

CUSTOMER SATISFACTION ON ONLINE SHOPPING AMONG UNIVERSITY STUDENTS DURING PANDEMIC CRISIS OF COVID-19 AT UITM KEDAH

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Abstract: *The satisfaction of customers in online shopping is largely influenced by the quality of delivery services provided. A study by Yingxia Cao et al. (2018) found that delivery services had a significant impact on customer satisfaction in China and Taiwan, while return services and customer services had different effects due to different return policies in each country. In Serbia, a study by Nebojša Vasić et al. (2019) showed that fast, accurate, and reliable shipping was the most critical determinant of customer satisfaction, and customers were willing to pay for delivery services that fulfilled these criteria. During holiday seasons in China, delivery services were identified as a significant factor in online shopping satisfaction, and online retailers' continued improvement of delivery services helped maintain customer satisfaction, according to Shian-Yang et al. (2021). The study by Christina Milioti et al. (2020) revealed that home delivery was the most preferred delivery method for e-groceries in Greece and the UK, followed by pick-up from lockers and stores, with willingness to pay being a significant factor. Meanwhile, Fadilah Siali et al. (2018) found that assurance and reliability were essential factors in determining customer satisfaction with parcel delivery services in Malaysia. Finally, Siqu Ma's study (2017) found that fast and free delivery services increased satisfaction and purchase intentions, with uncertainty mediating the relationship between shipping options and satisfaction.*

Keywords: *Customer Satisfaction, Online Shopping, University Students, Pandemic Covid-19*

Introduction

The emergence of the coronavirus disease (COVID-19) in Wuhan, China in December 2019 sparked a worldwide outbreak that has since been classified as a pandemic by the World Health Organization (WHO). The term "pandemic" indicates that the disease has spread globally, rather than implying its lethality. As of 10th April 2020, the Director General of WHO, Dr. Tedros Adhanom Ghebreyesus, reported 1,524,162 confirmed positive cases and 92,941 deaths across 213 countries (Wee et al., 2021). COVID-19 can be transmitted through direct contact with infected individuals or through contact with contaminated surfaces, where it can remain infectious for several hours (UNICEF). The pandemic has had a profound impact on human activities worldwide, disrupting global trade, commerce, education, and other sectors (Roszi Naszariah Nasni Naseri et al., 2021).

The first case of the virus in Malaysia was identified on 25th January 2020, leading the Malaysian government to implement a Movement Control Order 1.0 (MCO) as an initial measure to contain the spread of the disease. The MCO entailed a nationwide lockdown, inter-state travel restrictions, mandatory use of face masks in public, and regular hand washing with soap (Ministry of Health, 2020). Subsequently, the government also enforced the Enhanced Movement Control Order (EMCO) in severely affected areas, followed by the Conditional Movement Control Order (CMCO), and the Recovery Movement Control Order (RMCO) to facilitate the resumption of the nation's business activities (Roszi Naszariah Nasni Naseri et al., 2021).

COVID-19 has had an overall negative impact on global activities, but the pandemic has also spurred rapid growth in e-commerce as customers were forced to rely on the internet as a daily habit (Abiad et al., 2020). The pandemic has accelerated the adoption of e-commerce on a global scale and triggered shifts in online shopping behaviours that are likely to have lasting effects (United Nations, 2020). Customers may prefer the convenience, cost-effectiveness, and reassurance of internet shopping through e-commerce platforms and home delivery, especially as they seek to avoid the added stress of new sanitary measures and retail store restrictions. As a result of the pandemic and concerns over post-confinement contamination, customers may modify their behaviour accordingly, including a continued preference for online shopping (Haz'ee & Van Vaerenbergh, 2020).

In the world of business, customers are prioritized above profits during the initial stages of establishing a business. Organizations that are able to fully meet the needs of their customers are more likely to maintain their position at the top of their respective markets. In contemporary online businesses, it is widely acknowledged that customer satisfaction is a crucial factor in achieving business success by increasing opportunities and market value. The number of repeat customers serves as an indicator of an organization's excellent performance (Khadka & Maharjan, 2017).

