and other commitments. Timely delivery of orders contributes significantly to customer satisfaction.

Also, online orders should be served well, just like in restaurants. Attractive food presentation can enhance the overall dining experience and leave a positive impression. Ensuring food is prepared, handled, and delivered with the best hygiene and safety measures is essential. This is especially important in the current health-conscious climate. Students often have limited budgets, so they appreciate restaurants or food delivery services that offer reasonable prices for the quality and quantity of food they receive. Offering discounts, loyalty rewards or special offers for regular customers can foster a sense of belonging and encourage repeat business among

students. Ease of online ordering processes such as WhatsApp, Grab food and Food panda are user-friendly and mobile applications, can have a significant impact on customer satisfaction. Effective and responsive customer service is essential. Handling inquiries, issues and special requests promptly and professionally can have a huge impact on customer satisfaction.

2.3.2   STORE ATTRIBUTES

Store attributes pertain to the fundamental components of a store's image, such as merchandise, physical facilities, services, and atmosphere, among others. Research on store images has resulted in the identification of numerous attributes (Martineau, 1958; James et al., 1976; Peter and Olson, 1990). The online business store attributes for food and beverage products to be examined include information quality, privacy concerns, product variety, and delivery. Establishing effective store attributes can influence consumers to consistently patronize the same store and attract potential new customers.

Information quality relates to a consumer's perception of the accuracy, relevance, timeliness, completeness, consistency, and format of information presented on a website regarding products and transactions (DeLone & McLean, 2003, p. 15). Product information encompasses detailed information about product features, consumer recommendations, evaluation reports, and more, while service information covers FAQs, promotional notifications, membership details, orders, and delivery information (Tzeng et al., 2020). Customers typically expect high-quality information about products or services to aid them in making informed purchasing decisions, whether they are shopping in a physical store or online (Cyr, 2008). Potential online customers are particularly attentive to the quality of website information to facilitate their purchasing decisions (C. Kim et al., 2008).

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Next, we have privacy concerns, which encompass an individual's apprehensions regarding the potential risks and adverse outcomes associated with sharing private information (Gogus & Saygın, 2019). "Internet privacy concerns" is a multifaceted concept. First, e-retailers link them to worries about the data collection process itself. Second, it pertains to the improper utilization of this information (Roca et al., 2009). Users' concerns about organizational information privacy practices include data collection, errors, unauthorized access, and the secondary use of data (Hwang & Kim, 2007). Product variety, product type, and reputable brands are distinct factors that relate to the quality of products and services available for purchase. This encompasses the wide array of products and services accessible for online shopping, as well as the brands offered by a retail store (Rudansky-Kloppers, 2014).

Lastly, "Fulfillment" refers to the actions taken to ensure that customers receive their ordered items, which includes factors like delivery time, order accuracy, and delivery condition (Rita et al., 2019). Customers consider delivery cost information, delivery guarantees, and delivery schedules as crucial details they expect when shopping online (Darley et al., 2010; Page Thomas et al., 2006). Customers also assess delivery time attributes, including the overall reduction of delivery time, notifications about potential shipping delays, and a shipment tracking number (Raman, 2019; Sharma & Aggarwal, 2019).

2.3.3 RESPONSIVENESS.

Responsiveness in the context of online business refers to a company's ability to react promptly and effectively to customer inquiries, requests, feedback through various online channels. It is an essential aspect of providing excellent customer service and maintaining a positive online reputation. According to Moshe Korach, (2023) The speed and effectiveness with

which a company attends to the requirements of its clients is measured as its customer responsiveness. It is evaluated by considering the speed at which client questions and grievances are addressed, as well as the efficiency with which suggestions are carried out and input is obtained. The precision and quickness with which orders are fulfilled can also be considered aspects of customer response.

Then according to Laura Nelson, (2022) Customer responsiveness is a gauge of how well a business responds to and meets the requirements of its clients. It is essential to client happiness, which is vital to the success of any firm. Said another way, a company's ability to respond to its customers is essential to its survival and growth. Responsive customer service is crucial in the online business landscape as it can lead to increased customer satisfaction, repeat business, and positive word-of-mouth marketing. On the other hand, a lack of responsiveness can result in customer churn, negative reviews, and damage to a company's reputation. Therefore, businesses often invest in tools, training, and resources to ensure they can provide a high level of responsiveness in their online interactions.

2.3.4 FACTORS AFFECT AND THE LEVEL OF CUSTOMER SATISFACTION.

Customer satisfaction is influenced by a variety of factors, and it's essential for businesses to understand and manage these factors effectively. Customer satisfaction is a complex and multifaceted concept, and it's influenced by the interplay of these and other factors. Successful businesses actively monitor these elements, collect feedback, and continually adapt their strategies to meet customer expectations and maintain high levels of satisfaction.

It is thought that satisfaction affects attitude shift and propensity to buy. One need for the kind of sustained interest in a product that may result in repeat purchases is a positive experience

throughout the purchase process. Numerous researchers discovered that one of the key elements affecting the intention to continue making purchases is contentment. In ecommerce context, DeLone and McLean, (2011) identified "User Satisfaction" as an important means of measuring our customers' opinions of an e-commerce system.

Customer satisfaction in the context of online enterprises is impacted by a few aspects that are specific to the digital environment. Building and sustaining customer happiness requires an understanding of and successful management of these elements. Since customer satisfaction is a dynamic and continuing process in the digital age, online firms need to continuously monitor and adjust their tactics to match the changing expectations of their consumers. The significance of prioritizing customer happiness as a fundamental element in the construction of any online store is underscored by the exponential rise of online purchasing (Katta & Patro, 2016). Customer site commitment has been said to be significantly impacted by important variables including user experience effectiveness, product and service information quality, safety perception, and site understanding (Park & Kim, 2003).

2.4 CONCEPTUAL FRAMEWORK
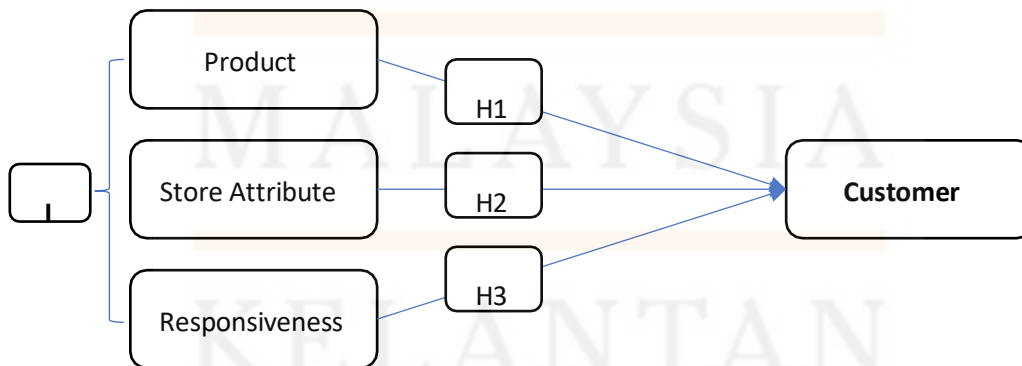
Figure 2.1**:** Shows the conceptual framework.

Following the completion of the literature review, the researcher may conclude those factors as crucial elements that may significantly affect consumers at University Malaysia Kelantan's level of satisfaction towards e-commerce's F&B products. Figure 2.1 illustrates the conceptual model for the present study via a diagrammatic representation of the relationships between all constructs and their order of influence. As shown in the figure, there are a total of three independent variables (iv) that have been bought into the study which consists of quality of product, store attribute and responsiveness of the seller. All these IVs are the elements that might affect the dependent variable (DV) of the study, level of satisfaction. Hence, the study has come out with a few questions that relate the IVs and the DV, such as:

- Is there any relation between product quality and consumer' satisfaction in e-commerce' F&B products?

- Is there any relation between the attribute of the store and consumer' satisfaction in ecommerce' F&B product?

- commerce's any relation between responsiveness and consumer' satisfaction in ecommerce' F&B products?

2.5   HYPOTHESES STATEMENT

From the conceptual framework, this study has come out with specific hypotheses that related to each relationship between the independent variables and dependent variable which could be derived for testing. As a result of the conceptual framework, it led to the development of these hypothesis based on the relationships listed in the preceding section:

- **H1:** There is a significant relationship between product quality and consumer'

satisfaction.

- **H2:** There is a significant relationship between the store attribute and consumer'

satisfaction.

- **H3:** There is a significant relationship between responsiveness and consumer'

satisfaction.

Table 2.1 Summary of Research Objectives, Questions and Hypothesis

Research objectives	Research questions	Research hypotheses
1. To investigate the relationship between product quality and customer satisfaction.	1. Does the product quality influence customer satisfaction?	H1- There is a significant relationship between product quality and consumer' satisfaction.
Research objectives	Research sub-questions	Research hypotheses
2. To examine the relationship between store attributes and customer satisfaction.	2. Does the store attributes influence customer satisfaction?	H2- There is a significant relationship between the store attribute and consumer' satisfaction.
3. To examine the relationship between responsiveness and satisfaction.	3. Does responsiveness influence customer satisfaction?	H3- There is a significant relationship between responsiveness and consumer' satisfaction.

2.6   SUMMARY

In this chapter discusses various aspects related to customer satisfaction in online businesses, particularly in the context of food and beverage products. It includes theoretical foundations, previous research findings, and the development of a conceptual framework with associated research questions and hypotheses. The conceptual framework presents a diagram illustrating the relationships between independent variables (product quality, store attributes, and responsiveness) and the dependent variable (customer satisfaction). The research objectives, research questions, and hypotheses are summarized in a clear and structured manner.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter describes the methodology and data analysis procedures carried out in this research. This study aims to investigate the effect of online business mediation in the relationship between influencing factors and the level of customer satisfaction at University Malaysia Kelantan. To investigate the theoretical implications of this research, this chapter highlights an appropriate research paradigm as its direction. A research paradigm generally describes the approach used to achieve the research objectives, followed by a description of the research process and measurement operationalization. The next section focuses on the discussion of research instruments, population, sampling, and data analysis procedures. Finally, a summary of the statistical goodness-of-fit assessment is also presented.

