

The Relationship between Service Quality, Price Value,
and Website Design toward E-commerce Customer
Satisfaction among Generation-Z

BY

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DEDICATION

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PREFACE

The research study is an essential part of our programme, Bachelor of Business Administration (Hons). In other words, in order to complete our degree programmes at Universiti Tunku Abdul Rahman (UTAR), research studies are essential for us. The research topic is "The Effectiveness of Compensation and Benefits Toward Employee Performance".

In the study, two important independent variables that have an impact on employee performance of employees in the education industry were selected (Universiti Tunku Abdul Rahman (UTAR), Kampar campus). These independent variables are compensation and benefits. These selected independent variables are possible factors that may affect employee performance.

ABSTRACT

There have occasionally been dips and variations in employee work performance. Due to a paucity of prior studies, other academics are beginning to pay more attention to concerns relating to employee job performance. Examining the relationship between compensation and benefits and employee performance at a few Universiti Tunku Abdul Rahman (UTAR), Kampar campus is the main goal of this study.

We created 226 questionnaires for this study and gave them out to target participants who worked at Universiti Tunku Abdul Rahman (UTAR), Kampar campus. The data were analysed using SPSS software after data collection to produce the results. The final findings reveal a substantial correlation between compensation and benefits and employee performance.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

The goal of this business study is to study the variables that influence Generation Z customers' satisfaction with the online retail sector. A broad overview of the research backdrop, objectives, problem statement (which identifies the concerns and details the variables), hypothesis, research gap, study significance, and chapter format are provided in this chapter.

1.1 Research Background

In this business study, the factors affecting customer satisfaction in Malaysia's e-commerce industry are investigated and identified. When one's needs are satisfied, they experience satisfaction (Islam et al., 2011). Although there are other approaches to defining customer satisfaction in the literature, the most widely used one is predicated on customer expectations. As mentioned by Gerson (1993), Hill (1996), Oliver (1997) and Vavra (1997), customer expectations are met by the given "total" product or service, and this is the benchmark for satisfaction (Gerson, 1993; Hill, 1996; Oliver, 1997; Vavra, 1997). When a customer's expectations and perception of the service they received align, they are said to be satisfied (Islam et al., 2011; Radziszewska, 2013). The customer-orientation attitude and the fundamentals of modern firms' continual improvement justify that measuring customer satisfaction is one of the most essential concerns facing business organizations (Grigoroudis and Siskos, 2010). Additionally, it is acknowledged as one of the KPIs for the company's quality management system.

According to Kotler (1991), customer satisfaction can be defined as a customer's assessment of a product or service after purchasing it, taking into account their pre-purchase expectations. Aiming for client satisfaction is similar to doing effective marketing. The term "marketing" refers to both the Four Ps and traditional marketing, which is driven by the needs of the customer and the market. Finding out what people want and then making an effort to provide it could be interpreted as an act of good marketing or as an attempt to satisfy them.

The most prosperous businesses of today are exceeding customer expectations by providing superior performance. Total Customer Satisfaction, or TCS, is what these businesses strive for. Establishing a corporate culture where all employees strive to satisfy customers is a difficult task. Strong client orientation must be taught to the company's employees.

Customer satisfaction is a goal and a marketing technique for businesses that prioritize their customers. Initially, the business can boost customer satisfaction by offering more services at a reduced cost. Second, there's a chance the business can boost profitability in other areas, including enhancing production or increasing R&D spending. Third, the business must function under the guiding principle that, within the limitations of its available resources, it is attempting to provide a high degree of customer satisfaction while also making sure that stakeholders are at least somewhat satisfied. Businesses are increasingly adopting the Internet as a marketing tool to increase customer satisfaction by offering value-added services, thanks to the advancements in information technology and the Internet.

The majority of businesses now seem to have limitless market potential due to the growing globalization of the international economy. Naturally, this leads to increased competitiveness among the players, which improves performance. Consequently, creative managers are searching for novel approaches to more successfully compete on a local, regional, and worldwide access basis, moving away from the conventional commercial strategies and tactics. Businesses can access a wide range of communications channels through the Internet, in particular, which is propelling the development of a massive worldwide electronic marketplace.

Companies who find that using the Internet to effectively and economically market their goods to both business and customer markets (B2C and B2B). Businesses that use the Internet for client ordering, e-mail correspondence, and advertising extend their business hours globally. By offering 24-hour access to branch offices, business connections, and shoppers in place of the traditional eight-hour workday, firms have expanded their potential. This kind of access is crucial when conducting business globally or across time zones. In fact, increasing access increases the pool and reach of possible clients.

The exchange of goods and services using electronic networks, such as the internet, mobile devices, or other computer networks, is referred to as e-commerce, or electronic commerce. In this industry, electronic money transfers and information and communication technologies are required for both business-to-business and business-to-customer transactions. The growth of e-commerce is an essential component of the digitization process and a major driver of business expansion, particularly for the micro, small, and medium-sized businesses that are the backbone of the country's economy (Mentek, 2022). The commercial style of the future is e-commerce. It has numerous advantages for businesses as well as clients (Tseng and You, 2005; Gajewska and Grigoroudis, 2018).

In recent years, e-commerce has been rapidly expanding and becoming more and more popular among Malaysia's metropolitan populations. The Department of Statistics Malaysia reports that the overall revenue from e-commerce transactions increased by 21.8% from RM896 billion in 2020 to RM1.09 trillion in 2021 (Mentek, 2022). Malaysian customers prefer to shop online at well-known e-commerce sites like Shopee, Lazada, and Zalora. Also, Gen Z is the generation that has just joined adulthood. They are the generation most used to technology and have strong connections to social media (Iberdrola, 2017). With seniors coming before them and Generation Alpha following, Gen Z is now the second-youngest generation. Like every other generation, Gen Z's upbringing has influenced their conduct. Today's youth have grown up amid concerns of an impending economic collapse, epidemic lockdowns, and climatic calamity. When the first member of Generation Z was born, internet use was still relatively new. The term "digital natives" describes them (McKinsey & Company, 2023). There

are many terms that we can elaborate Generation Z, For example i Generation, Gen Tech, Online Generation, Post Millennial, Facebook Generation, Switchers (DOLOT, 2018).

Born in the 1990s, Generation Z grew up in the most innovative decade of the twenty-first-century world of the internet, mobile devices, laptops, free networks, and digital media. This generation is going to grow up during a time of social and economic transformation. Generation Z is capable of surviving in the digital as well as physical worlds. They can transition between these two worlds easily (DOLOT, 2018). The generation that follows millennials and before Generation Alpha is called Generation Z, or “zoomers”. The Gen Z generation was born between 1997 to 2012. Therefore, the Gen Z age group spans from 11 to 26 years old as of 2023. They are called the first generation to be totally "digitally native." They have become used to life in a digitally-first society, having grown up with social media and cell phones (Cobb, 2024). Additionally, in 2024, the oldest member of the Generation Z cohort will be 27 years old, while the youngest will be 12 years old (Which Generation Are You? Explained: Age Ranges from Baby Boomers to Gen Z, 2024).

Gen Z is the first generation to have grown up totally online, so it is impossible to minimize the impact of social media and the digital world on their way of life. 98% of Gen Z users social media, and many of them use the social networking site Tik Tok to do online product research before making a purchase. Furthermore, compared to the typical customer, this group uses online and mobile wallets twice as frequently. Because they can make judgments about their purchases more quickly and intelligently than ever before, these digital nomads are engaging with companies at a greater level than in the past (Gen Z and the Future of Customer Behaviour | MIntel, n.d.). This group will make up more than 25% of the global population by 2026 and have a purchasing power of more than \$44 billion, making them the largest customer group worldwide (Shaw, 2023).

With 29% of the population, Generation Z is the largest age group in Malaysia. They spend eight hours a day on the internet on average, especially because of their dependence on social media and cell phones. The Generation Z population in Malaysia is intelligent, independent, and enterprising. As customers, they have power and freedom in their decision-

making. They show skills, trustworthiness, interest, and caring qualities at work (Tjiptono et al., 2020). The number of Gen Zers worldwide is expected to reach 2.56 billion by 2020. Furthermore, the number of Gen-Z will rise above that of Millennials in 2019, meaning that Gen-Z represents 32% of the population as opposed to Millennials' 31.5% and there were 8.476 million Gen-Z individuals living in Malaysia alone in 2019, approximately 26% of the country's 32.6 million total population (ARCHIVES of AKADEMIKA BARU ARTICLES, n.d.). Understanding what Gen-Z will contribute to information sharing and teamwork, which foster innovation and progress in both organizations and society at large, is therefore important and very relevant.

Other than that, online purchasing has increased significantly in several nations in tandem with the Internet's quick development and extensive use in business (Weltevreden, 2008). Companies like e-retailers benefit greatly from e-commerce's convenient, interactive, affordable, and high degree of client customisation and personalization (Park & Baek, 2007). It also presents enormous economic potential (such as the ability to sell products and deliver services online) and revenue development (Rohm & Swaminathan, 2004). Nevertheless, despite the increasing number of customers purchasing online, e-commerce continues to be more complex and challenging than traditional commercial methods. One of the main things that determines whether electronic commerce succeeds or fails is said to be improving the service quality (Yang et al., 2006).

Over the last twenty years, there has been a growing recognition in the e-commerce industry that service quality is crucial for customer satisfaction and loyalty (Ribbink et al., 2004) as well as an efficient means of acquiring and maintaining competitive advantages (Zeithaml et al., 2002). Due to the acceptance and use of internet technologies in commerce, which differs from traditional business interactions and exchanges, one area of previous research has been on the quality of e-services (Santouridis et al., 2012). "The extent to which a Web site facilitates the efficient and effective shopping, purchasing, and delivery" is the definition of "e-service quality" (Zeithaml, 2002).

Park and Kim (2003), that user interface quality has a direct impact on customer satisfaction since it makes using the service easier and gives tangible proof of the service provider's expertise. Because of its significance to customer satisfaction, Tan, Tung, and Xu (2009), found fourteen essential elements for creating B2C e-commerce websites that work. Also, Gummerus et al. (2004) stated that confidence is anticipated to be directly impacted by the quality of a website's design. Similarly, Roy, Dewit, and Aubert (2001) discovered that customer trust establishment is influenced by user assistance, website design, and simplicity of access.

Srinivansan, Anderson, and Pannavolu (2002) demonstrated that there is a high correlation between customer loyalty and the interactive features of e-commerce website design. Cyr (2008) examined how trust and satisfaction were affected by B2C e-commerce website user interface design elements (such as information design, navigation design, and website design) in three developed nations: China, Germany, and Canada. Cyr discovered that these aspects of website design are important cross-cultural antecedents of website satisfaction and trust. Furthermore, Alam and Yasin (2009) discovered from their research in Malaysia that there is a high correlation between website design and customer satisfaction.