The article titled "Factors Affecting Customer Satisfaction towards Online Shopping" defines the terms "customer" and "satisfaction" in the context of online shopping. The term "customer" pertains to the person who makes a purchase, while "satisfaction" refers to the individual's emotional response, either positive or negative, resulting from a comparison of the product's performance with their expectations. The level of satisfaction a consumer experiences with a product's quality and service is referred to as customer satisfaction (Haslinda Musa et al., 2015). In the research article titled "The impact of e-service quality and customer satisfaction on customer behavior in online shopping", customer satisfaction is defined as the outcome of a

customer's evaluation of goods or services after they have been purchased and used. Customer satisfaction is considered positive when the received performance exceeds the expected service expectation (Rita et al., 2019). Therefore, this definition of customer satisfaction is crucial for the researchers to investigate the significance of meeting and surpassing customer expectations in terms of product or service performance.

According to the study titled "Effectiveness of Customer Relationship Management (CRM) and Customer Satisfaction on Shopee Customer Loyalty", customer satisfaction is commonly utilized as a gauge for assessing the effectiveness of a business's marketing strategies. Achieving customer satisfaction can lead to the creation of a large base of loyal customers (Dibyo et al., 2021). Similarly, in the study "Effect of Price, Product Quality and Service Quality on Customer Satisfaction on Online Product Purchases", it was found that superior quality of the product or service can lead to customer satisfaction, as perceived satisfaction is the result of fulfilling consumer expectations of the product or service (Lestari et al., 2018). Thus, this concept can be helpful for researchers to measure the effectiveness of a business's marketing efforts in creating customer satisfaction and ensuring that customers have a positive experience after purchasing the products

Finally, based on the research conducted in "Investigating Factors Influencing Customer Online Buying Satisfaction in Gauteng South Africa," it is evident that many businesses nowadays prioritize customer satisfaction. Among these businesses are online retailers, which acknowledge that even a dissatisfied customer can affect future online purchasing behavior, even if it may not have a significant impact on the business's operations (Rudansky, 2014). Thus, this study aims to investigate the factors that influence customer satisfaction in online shopping among university students in UiTM Kedah.

Literature Review

Website Functionality

The article by Urvashi Tandon et al. (2017) titled "Analyzing Customer Satisfaction: Users Perspective Towards Online Shopping" aimed to identify the variables that affect the growth of online retailing in India, particularly with regards to website functionality, perceived usability, and perceived usefulness. The researchers conducted a survey among Indian citizens and found that navigation and website design significantly influenced customer satisfaction. The respondents were more concerned with obtaining relevant information easily rather than graphical components, hyperlink, and layout. Furthermore, the study found that perceived usefulness had a positive impact while perceived usability had a negative relationship, which differed from previous studies.

In the study by Gunjan Sharma et al. (2019) titled "Foresight for Online Shopping Behaviour: A Study of Attribution for 'What Next Syndrome'," the authors investigated the role of website interactivity in influencing customers' intention to purchase products. The study found that perception-based interactivity positively influenced purchase intention, with 16% of respondents agreeing on this matter. Feature-based web interactivity, which includes product evidence, room images, and customer reviews, was found to increase customer satisfaction and efficiency in decision-making. The researchers emphasized the importance of increasing website abilities to ensure customer satisfaction as the number of online shopping users continues to grow.

Finally, Bomin Paek et al. (2020) conducted a study titled "Sport Consumer Flow and Shopping Well-Being in Online Shopping" to examine the impact of website quality on flow states and website satisfaction among online sports consumers. The study found a positive relationship between sport website quality and customer satisfaction, particularly in terms of service delivery and the interaction between sellers and consumers. The study also found that customers experienced a stable flow state while engaging with websites that sold licensed sport merchandise, which increased their trust in purchasing from these websites.