3.2. RESEARCH PARADIGM

Understanding research paradigms is crucial because they provide guidance for scientific discoveries based on their assumptions and principles (Park, Konge, and Artino, 2020). A research paradigm serves as a method, model, or pattern for conducting research and encompasses a collection of ideas, beliefs, or understandings that underpin the functioning of theories and practices (Jessica Abbadia, 2022).

3.2.1. RESEARCH PHILOSOPHY

Science gives us the ideal of knowledge that most clearly claims positivism (Cohen et al., 2007). The philosophical foundation of this study rests on the positivism assumption, which is a representation of the traditional research approach. These assumptions are generally more applicable to quantitative research rather than qualitative research (Creswell, 2014). Additionally,

servqual theory which aims to explicate, rationalize, and predict the acts, procedures, framework, and concept found in the present literature is used in guiding this research.

3.2.2.   APPROACHES

This study also intends to confirm, support, or challenge the findings of other scholars in a different research context. David Phair & Kerryn Warren (2021) outlined that deductive approach is suitable for researchers to develop a theory and hypotheses and suitable for design a research strategy to test the hypothesis. Further, David Phair & Kerryn Warren (2021) outlined the inductive approach, in which researchers collect data and develop theory because of the data analysis. In detail, deductive approach is appropriate by considering the philosophy chosen for this study, which arrives at a reasoned conclusion by logical generalization of a known fact.

3.2.3   STRATEGIES

A research strategy delineates a systematic and time-bound plan of action that guides the researcher's cognitive journey. Its primary function is to facilitate the orderly progression of the research, introducing essential elements of the study, including the research topic, areas of focus, major emphases, research design, and ultimately the research methods (Ashni Waliya & Priya Chetty, 2020).

3.2.4 CHOICE

To attain the research objectives and address the research inquiries in any study, the researcher must decide between employing a solitary data collection method and its associated analytical procedures (referred to as "mono method") or adopting a combination of data collection approaches and analytical methods (known as "multiple methods"), as expounded by David Phair & Kerryn Warren (2021). Thus, this study has chosen the mono method over the alternative options, deeming it both suitable and equitable for accomplishing the research goals. The selected

mono method involves exclusively employing a quantitative data collection technique, utilizing questionnaires, along with quantitative data analysis procedures.

3.2.5 TIME HORIZONS

The selection of research methods/strategies is intricately linked to the choice of the study's time horizon. For instance, cross-sectional studies, which focus on a particular phenomenon at a specific point in time (as outlined by David Phair & Kerryn Warren, 2021), are distinct from longitudinal studies that span multiple time points to observe changes in dependent variables (as described by Sekaran and Bougie, 2010). Given that this research employs quantitative methods via survey distribution, a cross-sectional study aligns most appropriately with this scenario, particularly since it is widely employed in related research endeavors, as evidenced by the works of Gunasekaran and Spallanzani (2011) and Amlus et al. (2015).

3.2.6 TECHNIQUES AND PROCEDURES

As mentioned in previous discussion, this study has adopted the quantitative data collection technique, using questionnaires, with quantitative data analysis procedures. Self-administered questionnaires are generally used in correlational field (survey) designs, of which visit respondents and mail questionnaires. Furthermore, the data were randomly split into two sets; whereby, one set of the sample was used for Exploratory Factor Analysis (EFA) to uncover the underlying factors of the measurement items and the second set of the sample was utilized in Confirmatory Factor analysis (CFA) to confirm the findings from EFA. Mediating analyses were then conducted using Bootstrapping technique embedded in SEM-AMOS software as suggested by Preacher and Hayes (2004; 2008) and moderating analyses were analyzed using output from structural model, where the results are automatically generated by Stat Wiki tools following the steps recommended by Gaskin (2013).

3.2.7 UNIT OF ANALYSIS

To explain the population and sample of this research, the following section describes the unit of analysis for this study. The unit of analysis in this study is individual where the owners/managers, top management, senior management, and middle management of FMIs represent as key informant of their firm, who have active involvement in making decision. These respondents have the potential to provide critical information on their firms' strategy and performance. For a clear understanding of the research design utilized for this study, Table 3.1 has summarized the research design discussed in this chapter.

Table 3.1 Summary of Research Design Elements

Research design elements	Selected elements for this study
Philosophy	Positivism
Approach	Deductive
Strategies	Survey
Choice	Quantitative method
Time horizons	Cross-sectional
Technique and procedures	Data collection- questionnaire Data analysis - descriptive analyses
Unit of analysis	Individual

3.3   OPERATIONALIZATION OF VARIABLES

The selection criteria for items were derived from the pertinent literature following Sin et al.'s (2005) propositions. These criteria were utilized to define the item measurements for the various constructs, predicting their interrelationships based on theoretical foundations (Tharenou et al., 2007). The review of literature, as well as the conceptual framework expounded in chapter three, delineates that all constructs in the study are composite, comprising multidimensional components. This composite nature enhances their reliability and validity, surpassing single-item measurements (Tharenou et al., 2007).

To develop the item measurements, an analysis was conducted on existing scales, paying particular attention to their established validity and alpha value. Although many items were adapted from these scales, some were tailored for this specific study, while others were formulated based on the definitions of the variables. This section intricately describes the process through which the constructs identified in the literature were put into operational terms.

3.3.1   MEASUREMENT FOR DEMOGRAPHIC PROFILE

The demographic profile section's instrument items were thoughtfully curated from a comprehensive range of literature sources. These items were meticulously extracted and then tailored to suit the specific requirements of this research, as visually represented in Table 3.2. Within this table, each question's description was systematically outlined, along with a rationale for why that question was posed to the selected respondents.

The adaptation process involved a thorough examination of existing items, considering their relevance and applicability within the context of this research. Each question in Table 3.2 was scrutinized and modified to ensure it not only fit the research's objectives but also

contributed meaningfully to capturing the necessary demographic information of the respondents. The justifications presented in the table elucidate the thought process behind the selection of each question, establishing a clear link between the research goals and the demographic data sought from the participants.

Table 3.2 Summary of demographic profile questions

Information Required	Explanation of Question Content
Qs1 – Gender of respondent	Information about the gender of respondent
Qs2 – Age of respondent	Information about the age of respondent
Qs3 – Nationality of respondent	Information about the nationality of respondent
Qs4 – Respondent race	Information about respondent race.
Qs5- Monthly income Level.	Information about the monthly income of respondent.
Qs6- Status	Information about the status of respondent.
Qs7- Occupation of respondent: The occupation	Public opinion polls consistently show that a person's occupation also affects how honest they are, and that people

24

of respondent indicates the profession of a person such as lecturer, doctor, lawyer, police, student, et cetera.	are motivated to see themselves as honest for many reasons (Nault and Thau, 2022). Furthermore, other researchers have included response consistency and respondent honesty (attention, effort) as additional critical dimensions of data quality (Moss & Litman, 2022).
Qs8 – Academic Qualifications	Information about the level of education of respondents.
Qs9 – Visited Restaurants or cafe	Type of store that respondent frequently visits.
Qs10 –Number of visits in a week.	The number of times respondent visited in a week

3.3.2 MEASURES FOR HYPOTHESIS TESTING

Once the hypotheses have been established, the subsequent critical step involves crafting precise measurement scales that effectively capture the necessary constructs to test these hypotheses. Drawing upon the advice of Nunnally and Bernstein, this thesis has adopted measurement scales that have been previously developed, utilized, and validated in earlier studies. As indicated by Hair et al. (2006), utilizing constructs and scales that have undergone rigorous testing and gained acceptance in prior research endeavors can significantly enhance the validity and reliability of the data collected in a current study.

This section of the thesis delves into a comprehensive discussion of the specific measurement scales chosen for each individual construct. It meticulously elucidates the reasoning behind the selection of these scales, emphasizing their alignment with the research objectives and their proven track record from prior studies. By employing established scales, the aim is to bolster the credibility and robustness of the data collected, thereby reinforcing the validity and reliability of the study's findings.

3.3.2.1 MEASUREMENT FOR INDEPENDENT VARIABLES

The first focus is on the product quality available in the online store. To assess satisfaction with product quality, a seven-item scale using a five-point Likert scale was employed. Two of these questions were adapted from Guo, X., Ling, K. C., & Liu, M. (2012), while the remaining four were taken from Tan, K.L, Wong, K. S., & Kong, Y. M. (2023).

The second aspect under consideration is the attributes of the online store, gauged using a concise four-item, five-point Likert scale. These items were selected from Nair and Shams' (2020) research on the impact of store attributes on food and grocery shopping behavior.

The third construct analyzes the store's responsiveness to consumers. Three items, based on a five-point scale to measure this factor, were developed by Lee, G. and Lin, H. (2005). Additionally, two items measuring the same factor of store responsiveness were created by Rita, P., Oliveira, T., & Farisa, A. (2019). Respondents rated all these items on a 5-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Table 3.3 presents a summary of the sixteen items used to measure entrepreneurial characteristics.

Table 3.3 Items measuring of Independent Variables

Label	Items	Source
Product Quality		
PQ1	I am satisfied with the product quality provided by the website.	Guo, X., Ling, K. C., & Liu, M. (2012).
PQ2	The products of the website meet my needs and expectations regarding quality.	
PQ3	I like the taste of the food.	Tan, K.L, Wong, K. S., & Kong, Y. M. (2023).
PQ4	I pay attention to the quality of food.	
PQ5	You get what you ordered from this website.	
Store Attributes		
SA1	This store uses attractive store décor.	(Nair and Shams, 2020).
SA2	This store has a pleasant smell.	
SA3	This store in-store sound is tolerable	
SA4	The store layout and display are well organized.	
Responsiveness		
R1	I think the online bookstore gives prompt service.	

R2	I believe the online bookstore is always willing to help customers.	Lee, G. and Lin, H. (2005).
R3	I believe the online bookstore is never too busy to respond to customer requests.	
R4	The online shop provides a telephone number to reach the company.	Rita, P., Oliveira, T., & Farisa, A. (2019).
R5	The online shop has customer service representatives available online.	