Customer perception of the quality of information about a service offered by a website is known as service quality (Park and Kim, 2003). It has been suggested that a website's quality precedes online client trust (McKnight et al., 2002). In addition, Park and Kim (2003) discovered a direct correlation between website design and customer satisfaction. The study by Cyr (2008) discovered varying outcomes depending on the culture. Cyr discovered that although website design has a major impact on website satisfaction across all three cultures, it only has a substantial impact on trust in Canada and not in Germany or China.

The body of research has shown that price value is a key predictor of desire to repurchase (Gligor and Bozkurt, 2020). Customer impression of products and services is known as price value, and it is a crucial component of the exchange transaction. Micu et al. (2019) believes that the perceived difference between what customers receive (quality, perks, and utility) and what they pay (price and sacrifice) is known as price value. Repurchase

intention is encouraged by a positive gap whereas purchase intention is hampered by a negative gap. Customer sense of value therefore encourages exchange transactions. Concurrently, the perceived worth of the product by the customer takes precedence over its actual value (Micu et al., 2019). Perceptions of value among customers evolve gradually. As a result, it is crucial that the goods and services meet certain standards of quality.

A significant impact of price value is demonstrated by existing literature in exchange transactions (Dhingra et al., 2020; Zhu et al., 2019). Value for money is important when shopping both offline and online. Businesses use both offline and online marketing strategies to offer various discounts and promotions that nudge customers' perceptions of value and encourage favorable purchasing decisions (Micu et al., 2019). For many shoppers, saving time is crucial when it comes to grocery shopping. A customer's impression of value is enhanced and a long-lasting relationship is fostered when an online shopping platform shortens the time spent purchasing (Gligor and Bozkurt, 2020).

1.2 Research Problem

The degree to which a business's products, services, and overall customer experience meet or exceed expectations is measured by e-commerce customer satisfaction. It illustrates the feasibility of a firm by showing how much customers value goods or services. E-commerce customer satisfaction is important since it indicates whether or not the target market values the work that business is doing. According to a research, a company's reputation, client retention rate, and client lifetime value are all typically enhanced by high e-commerce customer satisfaction. Businesses can increase sales and profits by assuring e-commerce customer satisfaction as it attracts new customers and retains loyal ones who make repeat purchases (Franklin, 2023).

Businesses can use customer satisfaction as a measurement to identify areas that require improvement and implement those changes when doing analysis to improve customer experiences that leave a positive impression on customers of the products and services. When customers are satisfied with the products and services, they are more inclined to place repeat orders and may even pay extra for an enhanced experience. Devoted customers will also help the business expand its clientele by sharing others about their positive experiences using its products or services (Brozmanova, n.d.).

The increasing use of technology and the internet is driving growth in Malaysia's e-commerce industry. However, issues with e-commerce are also becoming worse due to a few factors. The largest issue facing e-commerce is the increase in customer complaints about their negative online shopping experiences. Compared to 467361 complaints in 2019, there are 791790 complaints in 2020, a 69.42% increase. The overall amount of personal and corporate disasters is \$4.2 billion, up 20% from 2019. The most widely known is the breach of email security cost a company \$1.8 billion (Barry & Carris, 2020). There have been more complaints from customers due to various issues, such as security, delivery service, specifications, quality, and more. If security is not upheld during online transactions for e-commerce purchases, customers run the danger of having their credit cards or online banking compromised and losing money (Mohd Johan et al., 2022). Customers' opinions of online retailers may be impacted by subpar delivery services, such as protracted delivery times and damaged goods that are delivered, which will reduce their confidence in making more online purchases. Another problem is that genuine goods purchased through e-commerce platforms sometimes have different specifications or quality than those advertised online. Because they will negatively impact customer satisfaction and reduce people's confidence in using e-commerce for online purchases, all of these issues must be taken carefully. Since the e-commerce industry is one of the major drivers of economic growth in the country today, it will eventually affect business earnings as well as the national economy as a whole.

In recent years, e-commerce, or online business, has grown significantly despite the current state of uncertainty in the global economy. The Malaysian internet retail sector is predicted to grow to over RM1.9bil in 2016 (Ueno, 2012). This will encourage fierce market competition. Online firms must understand efficient methods to meet the demands and desires

of the customers in order to stay competitive. Ages 15 and older make up the market's estimated 11 million users, who either use their homes or places of employment to use the Internet (comScore Inc., 2011). The large number of online clients demonstrates that a crucial component of an online business's profitability is customer satisfaction (Guo, Ling & Liu, 2012).

Prior studies have demonstrated that when customer is pleased with a business or service, there's a good chance they'll tell others about it (Nelson, 2012). As a result, businesses must prioritize customer satisfaction since it will both draw in new business and keep existing customers loyal (Guo et al., 2012). Customers' contentment is determined by a few key aspects, thus online organizations should carefully consider the industry's antecedents of customer satisfaction when making changes (Guo et al., 2012). Customers' satisfaction will rise as a result of a thorough understanding of these aspects, which will also boost business performance.

According to research on customer satisfaction, most studies are carried out in other industries, especially the banking and hotel sectors. Other studies, on the other hand, focus on the relationship between the e-commerce industry and customer satisfaction in other countries, such as South Africa ("The impact of online shopping attributes on customer satisfaction and loyalty: moderating effects of e-commerce experience", 2021), Vietnam ("Customer Satisfaction at Tiki.vn E-Commerce Platform", 2020), Poland ("The impact of the level of customer satisfaction on the quality of e-commerce services", 2020), and Indonesia ("An empirical research of factors affecting customer satisfaction: A case of the Indonesian e-commerce industry", 2019). In this age of globalization, customer satisfaction with goods and services in Malaysia's e-commerce industry is important and shouldn't be ignored, especially amid the Covid-19 pandemic in the country. This is due to the fact that during the lockdown, people were forced to stay at home and rely on online shopping to purchase other things and supplies for their daily necessities. This demonstrates how important and useful the e-commerce industry is to the people of Malaysia. Because Malaysia is the study's target location and Generation Z is its population, we would like to focus our research on the factors impacting customer satisfaction in the e-commerce industry in Malaysia.

Our dependent variable is customer satisfaction; our independent variables are price value, website design, and service quality. This is because the research's crucial determining factors are those that will have an impact on customer satisfaction in the Malaysian e-commerce business. Nonetheless, a number of articles, including "Evaluation of Service Quality Dimensions Toward Customer Satisfaction of Ride-Hailing Services in Kuala Lumpur, Malaysia", 2019, agree that there is a significant correlation between service quality and customer contentment. This is because a customer's satisfaction and decision to buy are heavily influenced by the quality of the services they receive. The existence of a significant relationship between price value and customer satisfaction is supported by journals like "Effects of Service Marketing Mix on Umrah Customer Satisfaction: Empirical Study on Umrah Traveling Industry in Malaysia", 2020. This is due to the fact that buyers will be happy to pay less for items that are nonetheless of the same caliber.

In order to fully understand the relationship between customer satisfaction (dependent variable), service quality (independent variable), website design (independent variable), and price value (independent variable) because the outcome produced by current journals is unconvincing. We therefore made the decision to carry out this study in order to look into the relationship between these variables.

1.3 Research Objectives

1.3.1 General Objectives

To study the factors influencing customer satisfaction in e-commerce for Generation Z in Malaysia.

1.3.2 Specific Objectives

- To examine the relationship between service quality and e-commerce satisfaction.
- To examine the relationship between price value and e-commerce satisfaction.
- To examine the relationship between website design and e-commerce satisfaction.

1.4 Research Question

- What is the relationship between service quality and customer satisfaction?
- What is the relationship between price value and customer satisfaction?
- What is the relationship between website design and customer satisfaction?
- How service quality, price value, and website design influence customer satisfaction in the e-commerce industry?

1.5 Hypothesis of the Study

- H₁: Service quality is positively related to e-commerce satisfaction.
- H₂: Price value is positively related to e-commerce satisfaction.

- H₃: Website design is positively related to e-commerce satisfaction.

1.6 Significance of the Study

In order to create a framework through which the theories can be verified and their relationships assessed, the main goal of this research is to identify the key variables that influence the degree of customer satisfaction for the Malaysian e-commerce platform and look into their relationships. Our main target demographic for this study is Malaysia's Generation Z, as they often participate in e-commerce activities like online buying. Our research is therefore being conducted in order to offer a more comprehensive analysis to the previous research that is focused on the internet.

In addition, the businesses that engage in e-commerce, such the sellers on online marketplaces, stand to benefit the most from this study. It might offer some advice to managers or owners of Malaysian e-stores on how to better understand their customers' perceptions and satisfy them. By doing so, they can make the necessary improvements to win over devoted customers and grow their clientele, which will ultimately help them grow their business and gain a competitive edge.

This study can also be helpful to other parties engaged in e-commerce activities, such as vendors on e-commerce platforms. For example, related organizations like suppliers, logistics providers, and other businesses should work with e-commerce merchants to boost customer satisfaction and accomplish shared objectives. Customers are happy when sellers effectively integrate with these partners, and since buyers are ready to place repeat orders, sales improve. Sellers will therefore continue to collaborate with those trustworthy partners to establish win-win scenarios.

Moreover, our study can be useful to the government. The study's conclusions may persuade pertinent Malaysian authorities to give increasing overall customer satisfaction in Malaysian e-commerce platforms further consideration. It identifies the elements that contribute to Malaysia's e-commerce platform's success. This is because the government will make more money if the e-commerce sector performs better and gains momentum. To elaborate, the government may receive more money from import taxes and tariffs if there are more cross-border e-commerce transactions.

Even though the bulk of the research in the literature focused on customer trust, this approach can be used to look into what influences customer pleasure. In summary, our study will benefit many different parties and stakeholders, and ideally it will stimulate further research on customer satisfaction in Malaysian B2C e-commerce platforms.

1.7 Chapter Layout

Chapter One designates the first part of the report as a whole. This section's description of this chapter aims to characterize and evaluate the study's synopsis. This chapter also examines the problem and the significance of the topic, identifies the goal of the study, and formulates two hypotheses for the investigation.

In Chapter Two, the theories of customer satisfaction in the e-commerce industry that are pertinent to this research will be outlined and clarified. The methods, structure, and findings related to the research questions and the goals of the study are included in multiple sections of this chapter.

Chapter Three presents the research methodologies and explains how they will be used in the research design, data collection, sampling design, research procedures, and data analysis

of the study. A synopsis of the data collections that were made from the relevant respondents will also be included in this chapter.