Perera and Sachitra (2019) conducted a study on the impact of website functionality on customer satisfaction with respect to different income levels in Sri Lanka. The findings revealed that respondents agreed to a moderate extent that website functionality influences customer satisfaction, with features such as easy accessibility, website speed, and user-friendly design contributing to convenience during browsing and potential sales. The researchers also observed that income level had a moderate effect on website functionality, indicating that consumers from different income groups did not prioritize website functionality as long as the website provided the desired information. This finding suggests that online retailers should consider providing different types of information based on the product and search function, as well as the different wants of different groups of customers. Additionally, people with higher incomes tend to purchase more than those with lower incomes, which suggests that website functionality has a moderate, yet significant effect on customer satisfaction with online shopping.

Pandey and Chawla (2018) investigated the relationship between online customer experience (OCE), customer satisfaction, and loyalty, with a focus on gender differences in the clothing e-retail industry. The study found that website interactivity and website visual engagement positively influenced customer satisfaction and loyalty for both genders. Factors such as inter-consumer communication, availability of reviews, and personalized recommendations contributed to website interactivity, which helped customers obtain information that was faster, more comprehensive, and more relevant to their search. The researchers also noted that males were more likely to be persuaded by offers, while females tended to be more discerning and look for items that met their specific requirements. Additionally, aesthetic and color choices had a significant impact on customer satisfaction, as they provided a positive experience for consumers who took their time scrolling through the website.

Hasan (2016) conducted a study on the relationship between website design characteristics and perceived irritation among online shoppers. The study utilized data collected from 93 undergraduate and graduate business students at a public university in the Midwest by simulating websites and analyzing the respondents' feedback. The findings revealed that all website design characteristics, including visual design, navigation design, and information design, had a negative impact on the perceived irritation of online consumers. Poor website design, such as impoverished layouts, small fonts, and inappropriate graphics, increased consumers' irritation. Navigation design was found to be the most important website design characteristic, as consumers preferred clear and insightful navigation that did not require extra steps to purchase items. This study suggests that online retailers should consider the perspective of their customers and their preferences for website features and navigation to enhance customer satisfaction.

Product Quality

Achieving customer satisfaction is a crucial goal for businesses, and one of the key attributes that can contribute to it is product quality. According to Hoe et al. (2018), who cite Waters &

Waters (2008), product quality can be defined as a product's ability to meet or exceed customer expectations. Research has consistently shown that high-quality products are directly linked to organizational profitability and survival. Quality is typically classified into four categories, namely excellence, value for money, adherence to requirements, and the ability to meet or exceed customer requirements. The eight dimensions of product quality identified by Garvin (1987) and summarized by Ling Chen Hoe (2018) include product performance, features, reliability, conformance to standards, durability, serviceability, aesthetics, and perceived quality. The study found that all eight dimensions of product quality are closely related to customer satisfaction.

Visual appearance is one of the critical attributes of product quality that can influence customer attractiveness to a product. Positive perceptions of product quality can be achieved through appealing visual appearance, and this can positively affect customer judgments and perceptions of product attractiveness. According to Schnurr, Sperdin, & Sauer (2017), consumers tend to use a product's visual appearance as an extrinsic cue to judge its quality when they have no other information or prior experience. Therefore, companies should strive to achieve the optimal level of high-quality products to fulfill customer expectations and increase customer satisfaction.

Product quality can be conceptualized as a product's ability to perform its role effectively and efficiently, including attributes such as durability, dependability, accuracy, ease of operation, and repairability, as described by Rachman et al. (2018). According to Kotler and Armstrong (2003), product quality is a crucial factor that marketers consider when promoting a product. The level of quality that a business chooses to offer depends on customer expectations and preferences, and high-quality products can increase profitability by enhancing customer satisfaction. Ultimately, the findings suggest that product quality is positively related to customer satisfaction, and companies should pay attention to quality control to ensure that their products meet or exceed customer expectations.

Concurrently, according to the Chinomono & Maziriri (2017), product quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy needs of customer. According to Akrani (2013), product quality entails incorporating characteristics that are capable of meeting consumer needs (wants) and providing customer happiness through upgrading products (goods) and making them defect-free. Therefore, from the authors' perspective it can be noted that product quality refers to the ability of a product to consistently meet or exceed customers' requirements or expectations.