3.3.2.2 MEASUREMENT FOR DEPENDENT VARIABLE

This study primarily centers on gauging consumers' satisfaction with food and beverage products available through online businesses. This satisfaction is essentially measured by the delight or disappointment experienced by consumers concerning the products provided by the company, aiming to fulfil their desires and needs (Istanti et al., 2020). Emphasizing the multidimensional nature of consumer satisfaction, this study employs multiple items to capture the depth and complexity of this construct, aligning with the insights of Churchill (1979).

The evaluation of consumer satisfaction encompasses various aspects such as product quality, store attributes, and responsiveness. Five distinct items, adapted from diverse studies, are utilized to gauge respondent satisfaction. Among these, one item is drawn from Tan, K.L, Wong, K. S., & Kong, Y. M. (2023), two items are sourced from Rita, P., Oliveira, T., & Farisa, A. (2019b), and an additional two items are adopted from Chand, M., & Slath, A. (2018). These items collectively serve to comprehensively measure consumer satisfaction regarding the specified factors.

Table 3.4 Items measurement of Dependent Variable: Consumer' Satisfaction

Label	Items	Source
Consumer Satisfaction		
CS1	I will visit the online store again if I'm satisfied with the quality of the food.	Tan, K.L, Wong, K. S., & Kong, Y. M. (2023).
CS2	The online shop always meets my needs.	Rita, P., Oliveira, T., & Farisa, A. (2019b).
CS3	I am happy with the standards by which this online shop is operating.	
SC4	I am satisfied with the overall service of the online store.	Chand, M., & Slath, A. (2018).
SC5	Overall, I am satisfied by the food bought from the online store.	

3.3.3 INSTRUMENT DESIGN

The sample was selected among student University Malaysia Kelantan. In this study, the data collection approach was tailored to University Malaysia Kelantan students to understand the factors affecting their level of customer satisfaction with online businesses offering food and beverage products. This approach is distinct from the one mentioned in the provided paragraph, which focused on online business towards food and beverage products among students

University Malaysia Kelantan. In this section, we describe the data collection approach tailored specifically to University Malaysia Kelantan students for investigating the factors that influence customer satisfaction with online businesses towards food and beverage products.

3.3.4   PRE-TESTING AND PILOT TESTING OF QUESTIONNAIRE

Pre-testing and pilot testing of a questionnaire are essential steps in the questionnaire development process to ensure that the survey instrument is valid, reliable, and effective in collecting the intended data. These two types of testing help identify and address any potential issues with the questionnaire before it is administered to the target population. Pre-testing and pilot testing are crucial for ensuring that your questionnaire is well-designed, reliable, and capable of collecting accurate data. These steps help minimize potential errors and biases in your research instrument, increasing the quality of the data collected and the overall success of your study.

Additionally, the responsiveness, store attributes, and product quality were specifically chosen by University Malaysia Kelantan students. Few shortcomings were found in the pre-test results, necessitating more explanations. Student recommendations were assessed, and the survey questionnaire was modified as a result. A few sentences that were overly technical were also clarified and rewritten in more straightforward English without losing their original sense. Given that English is the second most often used language in commercial transactions in Malaysia, all students who answered the questionnaire gave it favorable comments.

Thus, using the questions that have been gathered, the task guide will receive the assignment for review and include the question in the Google form that will be made available to University Malaysia Kelantan students online once the assignment guide has received and

reviewed the question. The primary language used in this questionnaire is English, which is also commonly used in business management and is taught as a second language in Malaysia. As a result, responding to the question in English is not difficult for the University Malaysia Kelantan students. But there will be a Bahasa Melayu translation of the questionnaire.

The data from the pilot test will be analyzed with SPSS to assess the instrument's internal consistency and reliability. As a result, the researcher made use of the dependability of a measure is defined by how consistently and steadily it analyses a concept and contributes to establishing the measure's "goodness" (Carvana et al., 2001). Cronbach's alpha was used in the reliability test for each of the nine constructions. The Cronbach's alpha coefficient of 0.6 was used as a guideline to ensure the stability and consistency of the instruments used in this investigation (Hair et al., 2006). According to the findings of the reliability test, all nine of the constructs' Cronbach's alpha values are more than 0.60. The Cronbach's alpha coefficients for each of the nine categories varied, with product quality having the lowest coefficient at 0.745 and security having the highest at 0.832.

3.3.5 FINAL QUESTIONNAIRE

The final questionnaire was created using the modifications mentioned in the section above, as may be seen in Appendix B. There were three sections in the questionnaire. The categorization questions in Section A recorded the inclusion criteria, which required respondents to be students at University Malaysia Kelantan to be selected to get the questionnaire. The purpose of Section B was to pose questions about the concept of entrepreneurial traits. The target questions in Section C were intended to address tactics that online company owners should implement regarding food and beverage products offered on their online business.

3.4   POPULATION AND SAMPLING

Several factors were considered in determining the population for this research. Firstly, the population was limited to the entire UMK student body, comprising three campuses: Bachok, Jeli, and Kota as shown in Table 3.5.

Table 3.5 Population of UMK's Student by Campus

Kota's Campus	Bachok's Campus	Jeli's Campus
6448	2552	2367

Second, the population is divided based on important characteristics for research, which is divided into the student population of UMK in the selected campus, which is the Kota's campus, which has a total of 6448 students. Table 3.6 shows the total number of students on the city campus according to their respective faculties, i.e., there are 3 faculties as stated. Out of a total of 11,367 UMK students in 2023, only a small portion is needed for this study.

Table 3.6 Population of UMK's Student by Faculty in Kota's Campus

Faculty and Program	FKP.	FPV	FHPK
SAK	801		
SAE	167		
SAA	216		
SAB	848		
SAL	783		

SAL 0	15		
SAR	729		
SDV		220	
SAH			675
SAP			1312
SAS			682
Totals Students	**3559**	**220**	**2669**

Third, the researcher categorized them according to the chosen program which is the program offered at UMK for the Faculty of Business Entrepreneurship (FKP). FKP consists of six special programs as shown in Table 3.7. Database listings were obtained, and respondents were selected based on stratified random sampling with a total of 801 students from the Bachelor of Entrepreneurship (Commerce) program with honors (SAK).

Table 3.7 Population of UMK's Student by Program in Faculty of Entrepreneurship and Business (FKP)

FKP Program's	Number of Students	Percent (%)
SAK	801	22.51
SAE	167	4.6.9
SAA	216	6.07

SAB	848	23.83
SAL	783	22
SAL 0	15	0.42
SAR	729	20.48
TOTAL	**3559**	**100**

Furthermore, there were proportioned to the numbers in each population to get the actual sampling size. To confirm the sample size needed for this study, the summary of proportion selection used from the total number of the strata are shown in Table 3.8. For this study, researcher proposed to obtain the minimum 265 samples as suggested by Krejcie & Morgan (1970) as shown in Table 3.8. Lastly, simple random sampling was used to choose the sample from each stratum. This is to obtain an unbiased sample to evaluate the adequacy of a sample of a population has an equal opportunity of being selected in the sample Patton (2004).

Table 3.8 Sample sizes for different sizes of population at a 95% confidence level

(assumed data are collected from all cases in the sample)

Margin of error

Table 3.1									
Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
Note: N is Population Size; S is Sample Size						Source: Krejcie & Morgan, 1970			

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

3.4.1 KEY INFORMANT

The sample was selected among the students at University Malaysia Kelantan. The main respondents for this study are students who study at the Kota Campus in the Faculty of Entrepreneurship and Business (FKP) and who take the SAK program only. Primary respondents were initially contacted by emailing them or sending messages on WhatsApp to establish the identity of the key person responsible, determine survey eligibility, confirm details, and obtain respondent consent to participate in the survey (Dillman, 2000). Information on obtaining

permission to send the questionnaire was given in advance to the target students. This study used a data collection method to satisfy respondents' preferences to answer the survey using a set of questionnaires and an email containing a survey link was sent to those who requested an online survey.

3.4.2 DATA COLLECTION PROCESS

A large-scale survey was conducted using a stratified random sampling of 801 total SAK students selected from the entire FKP Faculty. All these respondents were selected among SAK students because the researcher believes that these students have more in-depth knowledge related to the topic of the study. The questionnaire was distributed to the target students, namely SAK students.

3.5 DATA ANALYSIS PROCEDURES

A data analysis procedure to investigate factors influencing customer satisfaction in online businesses related to food and beverage products among students. Among them is to clearly define the objective of the analysis. What aspects of customer satisfaction do you want to explore? Are looking at certain factors such as product quality, delivery speed, customer support or price?

Next, collect relevant data related to online food and beverage business. This may include customer reviews, surveys, order history and any other data sources that capture customer feedback and interactions. Also, clean the data by dealing with missing values, duplicates, and any inconsistencies. Preprocess the data to ensure it is in a usable format. This may involve standardizing textual data, categorizing variables and more. Perform exploratory data analysis to

gain insight into the dataset. Explore statistics, data visualizations and summaries to understand the distribution of customer feedback and identify patterns.

In addition, determine the key variables related to customer satisfaction in the context of your business. These variables may include product quality, store attributes and responsiveness. Next, formulate hypotheses about how different factors can affect customer satisfaction. For example, it might be hypothesized that higher product quality leads to higher customer satisfaction. Conduct a test or statistical analysis to test the formulated hypothesis. This can involve regression analysis to assess the impact of different factors on customer satisfaction, chi-square tests or other relevant statistical tests.

Analyze results and identify factors that have the most significant impact on customer satisfaction. Is there a statistically significant relationship or correlation between the variables and customer satisfaction. Ensure the reliability of the analysis by using cross-validation or other validation techniques to confirm the robustness of the results. Next, document your entire analysis process, including data sources, methodology and findings, to ensure transparency and reproducibility.