1.8 Chapter Summary

To put it briefly, the objectives of the study were covered in Chapter One, along with descriptions of the specifics to help readers better grasp the research topic. In addition, an outline of the industry's past is given in this chapter, along with the goals of the study, the issue statement, and the hypotheses that served as the foundation for our theoretical and conceptual framework and were derived from the literature we examined. There will be an examination of multiple journal articles in the second chapter, Chapter Two. Chapter Three will next examine more noteworthy and comprehensive statistics concerning customer satisfaction.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter two focuses on discussing the theoretical framework, literature review, proposed conceptual framework, etc. In this literature review, the definition of dependent and independent variables will be developed in the following reviews.

The determinant of variables is necessary to understand the two elements of independent variables. Our independent variables are price value, website design and service quality. The dependent variable is E-commerce satisfaction. Besides, this study's hypotheses are constructed after the proposed conceptual framework.

2.1 Underlying Theories

2.1.1 SERVQUAL Theory

The SERVQUAL model stated that service quality is shaped by the gap between customer's expected perceptions and actual service performance, as mentioned by Parasuraman, Zeithaml and Berry (1988). Although the model initially introduced ten

dimensions, the authors recognized that not all dimensions were related to real-world service environments. Therefore, the latest version of the SERVQUAL model now focuses on five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. These latest versions of dimensions have greater logical coherence and stable psychometric properties.

Table 2.1: Five dimensions in SERVQUAL theory

Dimensions	Definition	Citation
Tangibility	The dimension of whether the service provider can maintain the physical facilities like physical infrastructure, equipment, communications platform.	Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019)
Reliability	The dimension of whether the service provider is able to provide a reliable and service correct service to customer.	
Responsiveness	The dimension of whether the service provider can respond promptly and give attention, responding to requests.	
Assurance	The dimension of whether the service provider can transfer confidence and trust to customer.	
Empathy	The dimension of whether the service provider is able to let customers feel prioritized, caring, paying personal attention, and providing unique services.	

Iwaarden, Viele, Ball and Millen (2004) implied the SERVQUAL model to assess e-service quality dimensions. They identified five dimensions which are fast access, easy website navigation, presentation of complete offers, order overview before final purchase decision, assurance, and simple registration process. Service quality encompasses all five dimensions of

the SERVQUAL theory. Tangibility refers to the physical aspects such as the appearance of the website or the quality of customer service facilities. Reliability relates to the consistency and dependability of the service, which is crucial for maintaining customer satisfaction. Responsiveness involves timely addressing customer inquiries or issues which contributing to a positive perception of service quality. Assurance relates to the trustworthiness and competence of the service provider which influences customer's perceptions of service quality. Empathy involves understanding and caring for customer's needs which enhances their overall satisfaction with the service.

Furthermore, price value influences customer's perceptions of assurance in SERVQUAL theory. Customers expect that the price they pay for a product or service reflects its value and quality. Therefore, if customers perceive that they are receiving good value for the price paid, it enhances their confidence and trust in the service provider which contributing to their overall satisfaction.

Website design directly impacts several dimensions of the SERVQUAL theory. Udo, Bagchi and Kirs (2011) stated that tangibility in SERVQUAL theory relates to the physical appearance and functionality of the website which including its layout, graphics, and ease of navigation. A well-designed website enhances customer's perceptions of service quality. Reliability refers to the consistent performance of the website which ensuring the functions is smooth and without errors. Responsiveness involves the website's ability to promptly load pages and respond to user interactions which will contributing to a positive user experience. Assurance relates to the trustworthiness and credibility conveyed through the website design, security and privacy policies, clear communication of information.

2.2 Review of Variables

2.2.1 E-Commerce type: Business-To Customer B2C

Business-to-customer (B2C) refers to a type of commerce or business model where companies or businesses sell goods, services, or information directly to individual customers. In this model, Jain, Malviya and Arya (2021) stated that the transactions take place between a business and the end users or customers B2C is a fundamental aspect of e-commerce because it leverages digital platforms to directly connect businesses with individual customers, offering a global market reach, cost efficiency, convenience, and a range of tools to enhance the overall customer experience.

The internet has played a crucial role in the B2C landscape. It has provided an innovative retailing platform which allowing businesses to engage in electronic one-on-one communication with customers. This has changed traditional business formats and enhanced the customer service experience. According to Sheikh and Basti (2015), the availability of vary product information and pricing details online allows customers to make informed decisions, which lead to a more knowledgeable and proactive shopping experience.

2.2.2 Dependent Variable: E-Commerce Satisfaction

Islam, Khadem, and Alauddin (2011) stated that a person will feel satisfied, when their requirement or expectation is fulfilled. In other words, satisfaction is determined by the interplay between what individuals expect and how the actual performance matches or exceeds those expectations.

According to Wilson and Christella's study (2019), customer satisfaction closely related to the overall company's product and service performance from perspective of customer. Also, Islam et al (2011) and Radziszewska (2013) indicated that customer satisfaction occurs when the expectations of a customer align with their perception of the service they have received. According to Fornell (1992) and Huang et al (2019) study, gathering data to measure customer satisfaction can be time-consuming because customer satisfaction is often considered an intangible asset. The efforts to improve it may not yield immediate tangible results, such as increased revenue. Nevertheless, Anderson, Jolly and Fairhust (2007) and Felleson and

Salomonson (2020) highlighted that retailers are focus to establish a more customer-centric relationship with their customer because there will be long-term benefits. This strategy aims to study into customer's deeper needs, interests, and objectives by providing customized solutions to ensure their satisfaction. Ying, Sindakis, Aggarwal, Chen and Su (2021) studies have demonstrated that utilizing analytics helps businesses measure, comprehend, and enhance customer satisfaction.

According to Engler, Winter, Schulz (2015) and Zhao, Song, Liu, Zhang, Dou, Cao (2019), customer ratings and surveys are the methods that widely used to assess customer satisfaction. Chatterjee (2019) agree that these methods is the most effective measures to determine customer satisfaction in the e-commerce sector.

Rita, Oliveria and Farisa's studied (2019) investigated that how the elements like web design, customer service, security, and fulfillment contribute to total e-service quality which will consequently influence to e-customer satisfaction. Similarly, Luo, Ba and Zhang (2012) explored the effects of variables such as product uncertainty, pricing, customer service, and web design on customer satisfaction in the online context. According to Engler et al (2015), Chatterjee (2019), Figler, Sriraj, Welch and Yavuz (2011) studies, focus on analysing individual customer ratings or surveys as the method to determine overall satisfaction. For example, Engler et al. (2015) investigated customer satisfaction and purchase expectations of before and after by using the rating system in Amazon.com. Meanwhile, Figler et al. (2011) utilized survey's data obtained from transportation sector to evaluate customer satisfaction. They conducted statistical analyses to evaluate the customer satisfaction rating.

Furthermore, Hult, Sharma, Morgeson and Zhang (2019) indicated that the customer satisfaction can be categorize base on the stages of the online purchasing process. The stages include information search and evaluation of alternatives, purchasing, and the post-purchase stage. In the information search and evaluation of alternatives stage, information quality, website design, and merchandise are the main elements that influencing customer satisfaction. The purchasing stage involves various elements like transaction ability, responsiveness, security or privacy, and payment. In the post-purchase stage, delivery and customer service are

crucial elements. These elements are expected to impact customer satisfaction in the e-commerce.

According to Ho-Dac, Carson and Moore (2013), there are another method to comprehend and study customer satisfaction which is through analysing customer online reviews, complaints, and comments. Numerous studies utilize Business Analytics to catch customer's sentiment of customer reviews and determine customer satisfaction. For instance, Farhadloo, Patterson and Rolland (2016) used Business Analytics and proposed a Bayesian approach to understand sentiments and measure customer satisfaction from a customer review platform like TripAdvisor. The Bayesian approach is a statistical method that updates beliefs based on new evidence, it uses prior knowledge and observed data to calculate the probability of a hypothesis

Besides, Xu (2020) studied customer satisfaction by using text mining techniques on online hotel customer reviews. Text mining also known as text analytics which is the process of getting high-quality information from text data. It involves extracting patterns, trends, and insights from unstructured text sources such as emails, social media posts, customer reviews, and documents. This help to distinguish between negative and positive comments and focusing in analyse and understand customer satisfaction. Similarly, Sanchez-Franco, Navarro-García and Rondán-Cataluña (2019) analysed customer satisfaction through naïve Bayes method. They study hotel reviews and distinguished into negative and positive comments to comprehend customer satisfaction.

2.2.3 Independent Variable: Price Value

According to Vasić, Kilibarda and Kaurin study (2019), price value represents what is sacrificed or given up to acquire a product or service from the customer's viewpoint. The direct impact of pricing on the perceived value will influences customer satisfaction. According to Ali and Bhasin (2019), their study pointed that price has significant impact on perceived value. Cronin, Brady, and Hult (2000) proposed that price is the important element for customer in

evaluating the value of goods or services received. Similarly, Anderson, Fornell and Lehmann (1994) agree that price is important element in influencing customer satisfaction.

Customer satisfaction is often influenced by the perceived value of a product or service. Ali and Bhasin (2019) also stated perceived value are the customer's senses of what they receive relative to what they pay which the price they pay. Their study found that perceived price and delivery quality greatly influence perceived value that which will significantly affects repurchase intention. Price is a comparative factor for customers when selecting goods or services. Wilis and Nurwulandari (2020) argued that alignment of price with the offered products and services contributes to customer satisfaction. The customers will more likely to choose affordable options when the product's quality is similar.

Also, Ilieva, Yankova, Klisarova and Dzhabarova (2022) indicated that the primary element of ideal online store is the low price. In other words, a low price can enhance the perceived value of products or services which making them more attractive to customers. For instance, customers satisfaction will be higher if they are getting a good value for the price they pay. On the other hands, customers satisfaction may decrease if perceive the price as too high for the perceived benefits.

Furthermore, Keller's study (2022) indicated that the perceived price of a product in online purchases will influences customer's beliefs about the product quality. Manufacturers often refer to customer's perception to provide logical discounts on the prices of products they market. In other words, manufacturers might enhance the attractiveness of their products and increase the willingness of purchase by offering discounts that align with customer perceptions of value. Moreover, Nabila, Sari and Paujiah (2022) stated that customer satisfaction will be positively influence by appropriate perceived price. The reasonable price will be more attractive to customers where the perceived price and value are aligned with their expectation which contribute to customer satisfaction.