As said by Khan, et al. (2016), product quality are the contributing factors of brand loyalty. The author found from the investigation of the analysis that product quality is highly significant. Consequently, product quality is defined by Chinomono and Maziriri (2017) as the overall characteristics and features of a product or service that impact its capacity to fulfill customer needs. Akrani (2013) further explains that product quality includes features that meet customer wants and enhance their satisfaction by improving products and removing defects. Thus, product quality is the ability of a product to consistently fulfill or surpass customer expectations. Moreover, Khan et al. (2016) discovered that product quality significantly contributes to brand loyalty. This correlation emphasizes the importance of product quality in an organization's efforts to build brand loyalty. Khoironi et al. (2018) identified eight key characteristics of product quality, including performance, features, reliability, conformity to standards, durability, serviceability, aesthetics, and perceived quality, which positively impact customer satisfaction.

In particular, durability was found to be a crucial factor in enhancing customer satisfaction. Additionally, Saleem et al. (2015) found that product quality directly affects customers' purchase intentions. The features of a high-quality product significantly influence customers' decisions to purchase and consume it. Overall, these studies highlight the crucial role of product quality in satisfying customer needs and building brand loyalty.

Delivery Services

The satisfaction of customers in online shopping is largely influenced by the quality of delivery services provided. A study by Yingxia Cao et al. (2018) found that delivery services had a significant impact on customer satisfaction in China and Taiwan, while return services and customer services had different effects due to different return policies in each country. In Serbia, a study by Nebojša Vasić et al. (2019) showed that fast, accurate, and reliable shipping was the most critical determinant of customer satisfaction, and customers were willing to pay for delivery services that fulfilled these criteria. During holiday seasons in China, delivery services were identified as a significant factor in online shopping satisfaction, and online retailers' continued improvement of delivery services helped maintain customer satisfaction, according to Shian-Yang et al. (2021). The study by Christina Milioti et al. (2020) revealed that home delivery was the most preferred delivery method for e-groceries in Greece and the UK, followed by pick-up from lockers and stores, with willingness to pay being a significant factor. Meanwhile, Fadilah Siali et al. (2018) found that assurance and reliability were essential factors in determining customer satisfaction with parcel delivery services in Malaysia. Finally, Siqi Ma's study (2017) found that fast and free delivery services increased satisfaction and purchase intentions, with uncertainty mediating the relationship between shipping options and satisfaction.

Research Methodology

Sampling Design and Data Collection

Kabir (2016), stated that data collection is the process on measuring and collecting the information regarding variables of interest in a systematic form that enables the respondents to answer the research question. It is the way on how the data been collected from the respondents as it will be answer specified testing questions, test theories and analyses finding. As for this study, primary data has been decided to become the data that will be collected thru questionnaire. The main reasons for this are as questionnaire is low cost, less expensive, save time and the nature of questionnaire that make the researchers to get the answer directly.

As for that, a cross-sectional study over a period of two or three weeks in gathering the data will be used to examines the relationship between independent variables (product quality, website functionality and delivery services) and dependent variables (customer satisfaction) in UiTM Kedah. Thru that, the researchers have identified 364 students (Sekaran, 2003) at UiTM Kedah to be as a respondent that will answer the questionnaire. In addition, self-administrated questionnaire can be given directly to the respondent. But due to current situation of Covid-19 that limits the movement of the people, the researchers will distribute the questionnaire through WhatsApp and other platforms.

Table 1: Demographic Data of Respondents

Profile		Frequency	Percentage
Gender	Male	82	22.5
	Female	282	77.5
Financial Aids	Scholarship	15	4.1
	Saving	55	15.1
	Loan	194	53.3
	Parent Support	100	27.5
Age	18-19	12	3.3
	20-22	255	70.1
	23-25	87	23.9
	26-28	7	1.9
	29-30	3	0.8
Faculty	Faculty of Administrative Science and Policy Studies	139	38.2
	Faculty of Business and Management	132	36.3
	Faculty of Accountancy	46	12.6
	Faculty of Information Management	28	7.7
	Faculty of Computer Science and Mathematic	13	3.6
	Faculty of Art and Design	6	1.6
Number of time did you do online shopping	Frequently or once a month	318	87.4
	Twice a year	42	11.5
	Once a year	4	1.1
	Never bought online	0	0
Did you make online purchases more often before the Covid-19 pandemic	Yes	257	70.6
	No	107	29.4
In which online applications that you usually do online shopping	Shopee	361	97.8
	Instagram	127	34.4
	Lazada	73	19.8
	Facebook	37	10
	Others	30	8.2
Can online purchases reduce anxiety, stress, and depression during a pandemic	Yes	234	64.3
	No	130	35.7