3.6   SUMMARY

This chapter outlines the methodology to examine the relationship between factors that affect customer satisfaction in online business towards food and beverages product among students. The research paradigm is based on the researcher's ontology stance as well as the research questions will influence the selection of quantitative analysis operationalized by the questionnaire survey. The operationalization of each variable utilized in this study to generate the research instrument was also discussed. Quantitative analysis was selected based on the premise that the study extended work from previous studies predominated with validated measures of variables. Also, this chapter indicated the procedures in soliciting the target population and ways potential respondents were contacted and invited to participate in this research. Furthermore, the analysis procedures utilized in this research were explained. Previous chapters have focused on the background of this study and the theoretical foundations of the hypotheses.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

In this section, the researcher will expound upon the study's findings. The examination of the data will delve into the factors influencing consumer satisfaction levels in online business, specifically concerning food and beverage products at University Malaysia Kelantan. The online survey comprised 265 respondents, complemented by a pilot test involving 30 participants. Questions were disseminated through the UMK WhatsApp group, with completion facilitated by UMK city campus students at a nominal cost. This chapter will encompass frequency analysis, descriptive analysis, reliability assessment, and Spearman correlation analysis. A meticulous breakdown of respondent demographics will be presented using frequency analysis. Conversely, descriptive analysis will be employed to ascertain the impact of various factors on user satisfaction among UMK City Campus students in their online purchases of food and beverage products. Finally, a normality test and hypothesis evaluation were executed to ascertain the significance of the constructed hypotheses' relationships.

4.2 PRELIMINARY ANALYSIS

4.2.1 PILOT TEST

Pilot research was carried out to assess the questionnaire's dependability prior to the accurate survey. The instrument's degree of dependability is indicated by Cronbach's Alpha (Creswell, 2010). Pallant (2001) states that an index with a Cronbach's Alpha value of more than 0.6 is regarded as having good dependability. The Cronbach's Alpha coefficients are regarded as moderate and very high, ranging from 0.60 to 0.80 and 0.8 to 1.00, respectively. An internal

consistency based on Cronbach's alpha values is displayed in Table 4.1. Students from UMK

City Campus who are the respondents will participate in a pilot study.

Table 4.1 Cronbach's Alpha Coefficient Value

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

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

The consistency and stability of the questionnaire were confirmed using reliability

analysis. Reliability testing consistency shows how well the items assess a unified idea. To assess

a survey's reliability, Cronbach's Alpha is employed to calculate the internal consistency or

average correlation of its items (Cronbach, 1951). Several different approaches to assessing

reliability based on internal consistency have been used in previous studies. The most popular

methods are split-half, item-total correlations, and alpha coefficients (Kuder-Richardson-20 &

21 and Cronbach's Alpha) (Sürücü, 2020). When there is no binary scoring system for the

elements of an instrument, Cronbach-Alpha developed a method for determining the internal

consistency of the instrument. Additionally, the investigator possesses a 265-person sample size, of which 30 participated in the pilot study.

Table 4.2 Shows the reliability analysis results for the pilot test using Cronbach's Alpha.

Variable	No of Items	Cronbach's Alpha	Relationship
Product Quality	5	0.824	Good
Store Attribute	5	0.906	Excellent
Responsiveness	5	0.832	Good
Customer Satisfaction	5	0.873	Good
Total	**20**	**0.900**	**Excellent**

4.3 DEMOGRAPHIC PROFILE RESPONDENT

4.3.1 FREQUENCY ANALYSIS

The data of section A is about demographic respondent such as gender, age, nationality, races, monthly income level, status, occupation, academic qualification, types of stores frequently visit, and number of times visit in a week. The respondent demographic profile was presented in a method of table and pie chart.

Table 4.3: Frequency Analysis

o.	Demographic Variables and Categories	Frequency	Percentage (100%)
	Gender		
	☐ Male	99	37.4
	☐ Female	166	62.6
	Age		
	☐ 19-21 years old	56	21.1
	☐ 22-24 years old	194	73.2
	☐ 25-27 years old	14	5.3
	☐ Others	1	0.4
	Nationality		
	☐ Malaysian	265	100
	☐ non-Malaysian	-	-

Races		
▢ Malay	177	66.8
▢ Indian	37	14.0
▢ Chinese	49	18.5
▢ Others	2	0.8

Monthly income level		
▢ <RM1,500	242	91.3
▢ RM1,501-RM2,500	15	5.7
▢ RM2501-RM3,500	4	1.5
▢ RM3,500>	4	1.5
Status		
▢ Married.	10	3.8
▢ Single	255	96.2
Occupation		
▢ Working	37	14.0
▢ Student	228	86.0

Academic qualification		
☐ STPM	20	7.5
☐ Diploma	8	3.0
☐ Degree	234	88.3
☐ Master	3	1.1
Types of stores frequently visit.	182	68.7
☐ Online store	83	31.3
☐ Physical Store		
Number of times visit in a week.	105	39.6
☐ 1-2 times	103	38.9
☐ 3-4 times	57	21.5
☐ 5 times>		

The gender distribution indicates that 37.4% of the sample consists of males, totaling 99 individuals, while 62.6% comprises females, amounting to 166 individuals. Respondents are also categorized by age groups, with the majority, 73.2%, falling within the 22-24 years old range,

equivalent to 194 individuals. This is followed by those aged 19-21 years (21.1% - 56 individuals), 25-27 years (5.3% - 14 individuals), and others (0.4% - 1 individual).

The dataset is entirely composed of Malaysians, totaling 265 individuals. The ethnic composition reveals that 66.8% are Malay (177 individuals), 14.0% are Indian (37 individuals), 18.5% are Chinese (49 individuals), and 0.8% belong to other ethnicities, consisting of only two individuals. Most respondents have a monthly income of less than RM1,500, accounting for 91.3% or 242 individuals. This is followed by RM1,501-RM2,500, with 5.7% or 15 individuals, and RM2,501-RM3,500, as well as RM3,500 and above, both sharing 1.5% or 4 individuals for each category.

The distribution of marital status indicates that 3.8% of respondents are married, totaling 10 individuals, while the majority are single, accounting for 96.2% or 255 individuals. The dataset includes both working individuals, representing 14.0% or 37 individuals, and students, comprising 86.0% or 228 individuals. Academic qualifications vary, with 7.5% having STPM (20 individuals), 3.0% having a Diploma (8 individuals), 88.3% having a degree (234 individuals), and 1.1% having a master's degree (3 individuals).

Most of respondents frequently visit online stores, constituting 68.7% or 182 individuals, while 31.3% or 83 individuals prefer physical stores. Respondents visit stores with varying frequencies: 39.6% visit 1-2 times (105 individuals), 38.9% visit 3-4 times (103 individuals), and 21.5% visit 5 times or more (57 individuals).

4.3.2 GENDER
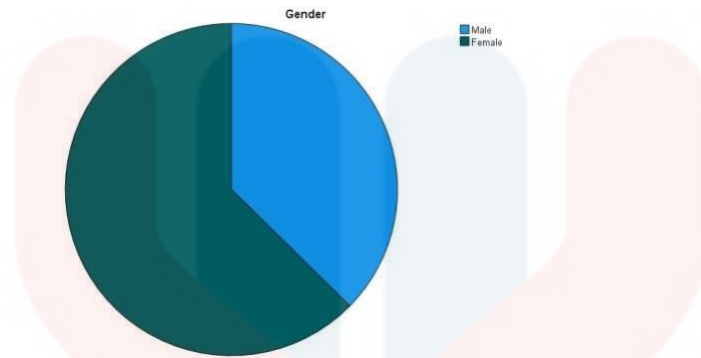
Figure 4.1: Percentage of respondent by gender

The pie chart in figure 4.1 above illustrates the percentage distribution of respondents based on gender. A total of 265 respondents participated in this survey, with 62.6%, or 166 individuals, belonging to the female respondent group. Meanwhile, the remaining 37.4%, or 99 individuals, are male respondents. This indicates that the number of female respondents is significantly higher than the number of male respondents in this study. It was revealed that several studies in Turkish literature (Babacan, 2001; Ozdemir& Yaman, 2007; Cakmak & Cakir, 2012; Aydin, 2013; Guler, 2013; Kirgiz; 2014; Dogan et al.,2014; Fettahlioglu etal., 2014) detected significant differences between genders in terms of the hedonic shopping motivations and female consumer were more likely do the hedonic shopping than men.

4.3.3 AGE
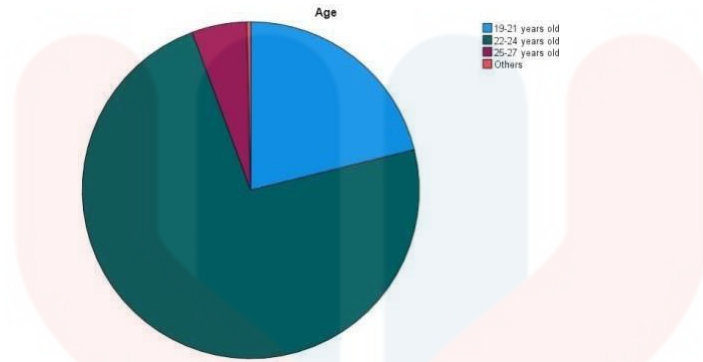
Figure 4.2: Percentage of respondent by age

The pie chart in figure 4.2 above shows the percentage distribution of respondents by age. Most of the respondents in this study were aged between 22-24 years, which is 73.2% or a total of 194 individuals. It was followed by respondents who had the second largest percentage of 21.1% or a total of 56 individuals aged 19-21 years. Then, for respondents who are 25-27 years old have a percentage of 5.3% or a total of 14 individuals. Respondents who are 28 years old and above are only one or with a percentage of 0.4%.

4.3.4 NATIONALITY

Figure 4.3: Percentage of respondent by nationality.

The pie chart in figure 4.3 above illustrates the percentage distribution of respondents by nationality. Most of the respondents in this study were Malaysian which is around 100% or a total of 265 individuals.