2.2.4 Independent Variable: Website Design

The website serves as the initial interaction point between customers and retailers, and in a landscape where customers are exposed to numerous websites. Corbitt, Thanasankit and Yi (2003) mentioned that the website design is important because its function as a communication platform that serves as a "bridge" between the seller and the buyer. It serves as a communication platform that connects the seller and the buyer which enabling effective interaction and facilitating transactions. This will significantly contribute to overall customer satisfaction when visiting the website. Similarly, Qalati, Vela, Li, Dakhan, Hong Thuy and Merani (2021) indicated that the website serves as a crucial component of the company's success which serving as a platform of communication and service between the company and its customers. Moreover, Gefen (2000) and Wolfenbarger and Gilly (2002) stated that a well-designed website should feature an innovative and intelligent design that consists of relevant content which enabling users to communicate engage effectively with the sellers.

Wilson and Christella (2019) highlighted that the quality of a website plays a crucial role in the digital advancement of companies. According to Liao, Palvia and Chen (2009), a high-quality website enhances customer's confidence in the seller when the seller shows compassion, expertise, and integrity. This increased confidence will lead to higher levels of trust and a greater willingness to rely on the seller. Meanwhile, Kuo, Wu, and Deng (2009) stated that website quality will directly influence the willingness of customer in purchasing because the perception of customers will influence by the website quality. Also, Tsao, Hsieh and Lin (2016) emphasized that the overall quality of a website must convey professionalism in order to attract potential customers to make purchases and hold existing customers who visit the website.

According to Wilson and Keni (2018), the quality of a website design can be evaluate based on the navigational system and the visual aids of the website. Eroglu, Machleit and Davis (2001) highlighted that design elements associated with visual aids such as layout and colour will bring a significant influence on stimulating customer feedback from customers. Moreover, Luo's study (2012 as cited in Irantaj, 2018) stated a well-designed website not only facilitates access to necessary information but also saves time in information retrieval and reducing mismatches. An attractive design can capture user's attention more effectively which guiding them to relevant content more efficiently, leading to a smoother and quicker information retrieval process. Besides, Miao, Jalees, Zaman, Khan, Hanif, and Javed (2022) agreed that an

appealing aesthetic design can reduce customer's search costs customers while browsing social media.

Patrada and Andajani (2020) mentioned that website design is described as the management of content on a site which focusing on providing a comfortable environment for customers to access the site. Luo et al (2012) indicated that well-designed websites will minimize the time required for information retrieval and decrease the of mismatches when customer visiting the website. User-friendly websites that efficiently process online orders contribute to customer satisfaction. The aesthetic appeal of a website motivates customers to stay rather than switch to another site. Gefen (2002) recommended that the website should have the capability to personalize according to the specific desires of individual customers. Culturally and customer-specific websites is an important element in designing the website. Miao et al (2022) said that cultural alignment is highlighted as a crucial factor in web design satisfaction, with studies indicating that customers in different regions have various preferences for website designs based on their cultural backgrounds. The elements such as visual design, navigation design, and information design on a website appeal more to customers when aligned with their cultural preferences. One-size-fits-all approach to website design is not feasible due to the global accessibility of websites and diverse customer cultures.

2.2.5 Independent Variable: Service Quality

According to Miao et al (2022), E-delivery service defined as services delivered electronically which particularly through the Internet which involves transactions initiated and controlled by customers. The E-delivery differs from traditional delivery systems which more focusing on online communication and interaction. Rohwiyati and Praptiestrini (2019), Lestari and Ellyawati (2019), and Wiryana and Erdiansyah (2020) indicated the overall service quality in E-commerce will have impact toward customer satisfaction.

Patrada (2020) highlighted that high-quality e-services are considered essential to connect the gap between sellers and buyers, promoting communication and increasing customer confidence for online transactions. Effective communication channels are a crucial aspect of good e-service quality, impacting customer satisfaction during e-commerce

interactions. Mashaqi et al. (2020) noted that numerous e-commerce companies are currently practicing the strategy by offer attractive promotional to customers such as cashback, free shipping, discounts, loyalty points, among others. Meanwhile, Parasuraman, Zeithaml, and Malhotra (2005) stated that E-commerce service quality refers to the website's capacity to facilitate shopping, transactions, and delivery in an effective and efficient manner

The quality of e-service is crucial for e-commerce. According to Kim and Gupta study (2012), customers also favour in effective delivery, flexibility for order modifications, cancellations, free of charge on product returns, and efficient refund processes. Meanwhile, Hellier, Geursen, Carr, and Rickard (2003) discovered that punctual in item delivery, efficient product returns and refunds are crucial factors when customers express dissatisfaction.

Furthermore, Molinari, Abratt and Dion (2008) indicated that customer satisfaction and intentions to repurchase is affected by delivery quality. Lin (2007) stated that customer satisfaction in e-commerce is significantly influenced by the prompt delivery that include in products and services. Timely delivery is highlighted as a critical factor influencing customer satisfaction. According to Mofokeng (2021), faster and timely home deliveries are highlighted as an essential element for increasing the perceived value of customer when ongoing online purchases process. Delays in the delivery system can affect customer satisfaction, the firm's reputation, and the overall relationship with customers.

According to Chaisaengduean's research (2019) there are positive correlation between order accuracy and customer satisfaction in various sectors. Khalid, Lee, Choi and Ahn (2018) mentioned that E-commerce owners should prioritize responsiveness in merchandise tracking and collaborate with delivery merchants to ensure high-quality deliveries such as accurate orders, punctuality of schedules, and secure packaging. Communication and transparency regarding delivery status are necessary, by using software and information updates to keep customers informed, to improve customer's satisfaction.

2.3 Proposed Theoretical/Conceptual Framework

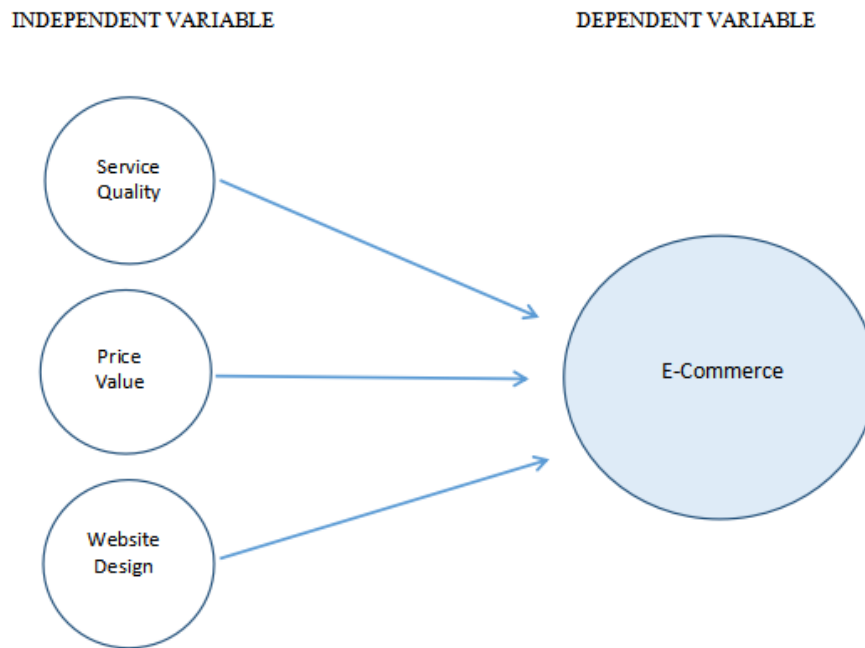


Figure 2.1: The variables that influence Generation Z customers' satisfaction with the online retail sector.

A conceptual framework is presented to evaluate the variables that influence Generation Z customers' satisfaction with the online retail sector. This conceptual framework includes three independent variables, including the connection between customer satisfaction and service quality, the connection between customer satisfaction and price, and the connection between customer satisfaction and website design. Previous research suggests that these independent factors will assess customer's satisfaction considerably. The validity of the conclusion will thus be evaluated using this framework. Consequently, in the part that follows, the hypotheses will be built using this framework.

2.4 Hypotheses Development

2.4.1 Service quality is positively related to e-commerce satisfaction

It's common knowledge that customer appearance depends on the quality of the services provided. In addition, service quality is defined as the point to which customers' searching and consumption on online websites is made more efficient and effective, including service connections like distribution and consultation. The impact of opinion of quality on the links between business and customer behavior has been the focus of much research on service quality in the literature on customer perception. For instance, customer perceptions of websites and their willingness to engage are influenced by the quality of the service (Fan et al., 2022).

As to the results reported by Pasaribu et al. (2022), service quality may be observed as an attempt to satisfy the requirements and preferences of customers while maintaining a balance with their expectations. Moreover, the decision-making process of customers can benefit greatly from high-quality services in several ways. Improved service quality may lead to more satisfied and loyal clients. Businesses might gain an unfair advantage by offering superior services since competitors will find it challenging to match their high standards. The degree to which customers are satisfied or unsatisfied with the products or services is directly related to the evaluation of excellent versus poor service quality. Although their different definitions and conceptual frameworks, service quality and satisfaction are closely connected.

Based on the Fan et al., 2022, customers are able to build the perceptions of the e-service quality then customer behavior changes occur. For instance, clients may become involved in specific common virtual communities through the interface, for instance, interest circles and group buying, thereby stimulating their purchasing activities. Additionally, recommendations and higher interactiveness in the e-services benefit the consumer trust, and changes customer engagement behavior. Hence, e-services could enable customers to make behavioral decisions, and they will consider the quality of e-service in a community e-

commerce platform. On the other side, where e-service quality is enhanced, firms can enhance the customer's awareness, a good reputation of the firm, corporate growth that can be observed, and customer loyalty that can lead to call for enterprises to achieve sustainable social responsibility.

These variables are vital as firms need to get a hold of the on-line purchasing behaviors with which to sustain the competitive edge. There is possibility that the knowledge pertaining to online purchasing behavior will be useful for managing the Internet shopping and achieving high results in the sphere of online businesses. Customers spend a substantial measure of a young contemporary country's economic output. The COVID-19 is raising questions regarding the current practices and structures that exists. Crises may bring radical changes in the economy's structure and culture, so it is vital for firms to know customers in the present (Nazatul Shuhida Ahmad et al., 2024).

H₁: Service quality is positively related to e-commerce satisfaction.

2.4.2 Price value is positively related to e-commerce satisfaction

The relationship between pricing and customer satisfaction in e-commerce platforms has received attention in recent research. Bulan Tati Fitria and Haris Nurdiansyah's research in 2021 shows that they studied the potential that a customer's perception of price value may affect their level of satisfaction. Customers' approval or rejection of a product is influenced by its controlled price. The desire of customers for a product is significantly affected by its price; if a product is offered at a cheap cost, demand will rise, and if it is priced too high, demand will fall. The choice of pricing will greatly attract customers' interest. If the product's pricing is suitable with customer purchasing power and reasonable, the company will give it priority.