Results and Findings

Correlation

Correlation is the second statistical method chose by the researchers to identify the strength of the linear relationship between the two variables (independent and dependent variables) either it positive or negative relationship (Sekaran, 2003). A Pearson Correlation is used to illustrate the significance, strength, and direction of the relationship between all of the variables in this study. As for that, this study will be utilizing correlation to determine the strength of relationship between website functionality, product quality and delivery services to the factors influencing customer satisfaction towards online shopping in UiTM Kedah.

Table 2: Correlation Between the Website Functionality of Online Shopping Website Towards Customer Satisfaction Among University Students in UiTM Kedah.

Relationship between variable	R-Value	P-Value	Decision
Website functionality and customer satisfaction towards online shopping	0.599	0.000 ($p < 0.05$)	Ha is accepted

To determine the relationship between the website functionality of online shopping website towards customer satisfaction among university students in UiTM Kedah.

- H1: The relationship between website functionality and customer satisfaction towards online shopping
- Ho: There is no significant relationship between website functionality and customer satisfaction towards online shopping among university students in UiTM Kedah.
- Ha: There is a significant relationship between website functionality and customer satisfaction towards online shopping among university students in UiTM Kedah.

The second objective is to investigate the relationship between relationship between website functionality and customer satisfaction toward online shopping has a moderate positive correlation. The resulted can be inferred that there is connection between the variables since $r = 0.599$ and $p < 0.05$. Thus, there is a significant relationship between website functionality and customer satisfaction toward online shopping. Therefore, Ha is accepted.

Table 3: Correlation Between the Product Quality of Online Shopping Towards Customers' Satisfaction Among University Students in UiTM Kedah.

Relationship between variable	R-Value	P-Value	Decision
Product quality of online shopping towards customers' satisfaction among university students in UiTM Kedah	0.599	0.000 ($p < 0.05$)	Ha is accepted

To determine the relationship between the product quality of online shopping towards customer satisfaction among university students in UiTM Kedah.

- H1: The relationship between between the product quality of online shopping towards customer satisfaction among university students in UiTM Kedah
- Ho: There is no significant relationship between the product quality of online shopping towards customer satisfaction among university students in UiTM Kedah
- Ha: There is a significant between the product quality of online shopping towards customer satisfaction among university students in UiTM Kedah

The third objective is to investigate the relationship between product quality and customer satisfaction towards online shopping. Based on the results, it shows that there is a moderate positive correlation between product quality and customer satisfaction towards online shopping ($r=0.599$ and $p<0.05$). With that, there is a significant relationship between product quality and customer satisfaction toward online shopping. Therefore, H_a is accepted.

Table 4: Correlation Between the Delivery Services of Online Shopping Towards Customers' Satisfaction Among University Students in UiTM Kedah.

Relationship between variable	R-Value	P-Value	Decision
Delivery services of online shopping towards customers' satisfaction among university students in UiTM Kedah.	0.493	0.000 ($p<0.05$)	H_a is accepted

To determine the relationship between the delivery services of online shopping towards customer satisfaction among university students in UiTM Kedah.

- H1: The relationship between the delivery services of online shopping towards customers satisfaction among university students in UiTM Kedah.
 Ho: There is no significant relationship between the delivery services of online shopping towards customer satisfaction among university students in UiTM Kedah.
 Ha: There is a significant relationship between the delivery services of online shopping towards customer satisfaction among university students in UiTM Kedah.