4.3.5 RACES
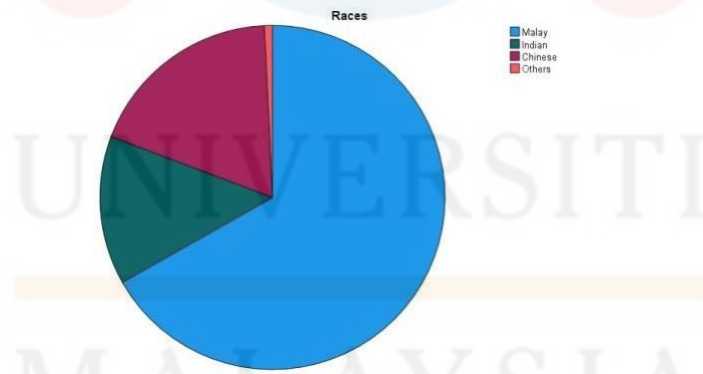
Figure 4.4: Percentage of respondent by race.

The pie chart in figure 4.4 above shows the percentage distribution of respondents by race. There are four races that listed in this questionnaire and many of the respondents in this study were Malay, which is 66.8% or a total of 177 individuals. The percentage of respondents

who are Chinese and Indian has a slight difference which is 18.5% for the Chinese and 14.0% for the Indian or a total of 49 Chinese individuals and 37 Indian individuals. The percentage difference for these two races is 4.5%. A collection of 0.8% or as many as two people who are identified as having a race other than that stated. According to the findings of the study, one of them is Kayan and the other is Orang Asli.

4.3.6 MONTHLY INCOME LEVEL
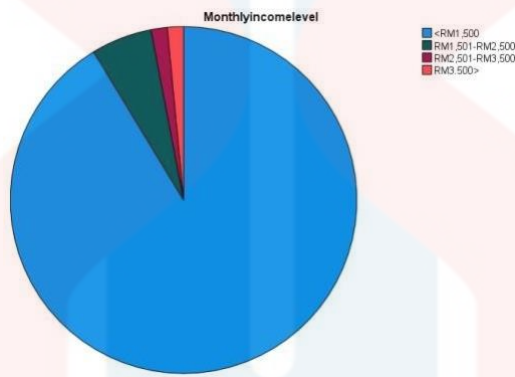
Figure 4.5: Percentage of respondent by monthly income level.

The pie chart in figure 4.5 above shows the percentage distribution of respondents by monthly income level. Most of the respondents in this study earned an income of less than RM1,500 and below which is 91.3% or as many as 242 individuals. There are also among the respondents who earn an income of RM1,501-RM2,500 which is 5.7% or a total of 15 people. For respondents who earn RM2,501-RM3,500 and RM3,501 and above share the same percentage which is 1.5% or a total of four people.

4.3.7 STATUS
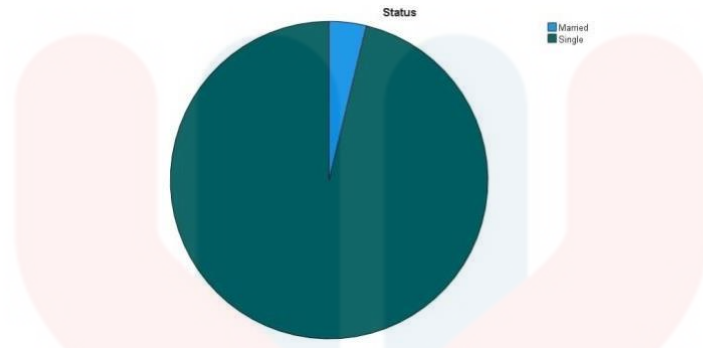
Figure 4.6: Percentage of respondent by status.

The pie chart in figure 4.6 above illustrates the percentage distribution of respondents based on status. A total of 265 respondents participated in this survey and most of them were single which is 96.3% or 255 individuals, and the rest were married which represented 3.8% or 10 individuals.
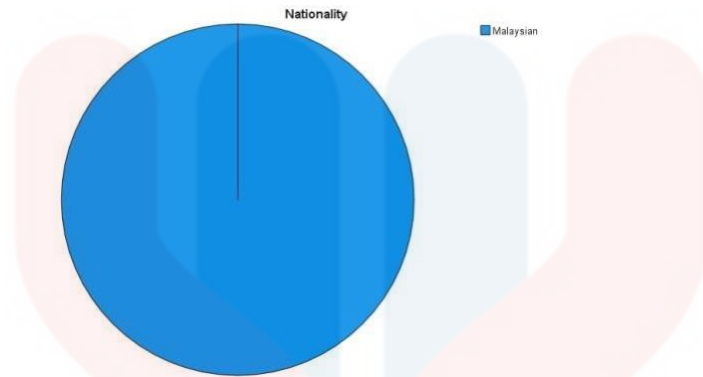
4.3.8 OCCUPATION
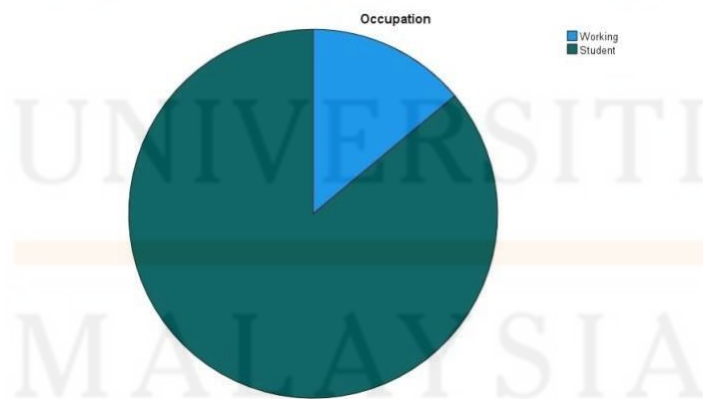
Figure 4.7: Percentage of respondent by occupation.

The pie chart in figure 4.7 above illustrates the percentage distribution of respondents based on occupation. Most respondents were students from UMK which is 86.0% or 228 individuals, and the rest of respondent were working which represented 14.0% or 37 individuals.

4.3.9 ACADEMIC QUALIFIACTION.
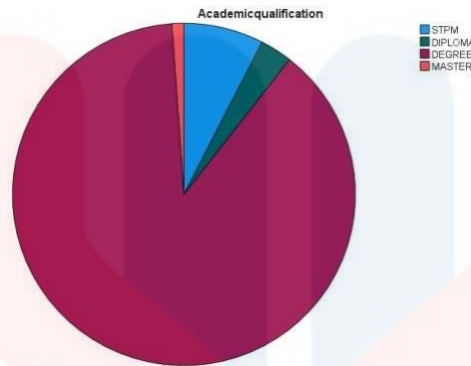
Figure 4.8: Percentage of respondent by academic qualification

The pie chart in figure 4.8 above reflects the percentage distribution of respondents based on academic qualifications among the surveyed population. Out of the total respondents, 7.5% hold a qualification equivalent to the Malaysian Higher School Certificate (STPM), with a frequency of 20 individuals. A smaller percentage, 3.0%, possess a diploma, constituting 8 respondents. Most of the surveyed population, 88.3%, have attained a degree, representing a significant frequency of 234 individuals. A smaller proportion, 1.1%, have reached the academic milestone of a master's degree, with a frequency of 3 respondents. This data provides insights into the educational composition of the sample, emphasizing the prevalence of degree qualifications among the respondents.

4.3.10 TYPES OF FREQUENTLY VISITED
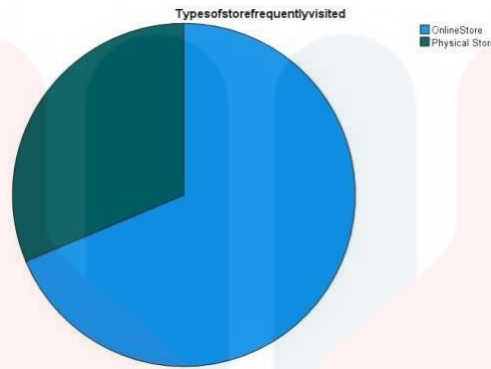
Figure 4.9: Percentage of respondent by types of stores frequently visited.

The pie chart in Figure 4.9 delineates the preferences of the surveyed individuals regarding the types of stores they frequently visit. A significant majority, constituting 68.7% of the respondents, expressed a preference for online stores, with a corresponding frequency of 182. This suggests a notable inclination towards virtual shopping platforms, possibly driven by the convenience and accessibility offered by online retail. In contrast, 31.3% of the surveyed population, with a frequency of 83 individuals, indicated a preference for physical stores. This data provides valuable insights into the contemporary consumer behavior, showcasing a substantial reliance on online shopping channels while also acknowledging a noteworthy portion of the population who still favor the traditional in-person shopping experience. The interplay between online and physical retail preferences unveils the diverse dynamics shaping the choices of consumers in the contemporary marketplace.

4.3.11 NUMBER OF TIME VISIT IN A WEEK
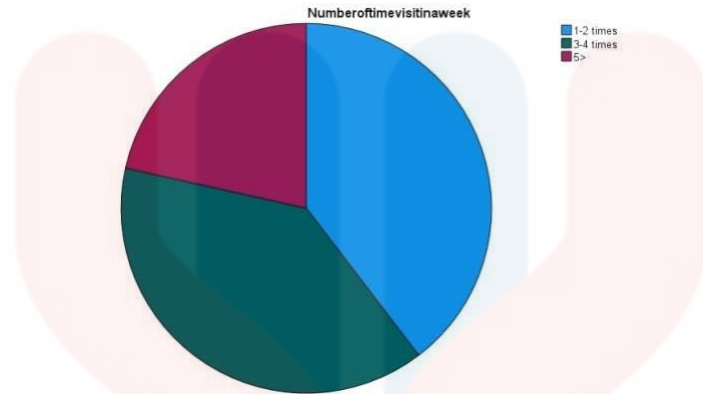
Figure 4.10: Percentage of respondent by number of times visited in a week.