The study additionally stated that less wealthy customer satisfaction levels may result from a company setting a price that is out of line with the advantages of the product, while higher service quality may result from setting a price that is in line with the benefits gained. As a result, the larger the perceived advantages for customers, the higher the degree of customer satisfaction grew.

Customers focus their decisions on what to buy mainly on how much they believe a thing is worth and how they view its pricing. Understanding how customers arrive at their pricing perception is the primary objective of marketing. No matter what our age, education level, income level, or skill, we are all customers. Thus, one of the biggest challenges facing distributors, salespeople, and advertising is understanding customer behavior (Zhao et al., 2021).

Price as an important function delivers one of the messages it wants to convey to consumers, and the right form of pricing brings in not only customer satisfaction. Pricing strategy is quite important in such markets for the firm to be able to compete effectively given the increasing volume and the pressure to reduce prices. With regard to the price strategy, the price is one of the areas that affects its operations with the intention of achieving a competitive advantage. Price defines the future of the product, its acceptability in the market by the end users, the return and profitability of the product. From a consumer's point of view, price understanding could be as low as the amount that the consumer is willing to pay to as high as the value that the consumer gets from the actual product or service which they have bought and from there the consumer is bound to perceive the product or service you are offering (Edi Rahmat Taufik, 2023)

H₂: Price value is positively related to e-commerce satisfaction.

2.4.3 Website design is positively related to e-commerce satisfaction

Researchers showed that through website design interest, website design may influence customer thoughts, feelings, and actions in addition to accessibility. Customer satisfaction is directly impacted by website design elements. They also claimed that components of online design including layout, organizational structure, and visual quality had a positive effect on user satisfaction. Customers' satisfaction with web design is greatly impacted in the e-commerce businesses. Many design components focus on different aspects of the client experience, which influences the satisfaction of clients (Guo et al., 2023).

Based on Saleem et al. "The customer's assessments about website's qualities that meet customers' needs and reflect the overall website performance" is how customers will evaluate website design in 2022. Additionally, websites that provide online shoppers with improved usability, accessibility, stability, adaptability, and usefulness may be regarded as high-quality websites. One method to think about a website design that contributes to customer satisfaction is its design. Since every customer creates a perception of a shop based on their website, it is also an essential component of their success. An outstanding website can improve satisfaction and reach while producing favorable reviews. Additionally, the study discovered a clear and positive correlation between customer satisfaction and website design. Customers who believe and experience that a certain e-commerce website offers the best products will provide positive reviews by telling their friends, family, coworkers, and other contacts about their experiences.

Website design could affect usability and it has addressed issues to do with download times, organization, navigation, layout and performance. However, much research on all the aspects of e-commerce has particularly not incorporated the specification of website design features. Therefore, the current research uses a SOR framework to extend the cognition-affect-behavior (C-A-B) model by identifying antecedents of webpage design stimuli on client cognition, affect, and behaviour. It is seen that the consumer satisfaction depends on various design components where the different components targets various aspects of the client. For instance, visual design impacts on the visual and look of feel phenomenon, information design impacts on the usability phenomena, while the navigation design impacts on the functionality

phenomenon. The more such a brand may encompass numerous aspects of experience, the higher consumer satisfaction and the greater its contribution to customers' future loyalty (Guo et al., 2023).

H₃: Website design is positively related to e-commerce satisfaction.

2.5 Chapter Summary

In Chapter 2 literature review we conclude on the literature review three element which is price value, website design and service quality that influence Gen Z customers' satisfaction with the online retail sector. Where this research would aid us further understand our existing research and perceive the actual relationship of Gen Z customer's satisfaction. We've found out the benefits of E-Commerce type: Business-To Customer B2C, E-Commerce Satisfaction, Independent Variable: Price Value, Independent Variable: Website Design, and Independent Variable: Service Quality. Not to mention the three independent variable of customer satisfaction.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The main objective of this chapter is to discuss about research methodology. The research methodology is crucial element in processing business research. In chapter three, the detail of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing, and methods of data analysis.

3.1 Research Design

In this research, the quantitative research method is chosen to measure the independents variables that will influence Generation Z e-commerce satisfaction with the online retail sector. Apuke (2017) indicated that quantitative research involves the systematic collection and analysis of numerical data to identify patterns, relationships, and statistical significance. Therefore, quantitative research is used in this research will be able to study on respondent's behaviour and use statistical analysis to determine the results.

Furthermore, the chosen research design for this research is causal research. In general, causal research is conducted to figure out cause-and-effect relationship between variables. Pribesh and Gregory (2018) stated that causal research is aim to establish cause-and-effect relationships between variables. Key elements include defining research questions, formulating hypotheses, selecting appropriate variables, choosing a research design, using valid measures, analysing data, and interpreting results. In this study, the goal of causal research is to identify whether in the price value, website design and service quality lead to changes in the Generation

Z customer's satisfaction with the online retail sector and to identify whether the relationship between these variables is significant.

3.2 Data Collection Method

In data collection method, primary data will be gathered through questionnaire in order to answer stated hypotheses and research questions are described. Therefore, online surveys which is Google form was used to assist in collecting the data from respondent. The common question types include is closed-ended. Cheung (2021) stated the closed-ended question type is a type of question where respondents are provided with a limited set of predefined response options to choose from. In other words, respondents are required to select their answer from a list of predetermined choices. This can allow this study to collect data using standardized questionnaire which can minimize the chance of bias.

3.3 Sampling Design

3.3.1 Target Population

When it comes to sampling design, the population that is targeted is significant. The target population is a group of people who will be participating in the research. In this study, our population targeted is Generation Z from Ipoh, Malaysia.

According statistic data from Department of Statistics (2023), there are total 33.7 million people in Malaysia. Vincent and Ahmad's study (2021) stated there are about 26 percent of Gen-Z in Malaysia at 2019 which approximately equal to 8.476 million of Gen-Z in

Malaysia. Similarly, Tjiptono, Khan, Ewe and Kunchamboos study (2020) stated that there are about 29 percent of Gen-Z in Malaysia which approximately equal to 9.773 million of Gen-Z in Malaysia. In Ipoh, there are total 857,000 population (IPOH, Malaysia Population, 2024). Therefore, there are approximately 222,820 of Gen Z population in Ipoh.

3.3.2 Sampling Frame and Sampling Location

Sampling frame is a collection of researcher's samples among the population that include the items. The sampling location is said to be the site where this questionnaire is disseminated. In terms of our study, we have distributed it to Generation Z who are lived in Ipoh, Malaysia.

3.3.3 Sampling Elements

This factor denotes the probability that is evenly distributed across individuals to be chosen and represented in the sampling element of this study. The respondents we chose are Generation Z among the Malaysian citizens who lived in Ipoh.

3.3.4 Sampling Technique

The sampling technique is exercised by the selection of the members when a statistical inference is formed. The two kinds of methods are probability and non-probability. Probability sampling methods involve randomly selecting participants from a population which to ensure

that every individual in the population has an equal opportunity to be included in the sample. Non-probability sampling methods involve selecting participants based on criteria other than random selection, such as convenience, judgment, or purposive sampling.

In this study, the collecting of feedback will thus be done using a non-probability manner in this sampling technique. In our research, we employed a non-probability sampling technique where we gathered responses from the survey conducted. We also adopted the snowball approach which takes the ease of researcher into account. As a result, the survey was completed using the proposed manner. Snowball sampling allows this study to gather data from a small, initial group of respondents who then recruit additional participants from their own networks. With limited time to conduct this study, snowball approach a quick way to gather data without the need for extensive planning or recruitment efforts.

Furthermore, convenience sampling is commonly used in pilot studies to gather initial insights or test research procedures before conducting larger-scale studies. It helps this study refine the methods and identify potential issues before investing resources in a more extensive study.

3.3.5 Sampling Size

Sampling size is the exactly size of people who are selected for measurement, it may also refer to the survey's method of observation. We distributed the questionnaire and obtained 50 responses in our group for pilot test. According to our research, the pilot test was the best strategy since it allowed for the best identification of the questionnaire as planned. This pilot test allows us to determine whether or not our respondents are able to comprehend and reply to the survey's questions.

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

According to our target population, there are approximately 222,820 of Gen Z population in Ipoh. Krejcie and Morgan Table was applied to this study to determine the sample size. As a consequence, there will be total in 384 for the sample size of this study.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

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

Source: Krejcie & Morgan, 1970

Figure 3.1: Krejcie and Morgan Table

Source: Krejcie and Morgan, 1970

3.4 Research Instrument

We designed and implemented a questionnaire in order to conduct our inquiry. Section A through Section E are the names of the four distinct sections that make up the questionnaire. There are six different questions in Section A. Eight questions total are found in Section B, while eight questions total are found in Section C. Eight questions total from Section D and eight questions total from Section E. Thus, a total of 38 questions are covered by the Google form. The participants' private information is covered in Section A. The dependent variable, or customer satisfaction, is the subject of the questions in Section B. The independent variables – service quality, price value, and website design—are discussed in Sections C, D, and E. We use a variety of multiple-choice questions and short response questions in the first part to collect demographic information from respondents. Conversely, the opinions and assessments of the respondents on customer satisfaction, service quality, price value, and website design have been gathered through the use of linear scale questions in Sections B, C, D, and E. From a position of strong disagreement to a point of strong agreement, the linear scale provides a range of evaluations.

3.5 Construct Measurement (Scale and Operational)

3.5.1 Scale of Measurement

The definition and classification of a variable are described by an evaluating scale. Nominal, ordinal, interval, and other primary measuring scales allow data to be gathered, analyzed, and categorized into well-defined variables for a variety of uses.

3.5.1.1 Nominal Scale

The researcher can classify participants into a variety of groups or categories using nominal scale. On the nominal scales, variables are solely categorized using descriptive labels. These labels and categories lack any numerical data and are not organized in any hierarchy or sequence. For example, the questionnaire's Figure 3.2 was labeled "Male" and "Female" to categorize the respondents.

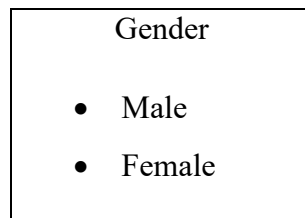


Figure 3.2 Nominal Scale

3.5.1.2 Ordinal Scale

Using an ordinal scale, elements are grouped into predetermined categories and given a rating or rank. Similar to the nominal scale, there are still quantitative identification numbers, but they are arranged hierarchically. For instance, the questionnaire's Figure 3.3, which described the respondents' higher education levels, was labeled "Foundation, Diploma, Bachelor Degree, Master Degree."