The fourth objective is to investigate the relationship between product quality and customer satisfaction toward online shopping has a low positive correlation. The result can be interpreted that there is a connection between the variables since $r=0.493$ and $p<0.05$. With that, there is a significant relationship between product quality and customer satisfaction toward online shopping. Therefore, H_a is accepted.

Multiple Regression

Table 5: Regression Result

Variable	Unstandardized Beta	Standardized Beta	T-Value	P-Value	Decision
1. Product quality	0.329	0.310	5.717	0.000 $P<0.05$ (Sig)	Based on the table, product quality is the most influential factor.
2. Website functionality	0.288	0.301	5.480	0.000 $P<0.05$ (Sig)	
3. Delivery services	0.205	0.170	3.547	0.000 $P<0.05$ (Sig)	
R ²	0.450				
P-Value	0.000				

Based on the table 5, it presents on the influence of product quality, website functionality and delivery services towards customer satisfaction on online shopping. Based on the results, it shows that all independence variables had to explained 45% of the variance in customer satisfaction toward online shopping based on the significant value is <0.05 . It presented that all independence variables in the study had significant relationship with the customer satisfaction toward online shopping as the product quality, website functionality and delivery services have the p-value of 0.000 for all independent variables. After an analysis, it also shows that the product quality with 0.310 has greater Beta value compared with other variables which is website functionality (0.301) and delivery services (0.170).

Implications of the Study

Online sellers need to choose the best e-commerce website in order to give highest satisfactions towards customer. First of all, selecting the correct online marketplace is a must for a successful online business. E-commerce marketplaces such as Shopee, Lazada, Facebook, Instagram and others have their own website interactivity. Choosing a platform that already has better website functionality will improve the satisfaction of the customer.

Product quality has always been one of the most important criteria for retaining customers. Customers will be satisfied, continue to purchase, and even recommend to others if the product quality is good. However, if a low-quality product is given, customer satisfaction will decrease, and they may seek other substitution. Online sellers not only need to guarantee product quality before the delivery, sellers also need to ensure the product quality are in a perfect condition when it reached the customer.

Choosing a reliable delivery service is another technique to ensure product quality once it reaches the client. Online retailers often tried their hardest to provide the greatest product possible, but it was ruined during delivery. Therefore, a selection for delivery services has a significant impact towards business due to the uncertainty during the process, and the probability that a well-produced product will be destroyed during it.

Correlation is the second statistical method chose by the researchers to identify the strength of the linear relationship between the two variables (independent and dependent variables) either it positive or negative

Limitations and Future Research

First of all, the three independent variables in this research were found to be too common and had been done by many researchers. In order to accurately measure the factor affecting customer satisfaction, more and precise independent variable must be included in the study. Moreover, this study also found to have a limitation in getting the latest research findings of factor affected customer satisfaction towards online shopping since the e-commerce is a pace that changes quickly (Wee et al., 2021). Thus, as the times fly, many changes might occur due to the increase of knowledge, demands from the customer such as website security. Therefore, there is a need for future research to continuously study the factors.

Furthermore, this research also only focusses on students from UiTM Kedah only. This research does not represent whole of the online shopping customers from more different age, range, income, other university and others. Distributions of Google form by posting a link on social media were presumed to only attract responses from people in similar social groups. Respondents from same university, social class and interests may limit the research findings.

In this research, the researcher only tests three independent variables which are website functionality, product quality and delivery services as a factor that influence customer satisfaction towards online shopping. This study has provided opportunities for future research a range of basic factors that influence customer satisfaction. Thus, the researcher hoped that for the future research, a researcher may also include other factors of customer satisfaction towards online shopping like shopping experience, price, brand and other factors. Other important factors that affect customer satisfaction when purchasing online should be addressed in future research. It is apparent that more and different variables are required to completely comprehend online shopping.

Lastly, if the researcher intends to use the survey method in the future, questionnaire questions should be straightforward and easy to comprehend so that respondents can react based on their understandings. This as the questions requires the respondents to read few times before understand the meaning of the question. Not only that, the researchers also require to made the questions into two languages indicated that the questions is hard to understand.

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