The pie chart in figure 4.10 above provides an insightful glimpse into the frequency of store visits by the surveyed individuals on a weekly basis. A substantial portion of the respondents, representing 39.6%, reported visiting stores 1-3 times a week, with a corresponding frequency of 105 individuals. This indicates a moderate and consistent engagement with shopping establishments for this group. Another significant segment, comprising 38.9% of the surveyed population and totaling 103 individuals, expressed a slightly higher frequency, visiting stores 4-5 times a week. This suggests a more frequent and regular shopping pattern among this demographic. A smaller but noteworthy portion, constituting 21.5% of the respondents with a frequency of 57 individuals, reported visiting stores more than 5 times a week. This data reflects a subgroup of highly engaged and frequent shoppers, indicating a distinct pattern of behavior within the surveyed population. Overall, the distribution illustrates the diverse shopping habits and frequencies among the respondents, offering valuable insights into consumer behaviors and preferences.

4.4 DESCRIPTIVE ANALYSIS

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

4.4.1 OVERALL MEAN SCORE

Discrete data can also be utilized with mean, albeit less common than continuous data. Respondents give the average rating on a five-point scale. (1 = Strongly Disagree, 5 = Strongly Agree).

Table 4.4: The overall mean score on each variable and details

Overall Mean Score			
Details	N	Mean	Std. Deviation
Product Quality	265	4.1291	.65281
Store Attribute	265	4.1449	.66022
Responsiveness	265	4.0989	.65946
Customer Satisfaction	265	4.1940	.67192

The data in table 4.4 presents a comprehensive analysis of overall mean scores across multiple dimensions, offering valuable insights into the customer experience. With 265 respondents, the mean score for product quality was 4.1291, indicating a generally high perception, accompanied by a moderate degree of variability. Similarly, store attributes received a favorable mean score of 4.1449, suggesting a positive assessment of the overall store environment with some degree of agreement and variability among respondents. In terms of responsiveness, the mean score of 4.0989 indicates a positive perception, although with some variation in individual opinion, as shown by the standard deviation of 0.65946. Customer satisfaction scores are very high at a mean of 4.1940, with a medium standard deviation of 0.67192, reflecting overall satisfaction among respondents.

4.4.2 DESCRIPTIVE ANALYSIS FOR INDEPENDENT VARIABLE

Table 4.5: Descriptive Analysis for Product Quality

Descriptive Analysis			
Product Quality	N	Mean	Std. Deviation
I am satisfied with the product provided by the website	265	4.0528	.77181
The product on the website meets my need and expectation regarding quality	265	4.1132	.79440
I like the taste of the food	265	4.0755	.79413

I pay attention to the quality of the food	265	4.2679	.77844
You get what you ordered from the websites	265	4.1358	.79561

The descriptive analysis for product quality in table 4.5 encompasses various dimensions, each providing valuable insights into customers' perceptions. Firstly, regarding overall satisfaction with the provided products, the respondents, numbering 265, reported a mean score of 4.0528, with a standard deviation of 0.77181. This suggests a generally positive sentiment, though with some variability in individual satisfaction levels. Secondly, in terms of meeting needs and expectations regarding quality, the mean score of 4.1132, along with a standard deviation of 0.79440, indicates a favorable perception among customers with a degree of variability in responses. The third aspect, related to taste preferences, has a mean score of 4.0755 and a standard deviation of 0.79413, suggesting a positive overall sentiment with moderate variability. The fourth dimension, focusing on the importance placed on food quality, shows a mean score of 4.2679 and a standard deviation of 0.77844, indicating a relatively high emphasis on quality with some variability in responses. Lastly, the statement about receiving what was ordered online yields a mean score of 4.1358 and a standard deviation of 0.79561, suggesting a positive perception with a moderate level of variability. Collectively, these findings provide a nuanced understanding of customer perspectives on different facets of product quality, emphasizing both positive sentiments and the variability in individual opinions.

Table 4.6: Descriptive Analysis for Store Attribute

Descriptive Statistics			
Store Attributes	N	Mean	Std. Deviation
Ease of finding what you are looking for	265	4.1094	.76333
The store provides a wide selection of products	265	4.1887	.81316
This store provides a fast delivery service	265	4.0566	.82147
Online shopping allows you to find many products that you wouldn't be able to find from the nearby physical store	265	4.2000	.81742
The products well organized	265	4.1698	.82425

The descriptive analysis for store attributes in table 4.6 offers a comprehensive understanding of customer perceptions across various dimensions. Firstly, regarding the ease of finding desired items, the mean score of 4.1094 with a standard deviation of 0.76333 suggests that customers generally find the store navigation straightforward, although individual experiences vary to some extent. Secondly, in terms of product selection, the mean score of

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4.1887, along with a standard deviation of 0.81316, indicates a favorable perception of the store's wide product range, though with some variability in opinions. Thirdly, the mean score of 4.0566 and a standard deviation of 0.82147 concerning fast delivery services suggest positive sentiments, albeit with a degree of variability in customer experiences. The statement about online shopping providing access to a broader product range compared to nearby physical stores yields a mean score of 4.2000, with a standard deviation of 0.81742, indicating a positive perception with some variability. Lastly, the mean score of 4.1698 and a standard deviation of 0.82425 regarding well-organized products signifies positive sentiments about the store's organization, albeit with a notable degree of individual variability. In summary, the data reflects generally positive evaluations of store attributes, emphasizing both favorable perceptions and the varying experiences of customers.

Table 4.7: Descriptive Analysis for Responsiveness

Descriptive Statistics			
Responsiveness	N	Mean	Std. Deviation
I think the online store gives prompt services	265	4.0528	.79119
I believe that online store is willing to help customer	265	4.1057	.82811
I believe that online store is never too busy to respond to customer request	265	4.0679	.83661

The online store provides telephone numbers to reach company	265	4.0981	.78202
The online shops have customer representative available online	265	4.1698	.79143

The descriptive analysis for responsiveness in table 4.7 delves into various dimensions of customer perceptions regarding the promptness and willingness of online stores to assist. Firstly, in terms of prompt services, the mean score of 4.0528 with a standard deviation of 0.79119 indicates a generally positive sentiment, suggesting that customers perceive the online store as providing services in a timely manner, albeit with some variability in experiences. Secondly, the mean score of 4.1057 and a standard deviation of 0.82811 regarding the willingness of online stores to assist customers reflects a positive perception, though with some variability in customer opinions. Thirdly, the mean score of 4.0679 with a standard deviation of 0.83661 indicates that customers generally believe online stores are responsive and not too busy addressing their requests, yet with some degree of variability in experiences. The provision of telephone numbers to reach the company, as indicated by a mean score of 4.0981 and a standard deviation of 0.78202, suggests a positive perception of accessibility and responsiveness. Lastly, the mean score of 4.1698 and a standard deviation of 0.79143 concerning the availability of customer representatives online signifies a positive sentiment, with a notable degree of variability in customer experiences. In summary, the data suggests positive overall perceptions of online

store responsiveness, highlighting both favorable sentiments and individual variations in customer experiences.

4.4.3 DESCRIPTIVE ANALYSIS FOR DEPENDENT VARIABLE

Table 4.8: Descriptive Analysis for Customer Satisfaction

Descriptive Statistics			
Customer Satisfaction	N	Mean	Std. Deviation
I will shop at the online store again if I'm satisfied with the quality of the food	265	4.2981	.77716
The online shops are always meeting my needs	265	4.2000	.84924
I am happy with the standards by which this online shop is operating	265	4.1698	.74202
I am satisfied by the overall service of the online store	265	4.1623	.80722
Overall, I am satisfied by the food bought from the online store	265	4.1396	.80207

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The descriptive analysis for customer satisfaction in table 4.8 provides a detailed insight into the varied dimensions influencing customers' overall contentment with the online store experience. Firstly, the mean score of 4.2981 and a standard deviation of 0.77716 regarding the likelihood of shopping again if satisfied with food quality reflects a highly positive sentiment, suggesting a strong inclination towards repeat business among satisfied customers, with a moderate level of variability in responses. Secondly, the mean score of 4.2000 and a standard deviation of 0.84924 concerning the consistent fulfillment of needs by the online store indicates overall satisfaction, with a notable degree of variability in individual experiences. The statement about being happy with the operating standards of the online shop yields a mean score of 4.1698 and a standard deviation of 0.74202, suggesting positive perceptions with a moderate level of variability. The mean score of 4.1623 and a standard deviation of 0.80722 regarding satisfaction with the overall service provided by the online store emphasizes positive sentiments, though with some variability. Lastly, the mean score of 4.1396 and a standard deviation of 0.80207 concerning overall satisfaction with purchased food indicates a generally positive sentiment, with a moderate degree of individual variability. In summary, the data underscores positive overall customer satisfaction, highlighting varying degrees of contentment across different aspects of the online store experience.

4.5 VALIDITY AND RELIABILITY TEST

4.5.1 ACTUAL DATA RELIABILITY TEST

Table 4.9: Reliability Analysis for Actual Data

Variable	Number of Items	Cronbach's Alpha	Relationship
Product Quality	5	0.887	Good
Store Attribute	5	0.875	Good
Responsiveness	5	0.876	Good
Customer Satisfaction	5	0.894	Good
Overall	**20**	**0.800**	**Good**

Reliability analysis provides valuable insights into the consistency and dependability of data collected from various variables. In this context, several key variables were subjected to reliability analysis, with a focus on assessing their internal consistency and the reliability of measurement. Based on table 4.9 reliability analysis for actual data, the first variable, that is product quality, comprised five items and demonstrated a high level of reliability with a Cronbach's Alpha coefficient of 0.887, indicating good internal consistency. Similarly, the second variable that is store attribute, also consisting of five items, exhibited a robust reliability level with a Cronbach's Alpha of 0.875, suggesting a reliable measurement tool. The third variable,

responsiveness, demonstrated a reliable measurement as well, with a Cronbach's Alpha of 0.876 and five associated items. The fourth variable, customer satisfaction, comprised five items and displayed a high level of reliability with a Cronbach's Alpha of 0.894, reinforcing its internal consistency. Finally, an overall assessment considering all variables, denoted as Overall, involving a total of 20 items, yielded a Cronbach's Alpha of 0.800, indicating a good level of reliability across the entire set of measures. The "Relationship is Good" notation signifies that the items within each variable exhibit a strong and consistent relationship with one another. These findings collectively highlight the robustness and reliability of the data gathered, instilling confidence in the accuracy of the measurements and the subsequent analyses conducted.