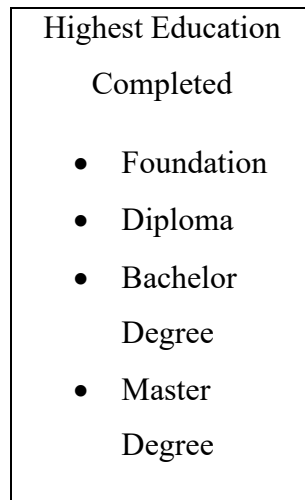


Figure 3.3 Ordinal Scale

3.5.1.3 Interval Scale

Using an interval scale, we might apply certain mathematical operations to the data that we obtained from the respondents. Because of this, the interval scale ranks the groups into categories and assesses the extent to which individuals' preferences differ from one another. Interval scales offer nominal and ordinal properties in addition to providing information about changes in a concept's quantity. To categorize respondents' pleasure, Figure 3.4 in the questionnaire was named "customer satisfaction in e-commerce."

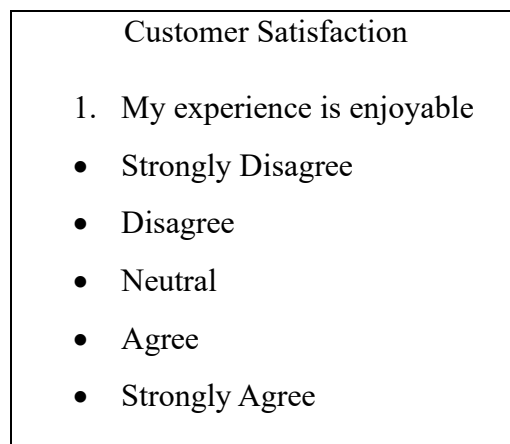


Figure 3.4 Interval Scale

3.5.2 Data Validation

Finding the reliability and accuracy of the data that was collected before processing and analysis is necessary for data validation. It guarantees that the data you provide is accurate and thorough (Kerner, 2022). Although time-consuming, data validation can significantly impede analysis. When a system enters data automatically, no human intervention is required. As a result, it's critical to make sure the data provided to the program is reliable and correct. Once the data is input wrongly, it is probably not very useful and may cause more major problems with monitoring later on. Filtering, transformation, and storage costs still need to be taken into account, even in the event of unstructured data entry errors.

Section A: Demographic Profile

Table 3.1: Section A – Demographic Profile

Section	Items	Scale of Measurement
A	<ul style="list-style-type: none"> • Are you Gen Z? • Gender • Age • Race • Education Level • Income Level 	<ul style="list-style-type: none"> • Nominal • Nominal • Ordinal • Nominal • Ordinal • Ordinal

The questionnaire's Section A is found in Table 3.5 above. The researchers used an ordinal and nominal scale to design it.

Section B: E-commerce Satisfaction

Table 3.2: Section B – E-commerce Satisfaction

Section	Items	Scale of Measurement
B	E-Commerce Satisfaction	Interval (5- point Likert scale)

Table 3.6 shows the researchers used an Interval scale to generate section B of the questionnaire.

Section C: Service Quality

Table 3.3: Section C – Service Quality

Section	Items	Scale of Measurement
C	Service Quality	Interval (5- point Likert scale)

Table 3.7 shows the researchers employed an Interval scale in section C of the questionnaire.

Section D: Price Value

Table 3.4: Section D – Price Value

Section	Items	Scale of Measurement
D	Price Value	Interval (5- point Likert scale)

The questionnaire's Section D is shown in Table 3.8. The researchers used an interval scale to produce this section.

Section E: Website Design

Table 3.5: Section E – Website Design

Section	Items	Scale of Measurement
E	Website Design	Interval (5- point Likert scale)

The questionnaire's Section E is shown in Table 3.9. The researchers used an interval scale to produce this section.

3.6 Chapter Summary

To put it briefly, inquiry methods can help with data collecting, analysis, and understanding. Prior to designing the questionnaire, determine the sample design elements, including the population under study, the sampling framework, the sample products, the

sampling approach, and the sample size. By using surveys, we are able to gather customer data. This method is the main one used to collect data. There is frequent use of the phrases nominal, ratio, ordinal, and interval. A measurement scheme for classifying and identifying audiences for demographic data. Furthermore, it might be employed to gauge the results of several factors during the questionnaire.

CHAPTER 4: RESEARCH RESULTS

4.0 Introduction

Pilot research consisting of fifty surveys was completed and reported on in the previous chapter. With the use of statistical analysis and the SPSS (Statistical Package for Social Science) tool, this chapter will analyze and evaluate the subject of the pilot study. A chapter summary is the end product of the research initiatives, which involve descriptive, scale measurement, and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Respondent's Demographic Profile

The respondents' demographic profile comprises five factors, namely gender, age, education level, ethnic group, and income level.

4.1.1.1 Gender

Table 4.1 Respondents' gender

Gender	Frequency	Percentage (%)
Male	182	47.6
Female	200	52.4

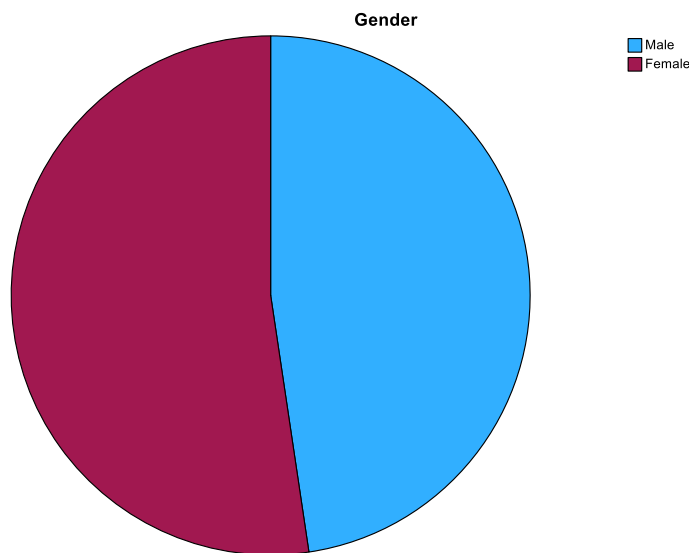


Figure 4.1 Gender

It is evident from the data in Table 4.1.1.1 and Figure 4.1.1.1 that the total respondents were made up of 182 male respondents (representing 47.6% of the total) and 200 female respondents (representing 52.4% of the total). Thus, it can be said that a higher proportion of female respondents were represented in our survey's responses.

4.1.1.2 Age

Table 4.2 Age

Age	Frequency	Percentage (%)
19	11	2.9
20	17	4.5
21	40	10.5
22	147	38.5
23	142	37.2
24	7	1.8
25	11	2.9
26	5	1.3
27	2	0.5

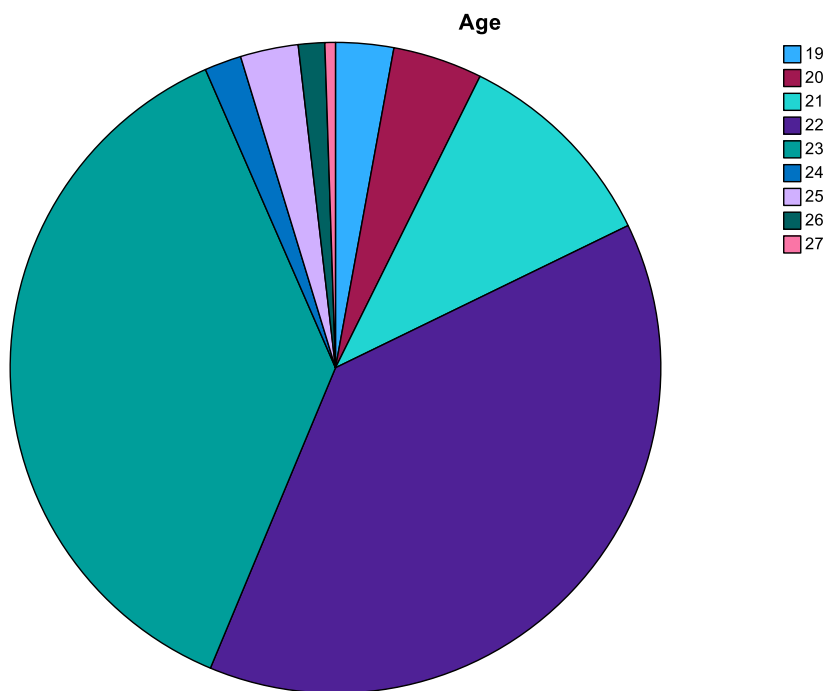


Figure 4.2 Age

Nine different age numbers of research participants are shown in Table and Figure 4.1.1.2. Most of the respondents, which include 38.5% or 147 people are 22 years old. The second largest age group is 23 years old, comprising an aggregate of 142 people, which represents 37.2% of the total population. The third largest age group is 21 years old, comprising an aggregate of 40 people, which represents 10.5% of the total population. Lastly, the smallest age group comprises 2 people, constituting 0.5% of the total.

4.1.1.3 Highest Education

Table 4.3 Education Level

Education Level	Frequency	Percentage (%)
SPM	9	2.4
Foundation	12	3.1
Diploma	72	18.8
Bachelor's degree	281	73.6
Master's degree	7	1.8
PHD	1	0.3

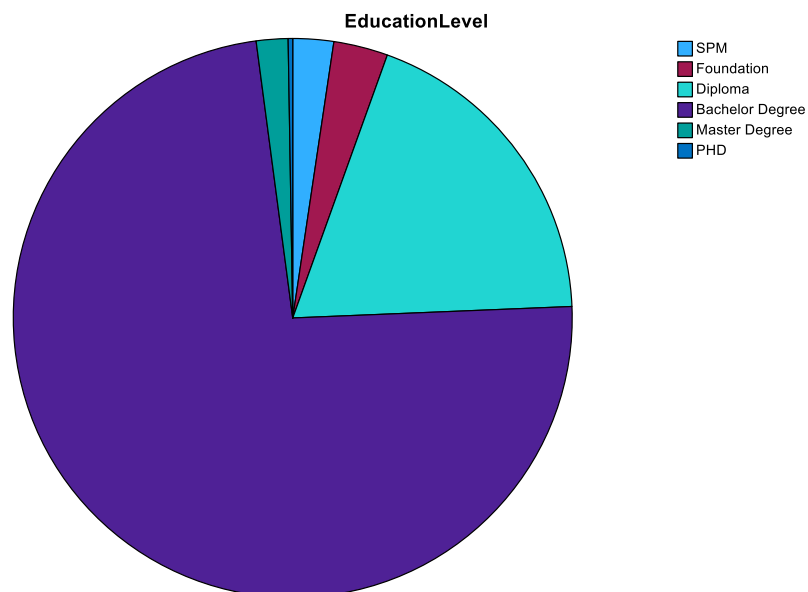


Figure 4.3 Education Level

The six educational levels are classified and shown in Table and Figure 4.1.1.3. 281 respondents, or 73.6% of the total, had a bachelor's degree, making up the majority of the respondents. Of all the educational levels, the diploma level was the second most popular with 72 participants, or 18.8% of the total. The Foundation level came next, with 12 individuals or 3.1% of the total. There are 12 respondents at the foundation level, or 3.1% of the total, and 9 respondents at the SPM level, or 2.4% of the total. Last but not least, 1 respondent, or 0.3% of the total, had a PHD degree.

4.1.1.4 Ethnic Group

Table 4.4 Ethnic Group

Ethnic Group	Frequency	Percentage (%)
Malay	48	12.6
Chinese	285	74.6
Indian	49	12.8

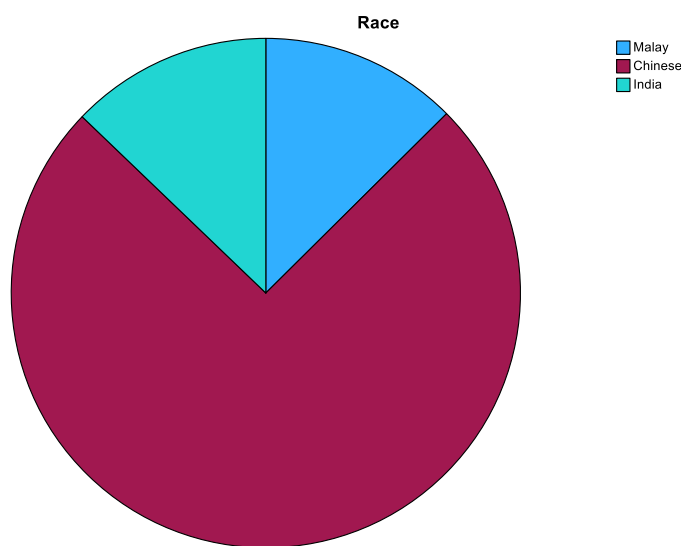


Figure 4.4 Ethnic Group

Three distinct ethnic groupings are categorized in Table and Figure 4.1.1.4 respectively. With 285 persons accounting for 74.6% of the total responses, the bulk of respondents were of Chinese ethnicity. Indian ethnicity accounted for 49 out of the total respondents, making them the second-largest group. In conclusion, 48 individuals, or 12.3% of the overall sample, were Malay responders.

4.1.1.5 Income Level

Table 4.5 Income Level

Income Level	Frequency	Percentage (%)
Below RM 1000	62	16.2
RM 1001 – RM 3000	308	80.6
RM 3001 – RM 5000	11	2.9
RM 5000 and above	1	0.3

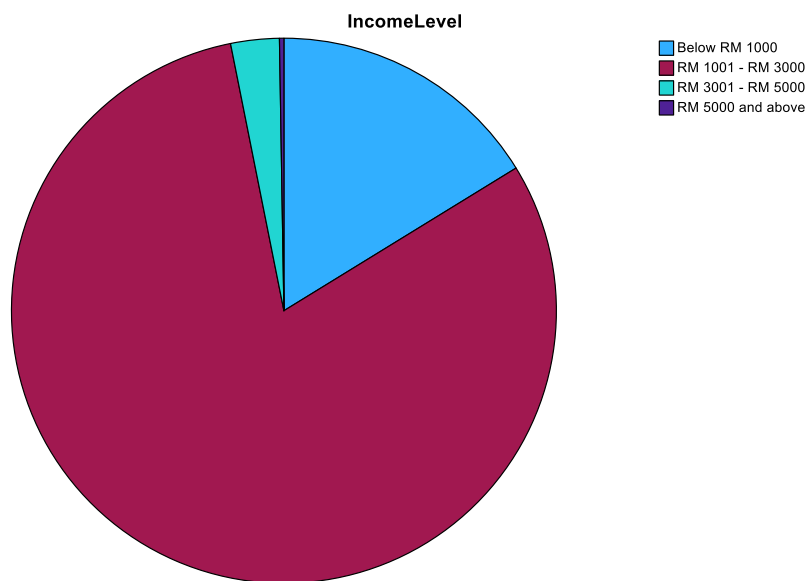


Figure 4.5 Income Level

Four distinct income levels are classified and shown in Table and Figure 4.1.1.5. Based on the data at hand, the largest percentage of respondents—308, or 80.6% of the total—were in the income range of RM1001 to RM3000. The group of respondents with the second-highest number, including 62 individuals or 16.2% of the total, earn less than RM1000. With 11 respondents, or 2.9% of the total, in the salary range of RM3001 to RM5000, this group had the third-highest percentage of respondents. Finally, just 1 respondent, or 0.3% of all respondents, fall into the income category of RM5000 and above, which has the fewest responses overall.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.6 Central Tendencies Measurement of Constructs

Variables	Sample Size, N	Mean	Standard Deviation
Service Quality	382	3.84	0.71332
Price Value	382	3.8488	0.69208
Website Design	382	3.8616	0.49234
E-commerce customer satisfaction	382	3.7745	0.65283

The measurements of the central tendency in the survey-evaluated constructs of each variable are shown in Table 4.1.2. The dependent variable in e-commerce is customer satisfaction, with independent factors including website design, price value, and service quality. The variable with the lowest mean value, 3.7745, and standard deviation, 0.65283, is related to e-commerce customer satisfaction. With a mean value of 3.84, the variable representing service quality has the largest standard deviation, at 0.71332. The price value variable has a mean value

of 3.8488 and a standard deviation value of 0.69208. On the other hand, website design has the lowest standard deviation and the highest mean value of 3.8616.

4.2 Scale Measurement

We used Cronbach's Alpha as the chosen method to assess the data's internal coherence and dependability. The results of the reliability study performed on both independent and dependent variables are shown in the following table. A reliability study with a sample size of 382 respondents was included in the current research effort.

4.2.1 Reliability Analysis

Using Cronbach's alpha, the study's dependability was assessed. A common definition of reliability is the extent to which an assessment approach produces consistent and dependable results across a range of factors. Additionally, using Cronbach's alpha could result in fewer questionnaire errors. The results of the reliability analysis are displayed in the following table.

Table 4.7 Cronbach's Alpha Reliability Test

	Variables	No. of Items	Cronbach's Alpha Value (α)
Independent Variables	Service Quality	8	0.922
	Price Value	8	0.923
	Website Design	8	0.696
Dependent Variable	E-commerce customer satisfaction	8	0.889

For eight categories, the first independent factor, service quality had a Cronbach's Alpha score of 0.922. With an $\alpha \geq 0.9$ and a reported value within the reliable range, this variable exhibits good reliability. Price value, the second independent variable, has a Cronbach's Alpha of 0.923 for 8 items, indicating a high degree of reliability and falling inside the reliability region where the $\alpha \geq 0.9$. Website design, the third independent variable, has a Cronbach's Alpha value of 0.696 for eight items, and its stated value falls within an acceptable range. It is hence regarded as having good reliability. In addition, the dependent variable's Cronbach's Alpha value, e-commerce customer satisfaction, as measured by an 8-item scale, is 0.889. Its value is in the range of 0.80 and 0.90. As a result, it was possible to draw the conclusion that the Cronbach's Alpha demonstrated exceptional reliability.

4.2.1.1 Output of Reliability Test

4.2.1.1.2 Reliability Test (Service Quality)

Scale: Service Quality

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded ^a	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.922	8

4.2.1.1.3 Reliability Test (Price Value)

Scale: Price Value

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded ^a	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.923	8

4.2.1.1.4 Reliability Test (Website Design)

Scale: Website Design

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded ^a	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.696	8

4.2.1.1.5 Reliability Test (E-commerce customer satisfaction)

Scale: E-Commerce Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded ^a	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.889	8

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient Analysis

The Pearson Correlation Coefficient is used to determine the linear relationship between two numerical continuous variables. It can also evaluate the degree of relationship between two variables. For example, the Pearson correlation coefficients for continuous data

(interval level) vary from -1 to +1. A correlation value of -1 provides additional proof that there is absolutely no association between the independent and dependent variables. When the correlation coefficient is 1, there is full correlation between the dependent and independent variables. In the end, a correlation value of 0 indicates that there is no linear relationship between the independent and dependent variables.

Correlations involving service quality and e-commerce customer satisfaction

Correlations

		E-commerce Customer Satisfaction Average	Service Quality Average
E-commerce Customer Satisfaction Average	Pearson Correlation	1	.864**
	Sig. (2-tailed)		<.001
	N	382	382
Service Quality Average	Pearson Correlation	.864**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

The results show that there is a positive correlation between e-commerce customer satisfaction and service quality, as indicated by the positive value of the correlation coefficient. Quality of service and customer satisfaction are correlated by 0.864. Thus, outstanding service quality correlates with high levels of e-commerce customer satisfaction. Furthermore, the relationship coefficient has a value of 0.864 and a range of 0.51 to 0.90. Consequently, there is a significant and robust correlation between e-commerce customer satisfaction and service quality. This is because the alpha value of 0.01 is greater than the p-value of 0.001.

Correlations involving price value and e-commerce customer satisfaction

Correlations

		E-commerce Customer Satisfaction Average	Price Value Average
E-commerce Customer Satisfaction Average	Pearson Correlation	1	.722**
	Sig. (2-tailed)		<.001
	N	382	382
Price Value Average	Pearson Correlation	.722**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

The results show that because the correlation coefficient is positive, there is a positive relationship between pricing value and e-commerce customer satisfaction. The price value variable and the e-commerce customer satisfaction variable have a 0.722 correlation. Because of this, e-commerce customer satisfaction is higher at higher price value. Furthermore, the range of the coefficient for the value of 0.722 falls between 0.51 and 0.90. As a result, price value and e-commerce customer satisfaction have a significant and positive correlation. This is because the aforementioned sentence suggests that there is a positive correlation between the two variables because the p-value of 0.001 is less than the alpha value of 0.01.

Correlations involving website design and e-commerce customer satisfaction

Correlations

		E-commerce Customer Satisfaction Average	Website Design Average
E-commerce Customer Satisfaction Average	Pearson Correlation	1	.261**
	Sig. (2-tailed)		<.001
	N	382	382
Website Design Average	Pearson Correlation	.261**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

The results show that there is a positive correlation between e-commerce customer satisfaction and website design, as indicated by the positive correlation coefficient. Website design and e-commerce customer satisfaction are correlated by 0.261. Therefore, when a website design is outstanding, e-commerce client contentment is elevated. Consequently, there is a significant and robust correlation between website design and e-commerce client satisfaction. This is because the alpha value of 0.01 is greater than the p-value of 0.001.