4.6 NORMALITY TEST

Table 4.10: Result of Normality Test

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Product Quality	.161	265	.000	.920	265	.000
Store Attribute	.160	265	<.001	.914	265	<.001

Responsiveness	.157	265	<.001	.934	265	<.001
Customer Satisfaction	.149	265	<.001	.905	265	<.001
a. Lilliefors Significance Correction						

The normality test results provide insights into the distribution of data for each variable, shedding light on whether the data follows a normal or Gaussian distribution. In the case of Product Quality, two different normality tests, Kolmogorov-Smirnov, and Shapiro-Wilk, were employed. The Kolmogorov-Smirnov test yielded a statistic of 0.161 with 265 degrees of freedom and a significance level of .000, while the Shapiro-Wilk test produced a statistic of 0.920 with 265 degrees of freedom and a significance level of .000. Both tests indicate a departure from normality for the Product Quality variable. Similar results were observed for the Store Attribute variable, where both Kolmogorov-Smirnov and Shapiro-Wilk tests revealed statistics of 0.160 and 0.914, respectively, with significance levels less than .001. These outcomes suggest a departure from a normal distribution for Store Attribute.

For the Responsiveness variable, both normality tests indicated non-normality, with Kolmogorov-Smirnov and Shapiro-Wilk statistics of 0.157 and 0.934, respectively, and significance levels below .001. Likewise, the Customer Satisfaction variable exhibited

nonnormality based on both tests, with statistics of 0.149 and 0.905 and significance levels less than .001. In summary, the normality test results consistently suggest that the distributions of data for Product Quality, Store Attribute, Responsiveness, and Customer Satisfaction variables deviate from a normal distribution.

4.7 HYPOTHESIS TESTING

Hypotheses were assessed to explore the association between independent and dependent variables. The Spearman Correlation Coefficient was employed for data analysis in instances where the assumption of normal distribution was not met and could be justified, as suggested by Artusi et al. (2002). Spearman Correlation Analysis was applied to investigate the connections between independent variables and the dependent variable, gauging the strength of these relationships among three (3) independent variables and one (1) dependent variable. Within this section, three hypotheses were examined to determine their significance in establishing a relationship.

Table 4.11: The Role of Thumb for Spearman Correlations

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

4.7.1 HYPOTHESIS 1

Table 4.12: Relationship between Product Quality and Customer Satisfaction

Correlations			
		Product Quality	Customer Satisfaction
Product Quality	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	265	265
Customer Satisfaction	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	265	265
**. Correlation is significant at the 0.01 level (2-tailed).			

The analysis of the hypothesis in table 4.12 suggests a discernible relationship between product quality and customer satisfaction. Utilizing Spearman's correlation coefficient (r) as the statistical measure, a calculated value of 0.755 indicates a robust positive correlation between the two variables. The proximity of this value to 1 underscores the strength of the positive correlation. With a p-value (p) of 0.000, deemed statistically significant, it is improbable that the observed correlation occurred purely by chance. Consequently, the findings substantiate the

hypothesis, affirming a significant positive relationship between product quality and customer satisfaction.

4.7.2 HYPOTHESIS 2

Table 4.13: Relationship between Store Attribute and Customer Satisfaction

Correlations		Store attributes	Customer Satisfaction
Store Attributes	Pearson Correlation	1	.794**
	Sig. (2-tailed)		.000
	N	265	265
TOTAL_CUSTOMER_SATISFACTION	Pearson Correlation	.794**	1
	Sig. (2-tailed)	.000	
	N	265	265
**. Correlation is significant at the 0.01 level (2-tailed).			

The analysis of the hypothesis in table 4.13 reveals a significant relationship between store attributes and customer satisfaction. Spearman's correlation coefficient (r) was employed for statistical assessment, yielding a calculated value of 0.794, indicating a robust positive correlation between store attributes and customer satisfaction. The proximity of this value to 1 underscores the strength of the positive correlation, suggesting that higher store attributes are associated with higher customer satisfaction. With a p-value (p) of 0.000, deemed statistically

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significant, the observed correlation is unlikely to have occurred by chance alone. In simpler terms, the results affirm the hypothesis, highlighting a substantial positive relationship between store attributes and customer satisfaction.

4.7.3 HYPOTHESIS 3

Table 4.14: Relationship between Responsiveness and Customer Satisfaction

Correlations		Responsiveness	Customer Satisfaction
Responsiveness	Pearson Correlation	1	.826**
	Sig. (2-tailed)		.000
	N	265	265
Customer Satisfaction	Pearson Correlation	.826**	1
	Sig. (2-tailed)	.000	
	N	265	265
**. Correlation is significant at the 0.01 level (2-tailed).			

The examination of the hypothesis in table 4.14 implies a substantial relationship between responsiveness and customer satisfaction. Spearman's correlation coefficient (r) was employed for statistical assessment, resulting in a calculated value of 0.826. This value indicates an exceptionally strong positive correlation between responsiveness and customer satisfaction,

suggesting that higher responsiveness is associated with higher customer satisfaction. With a value (p) of 0.000, considered statistically significant, the observed correlation is highly improbable to have occurred by chance alone. In simpler terms, the results affirm the hypothesis, highlighting a significant positive relationship between responsiveness and customer satisfaction.

4.8 SUMMARY

The researcher has provided an explanation of the data analysis and findings for several subtopics in this chapter, including preliminary analysis, respondent demographics, descriptive analysis, validity and reliability tests, normalcy tests, and hypothesis testing. The data obtained from the respondents' questionnaires was examined by the researcher, who also carried out the data analysis. The pilot test was used to collect the research's preliminary data. Then, frequency analysis was used to explain the respondents' demographic characteristics. The reliability test and validity of the research were analyzed using Cronbach's Alpha. The Spearman Coefficient Correlation was employed in this study to determine the association between the independent and dependent variables.

CHAPTER 5: DISCUSSION AND CONCLUSION.

5.0 INTRODUCTION

This chapter describes the findings of the study conducted in this research. This study aims to give conclusions about examining the effects of online business mediation in the relationship between influencing factors and the level of customer satisfaction at University Malaysia Kelantan. To investigate the theoretical implications of this research, this chapter highlights an appropriate research paradigm as its direction. The research generally describes the findings, discussion, implications, and recommendations for the future in this chapter's study.

5.1 KEY FINDINGS

Table 5.1: The Study of Key Findings

Research Questions	Hypothesis Result	Findings
Is there any significant relationship between product quality and customer satisfaction	P= .000 (p= .000) r=.755	There is a high positive negative correlation between products quality and customer satisfaction.

Is there any significant relationship between store attribute and customer satisfaction	P= .000 (p= .000) r= .794	There is a high positive negative correlation between stores attribute and customer satisfaction.
Is there any significant relationship between responsiveness and customer satisfaction	P= .000 (p= .000) r= .826	There is a high positive negative correlation between responsive and customer satisfaction.

5.3 DISCUSSION

5.3.1 Hypothesis 1

There are three hypotheses suggested in this analysis. The summary of the test hypothesis results is shown in Table 5.1. The purpose of this research is to define the factors that affect customer satisfaction in online business towards food and beverages product in University Malaysia Kelantan. From the SPSS data analysis outcomes, it shows that there is a highly positive negative correlation between product quality and customer satisfaction in online business towards food and beverage, (r=.755, p=.000). The statistical analysis using SPSS suggests a strong and significant positive correlation between product quality and customer satisfaction in the online food and beverage business at the University Malaysia Kelantan. This information is

valuable for strategic decision-making and operational improvements to enhance overall customer satisfaction.

5.3.2 Hypothesis 2

Consistent with previous research, the perceived ease of use has shown any significant relationship between store attribute and customer satisfaction (r=.794, p=.000). The outcome of the study also supports the role of variables that control or influence customer satisfaction. However, specific details about these control variables are not provided in the given text. The findings of this study align with prior research, indicating that the perceived ease of use consistently affects customer satisfaction. The study reinforces the idea that the perceived ease of use is an influential factor in customer satisfaction, and this aligns with existing research. Additionally, the study suggests that other variables considered in the research also play a role in determining customer satisfaction, though the details of these variables are not explicitly mentioned in your text.

5.3.3 Hypothesis 3

The findings from your SPSS overall model review, as indicated in Table 5.1, show a strong and statistically significant positive correlation between the variables (r=.826, p=.000). The SPSS overall model review indicates a strong and significant positive correlation between responsiveness and customer satisfaction in the online food and beverage business at the University Malaysia Kelantan. This information underscores the importance of prioritizing and improving responsiveness as a key factor in maintaining and enhancing customer satisfaction in the online business context.

These correlations indicate the strength and direction of the relationships between the variables mentioned. The positive correlations imply that as these factors (product quality, store attributes, and responsiveness) improve, customer satisfaction is likely to increase. The statistical significance of these correlations suggests that these relationships are unlikely to be due to chance. The overall picture is one where multiple factor contribute significantly to customer satisfaction. Product quality, perceived ease of use, and responsiveness all play important roles in influencing customer satisfaction in the online food and beverage business at the University Malaysia Kelantan. It's important to note that while correlations provide insight into associations between variables, they do not imply causation. Further research and analysis would be needed to explore causal relationships and identify specific strategies for improving these factors to enhance overall customer satisfaction.

5.4 IMPLICATION OF THE STUDY

The findings of this research offer valuable insights into the factors influencing customer satisfaction in the context of online food and beverage businesses among University Malaysia Kelantan students. A comparable study conducted by Lu et al. (2020) delved into customer satisfaction in small and medium restaurants through online orders. Based on the empirical findings, this study highlights key considerations for businesses.

The observed high satisfaction with product quality underscores the vital importance of online food and beverage businesses consistently prioritizing and elevating the quality of their offerings. Carranza et al. (2018) support this evidence, concluding that the most significant element in the restaurant's overall quality is determined by their food quality. To sustain and

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enhance customer satisfaction, businesses are advised to continually emphasize food quality, ensuring alignment with customer expectations. This aligns with Gopi and Samat. (2020) assertion that differences between expectations and performance lead to consumer disappointment and reduced loyalty.

This research contributes to the existing literature by examining the satisfaction of online shoppers among students at University Malaysia Kelantan. The research findings underscore the importance of store attributes in influencing customer satisfaction. Recommendations include store assortment for ease of exploration and management (Peng et al., 2018). Online businesses are urged to optimize their virtual storefronts by ensuring user-friendly navigation, detailed product information, and an aesthetically pleasing platform. Martins et al. (2020) emphasize the impact of an easy-to-navigate interface in promoting effective online sales, achieved through user-centered implementation of user experience and visual design standards (Sousa & Martins, 2020).

Furthermore, the study establishes a positive correlation between responsiveness and customer satisfaction. Online businesses should prioritize swift and effective customer service, aligning with Demirel. (2022) assertion that online service quality is paramount in the digital age. Implementing efficient communication channels and responsive customer support is crucial for fostering a positive customer experience. Additionally, businesses should extend post purchase support, including services such as order tracking, returns, and assistance with inquiries. This proactive approach, as advocated by Susiang (2023), not only ensures efficient customer service but also cultivates loyalty, trust, and brand advocacy among consumers.

In conclusion, this study underscores the holistic importance of product quality, store attributes, and responsiveness in enhancing customer satisfaction within online food and beverage businesses targeting University Malaysia Kelantan students. By addressing these aspects, businesses have the potential not only to attract more customers but also to foster loyalty and positive word-of-mouth within the university community.

5.5 LIMITATION OF THE STUDY

This study faced several limitations. Initially, its scope was confined to students at University Malaysia Kelantan, limiting the generalizability of the findings to other universities or demographic groups. The data collection process was hindered by time constraints, with students having numerous commitments, leading to overlooking or being unaware of the questionnaire distributed via Google Form on WhatsApp groups. Moreover, multiple groups of researchers posted their questionnaires in the same group, potentially burying some requests amid newer messages.

A second notable limitation was time constraints during the research completion phase. The extended data collection period impacted the quality of the reports, as researchers rushed to meet submission deadlines. Additionally, the study's specific timeframe may not have fully captured evolving trends in online business practices or consumer preferences, suggesting that future research should consider a more extended duration for a comprehensive analysis.

Lastly, resource constraints posed significant challenges. The study couldn't explore certain aspects due to limitations in data availability and accessibility. Some data types were either restricted or not subscribed to by the institution, influencing the overall comprehensiveness

of the research. Limited access to specific databases or proprietary information affected the depth of the analysis.

5.6 RECOMMENDATION/SUGGESTION FOR FUTURE RESEARCH

Based on the limitation of this study, to improve the data collection time, it is advisable for future researcher to give out the questionnaire individually and reward the respondents with a little freebie. A survey reward is more likely to encourage respondents to complete the survey and data collected will be more reliable as they will answer all the questions honestly. Additionally, a simpler questionnaire that is not too long or too many sections would be great to prevent respondents to get bored of the questions and just fill out the form randomly, which would result in low quality of data collection.

Next, to overcome the due date in completing the research. It is highly recommended to future researchers to have a proper and well plan schedule. Gantt charts may help the team to plan work around deadlines and allow the researchers to properly allocate resources.

Lastly, Subsequent research with broader data access holds potential for revealing additional insights into the intricate dynamics of customer satisfaction in the online food and beverage sector. Future researchers might consider other alternatives to access a wider database rather than just depending on the institution's database.

5.7 CONCLUSION

In this study, a computational model based on a strict literature review was developed and evaluated. This research used the SPSS data analysis to analyze the relationship between the three independent variables – product quality, store attributes and responsiveness. The results

outline how much the independents variables affect the dependent variable, which is customer satisfaction. The results have shown the supported and accepted of the recommended model and the hypothesis. The studies have shown that the most important statistical variables that forecast the acceptance rate are considered as useful and convenient to use.

While the research opened the way for a variety of meaningful results, it still has a few limitations. The study's findings may have limited generalizability due to the exclusive focus on students at University Malaysia Kelantan (UMK). Specifically, the initial intention was to collect data from students across three campuses (Kota, Jeli, and Bachok). However, the scope was narrowed down to only the Kota campus, and further restricted to respondents from the Faculty of FKP (assuming it's a specific faculty). These limitations imply that the study's results may not be broadly applicable beyond the selected group of participants, and caution should be exercised when attempting to generalize the findings to a broader population. The study concludes that product quality, store attributes, and responsiveness are key determinants of customer satisfaction in online food and beverage businesses targeting University Malaysia Kelantan students. Addressing these factors collectively is recommended for businesses aiming to enhance customer satisfaction and loyalty in this specific context.

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Appendix A – Draft of Questionnaire

FACTORS THAT AFFECT CUSTOMER SATISFACTION IN ONLINE BUSINESS TOWARDS FOOD AND BEVERAGES PRODUCT IN UNIVERSITY MALAYSIA KELANTAN

Dear Respondents,

We are Bachelor of Entrepreneurship (Commerce) students with Honor from University Malaysia Kelantan (UMK). We have been asked to conduct a research survey as part of our Final Year Project. The purpose of this study is to examine the "FACTORS THAT AFFECT CUSTOMER SATISFACTION IN ONLINE BUSINESS TOWARDS FOOD AND BEVERAGES PRODUCT IN UNIVERSITI MALAYSIA KELANTAN". To complete the task, we would be most grateful if you could answer the online questionnaire. This research is for academic purposes only and your information will keep confidential.

Wahai responden,

Kami merupakan pelajar Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian dari Universiti Malaysia Kelantan (UMK). Kami diminta untuk menjalankan tinjauan penyelidikan sebagai sebahagian daripada Final Year Project kami. Tujuan kajian ini adalah untuk mengkaji "FAKTOR YANG MEMPENGARUHI KEPUASAN PENGGUNA DI DALAM PERNIAGAAN ATAS TALIAN BAGI PRODUK MAKANAN DAN MINUMAN DI UNIVERSITI MALAYSIA KELANTAN ". Untuk menyelesaikan tugasan, kami amat berterima kasih sekiranya anda dapat meluangkan masa untuk menjawab soal selidik dalam talian ini. Penyelidikan ini adalah untuk tujuan akademik sahaja dan maklumat anda akan dirahsiakan.

Prepared by,

Disediakan oleh,

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Siti Nurafiffa Binti Mohd Halid (A20A1982)

Section A – Demographic Info.

1) Gender

Male	
Female	

2) Age

19-21	
22-24	
25-27	
Others	

3) Nationality

Malaysian	
Non-Malaysian	

4) Races

Malay	
Indian	
Chinese	
Others	

5) Monthly Income Level

< RM1,500	
RM1,501- RM2,500	
RM2,501- RM3,500	
RM3,500>	

6) Status

Married	
Single	

7) Occupation

Working	
Student	

8) Academic Qualification

SPM	
STPM	
DIPLOMA	
DEGREE	
MASTER	
Others	

9) Types of stores frequently visited (F&B related stores)

Online Store	
Physical Store	

10) Number of times visited (in a week)

1-2	
3-4	
5>	

Section B – Independent Variable 1 (Product Quality)

This section will measure your satisfaction behavior towards the product quality. Please mark your answer based on the scale from 1 to 5.

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

Product Quality	SD	D	N	A	SA
1 I am satisfied with the product provided by the website					
2. The product on the websites meets my need and expectation regarding quality					
3. I like the tastes of the food					
4. I pay attention to the quality of food					
5. You get what you ordered from the websites					

Section C – Independent Variable 2 (Store Attributes)

This section will measure your satisfaction behavior towards the product quality. Please mark your answer based on the scale from 1 to 5.

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

Store Attributes	SD	D	N	A	SA
1. Ease of finding what you are looking for					
2. The stores provide a wide selection of products					
3. This store provides a fast delivery service					
4. Online shopping allows you to find many products that you wouldn't be able to find from the nearby physical stores					
5. The products well organized online					

Section D Independent Variable 3 (Responsiveness)

This section will measure your satisfaction behavior towards the product quality. Please mark your answer based on the scale from 1 to 5.

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

Responsiveness	SD	D	N	A	SA
1. I think the online stores gives prompt services					
2. I believe that online stores are willing to help customers					
3. I believe that online stores are never too busy to respond to customer request					

	SD	D	N	A	SA
4. The online stores provide telephone numbers to reach company					
5. The online shop has customer services representative available online					

Section E –Customer Satisfaction

Section will measure your satisfaction behavior towards the product quality. Please mark your answer based on the scale from 1 to 5.

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

Customer Satisfaction	SD	D	N	A	SA
1. I will shop at the online store again if I'm satisfied with the quality of the food					
2. The online shops always meet my needs					
3. I am happy with the standards by which this online shop is operating					
4. I am satisfied by the overall service of the online store					
5. Overall, I am satisfied by the food bought from the online store					

Appendix B – Gantt Chart

Research Activities Months	Date
PPTA 1 and PPTA 2 briefing	8/10/2023
Discuss the tittle for research with friends and supervisor's	17/10/2023

Chapter 1: Introduction	
Starting up and progressing with chapter 1	19/10l2023
Submitted chapter 1 and do the correction	21/10/2023
Chapter 2: Literature Review	
Starting up and progressing with chapter 2	22/10/2023
Submitted chapter 2 and do the correction	25/10/2023
Chapter 3: Research Methodology	
Starting up and progressing with chapter 3	26/10/2023
Meeting with supervisor's via google meet online meeting	2/11/2023
Submitted overall chapter and do correction	4/11/2023
Questionnaire	
Build Questionnaire based on IV and DV	14/11/2023
Submission of questionnaire first draft	16/11/2023
Final Submission of PPTA 1	25/11/2023
Presentation for Final Year Project 1	16/11/2023