4.3.2 Multiple Regression Analysis

Multiple linear regression is the standard kind of linear regression analysis. Multiple linear regression is used to predict two independent variables and a continuous dependent variable. It is also appropriate to use categorical or continuous independent variables.

4.3.2.1 R Square Interpretation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.756	.754	.32371

a. Predictors: (Constant), Price Value Average, Website Design Average, Service Quality Average

4.3.2.2 R Value

As can be seen in table 1 above, the r-value is defined as the relationship coefficient including all independent and dependent variables. The correlation coefficient (r-value) for this study is 0.870. The dependent and independent variables have a positive and substantial correlation as a result.

4.3.2.3 R Square

How much or how significantly the independent variables may explain changes in the dependent variable is shown by the R square. The percentage of the variable's difference that the independent variables can explain is also shown by the R square. In this study, the independent variables of service quality, price value, and website design can account for 75.6% of the variation in the dependent variable, e-commerce customer satisfaction. About 24.4% of the study's questions remain unanswered. To put it another way, this study has overlooked a number of additional factors that are essential for figuring out how to explain customer satisfaction.

4.3.2.4 ANOVA Analysis

Table 2

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.769	3	40.923	390.529	<.001 ^b
	Residual	39.610	378	.105		
	Total	162.379	381			

a. Dependent Variable: E-commerce Customer Satisfaction Average

b. Predictors: (Constant), Price Value Average, Website Design Average, Service Quality Average

H1: The three independent variables (service quality, price value, and website design) are needed to explain the difference in e-commerce customer satisfaction.

For the ANOVA analysis of Table 2, the p-value is 0.001, which is less than the alpha value of 0.05. This suggests that the F-statistic is relevant, and the study's model effectively captures the relationship between the independent and dependent variables. The three independent characteristics that most significantly explain the diversity in e-commerce customer satisfaction are service quality, price value, and website design. Additionally, statistics support the alternative theory.

4.3.2.5 Coefficients Analysis

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.688	.142		4.852	<.001
	Service Quality	.687	.036	.751	19.049	<.001
	Website Design	-.032	.036	-.024	-.888	.375
	Price Value	.149	.038	.158	3.904	<.001

a. Dependent Variable: E-commerce Customer Satisfaction

4.3.2.6 Interpretation

In this study, the service quality and price value have a substantial predictive power over the dependent variable. This is because the alpha value of 0.05 is greater than the p-value for service quality and price value, which is less than 0.001. Furthermore, the capacity of this study to anticipate the dependent variable is significantly impacted by price value. As a result, website design p-value (0.375) is more than the 0.05 alpha value.

Multiple Linear Regression Equation: $Y = a + B_1X_1 + B_2X_2 + B_3X_3$

Y = Customer Satisfaction

a = constant

X1 = Service Quality

X2 = Price Value

X3 = Website Design

B_i = value of parameter estimates, where i = 1, 2, 3, 4...

E-commerce Customer Satisfaction = 0.688 + 0.687 (Service Quality) + 0.149 (Price Value) – 0.032 (Website Design)

4.3.2.7 Highest Contribution

In comparison to the other independent variables (price value and website design), service quality has the largest Beta value (under standardized coefficients). As a result, it has the greatest effect on the dependent variable's volatility (e-commerce customer satisfaction). When the variation in the dependent variable (e-commerce customer satisfaction) is adjusted for the other independent factors in the model, service quality has the biggest individual impact in explaining the variation in the dependent variable.

4.3.2.8 Smallest Contribution

Website design is the independent variable that contributes the least to the volatility of the dependent variable since it has the lowest Beta value (-0.032) when compared to the other independent variables (service quality and price value). A negative coefficient indicates a tendency for the dependent variable (e-commerce customer satisfaction) to decline as the independent variable (website design) rises. Website design thus underwrites the smallest amount of the variance in the dependent variable (e-commerce customer satisfaction) to justify the difference when the variation explained by the other independent variables in the model is taken into consideration.

4.4 Conclusion

The data was compiled and analysed in Chapter 4 using the IBM SPSS Statistics software. The descriptive analysis of the data has been used to evaluate and create tables and pie charts based on the demographic profiles of 382 respondents. For the Central Tendencies Measurement of Constructs, the Likert scales are utilized to determine the mean and standard

deviation of the independent and dependent variables. After that, the dependability analysis of the independent and dependent variables was looked at. To assess the study's reliability, we used Cronbach's Alpha. For the inferential analysis, the Pearson Correlation Coefficient evaluates how strongly there is a linear relationship between the two variables. Furthermore, one might think of multiple regression analysis as a predictive analysis that illustrates the relationship between the independent and dependent variables. To make the study's conclusions easier for readers to understand, Chapter 5 will include additional analysis and summaries.

CHAPTER 3: DISCUSSION AND CONCLUSION

5.0 Introduction

In this chapter, we will summarize the statistical analysis of the previous chapter's data. Moreover, the main results and implications, recommendations, and limitations of the research will also be discussed in Chapter 5.

5.1 Summary of Statistical Analyses

This section will summarize the findings from Chapter 4's demographic profile, Reliability Test, Pearson's Correlation Analysis, and Multiple Linear Regression Analysis.

5.1.1 Summary of Inferential Analysis

The following table shows the demographics of the respondents. There are total of 382 respondents were involved in this study. In this study there are 182 male and 200 female with 47.6% and 52.4% respectively. The largest number of respondents between ages 19 – 27 are age 22 and 23 which have 147 and 142 in total with 38.5% and 37.2% respectively. For the race of respondents, most respondents were Chinese with 74.6%, followed by 12.8% Indian, and 12.6% Malay. For the education level, majority of respondents have a bachelor degree with 73.6%, followed by 18.8% of Diploma, 3.1% of foundation, 2.4% SPM holders and 0.3% PHD.

Also, majority respondent's income level are between RM 1001 - RM 3000 with 80.6 %, followed by below RM 1000 with 16.2%, RM3001-5000 with 2.9% and RM5000 and above with 0.3%

Table 5.1: Summary of Descriptive Analysis

Variables	Frequency	Percentage (%)
Gender		
Male	182	47.6
Female	200	52.4
Age		
19	11	2.9
20	17	4.5
21	40	10.5
22	147	38.5
23	142	37.2
24	7	1.8
25	11	2.9
26	5	1.3
27	2	0.5
Race		
Malay	48	12.6
Chinese	285	74.6
Indian	49	12.8
Education level		
SPM	9	2.4
Foundation	12	3.1
Diploma	72	18.8
Bachelor Degree	281	73.6
Master Degree	7	1.8
PHD	1	0.3

Income level		
Below RM 1000	62	16.2
RM 1001 - RM 3000	308	80.6
RM 3001 - RM 5000	11	2.9
RM 5000 and above	1	0.3

5.1.2 Summary of Reliability Test

Based on the following table, the independent variables (service quality, price value and website design) and dependent variable (e-commerce satisfaction) have high reliability with an alpha value of 0.922, 0.923, 0.696 and 0.889 respectively. As a result, independent variables have questionable reliable and excellent reliable since their Cronbach's Alpha values fall above 0.60 and 0.9. While the dependent variable has good internal consistency since its Cronbach's Alpha values fall between 0.80 to 0.90.

Table 5.2: Summary of Reliability Test

Variables	Cronbach's Alpha	Reliability
Service quality	0.922	Excellent reliable
Price value	0.923	Excellent reliable
Website design	0.696	Questionable reliable
E-commerce satisfaction	0.889	Good reliable

Source: Result generated from SPSS software

5.1.3 Summary of Inferential Analysis

5.1.3.1 Pearson Correlation Coefficient

According to the Pearson correlation coefficient result, the e-commerce satisfaction was strongly correlated with service quality and price value since the coefficient values were 0.864 and 0.722 respectively (between 0.5 and 1). For the website design, the Pearson correlation coefficient result only 0.261 (below 0.5) which low correlation with e-commerce satisfaction. Other than that, two of independent variables (service quality and price value) were correlated significantly with the dependent variable (employee performance), as their significance values were less than the alpha value of 0.01. For the website design were not correlated significant with dependent variable with alpha value 0.375.

Table 5.3: Summary of Pearson Correlation Coefficient

		Service quality	Price Value	Website Design
E-commerce satisfaction	Pearson Correlation	0.864	0.722	0.261
	Sig. (2-tailed)	<0.001	<0.001	0.375
	N	382	382	382

Source: Result generated from SPSS software

5.1.3.2 Multiple Regression Analysis

Based on the results below, the R square is 0.756, which indicates that 75.6% of the variation in the dependent variable (e-commerce satisfaction) can be explained by the

independent variables (service quality, price value and service quality). Besides, the rest 24.4% (100% - 75.6%) unexplained by other underlying factors. In addition, the adjusted R square is 0.754, which means that the influence of factors only explains approximately 75.40% of the variation in e-commerce satisfaction.

Table 5.4: Summary of Multiple Regression Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.756	.754	.32371

Source: Result generated from SPSS software

5.2 Discussions of Major Findings

In this section, we will discuss the main findings that validate the study objectives and hypotheses. Based on the following table, only the hypotheses 1 and 2 will be accepted which hypotheses 3 will be rejected.

Table 5.5: Summary Results of the Hypothesis on service quality, price value and website design with e-commerce satisfaction.

Hypotheses	Correlation	Significant value	Result
H1: There is a significant relationship between service quality and e-commerce satisfaction.	0.864	<.001	Accepted

H2: There is a significant relationship between price value and e-commerce satisfaction.	0.722	<.001	Accepted
H3: There is a significant relationship between website design and e-commerce satisfaction.	0.261	0.375	Rejected

Source: Develop from this research

5.2.1 Service quality and E-commerce Satisfaction.

According to Table 5.5, the results show that service quality has a significant relationship with e-commerce satisfaction as the significant value is $< .001$. As a result, the study's finding that there is a strong and significant relationship between service quality and e-commerce satisfaction (correlation value of 0.864, $p < 0.001$) reinforces the critical role that service quality plays in the online shopping experience. Similarly, Wijaya, Triandini, Kabnani, E. T. G and Arifin' study (2021) shows the service quality variables significantly influence e-commerce customer satisfaction variable. Also, Mamakou, Zaharias and Milesi (2024) indicated that service quality such as the efficiency, reliability, and responsiveness of the online platform meets or exceeds customer expectations which will significantly contribute to their overall satisfaction. Essentially, high-quality e-services are essential for ensuring that customers have a positive experience, which in turn leads to greater satisfaction.

According to the SERVQUAL theory discussed in Chapter 2, service quality is defined by five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. In the context of e-commerce, these dimensions translate into specific service elements that directly impact customer satisfaction.

Bhowte, Sundram, Parthiban, Ramachandran, Sharma and Sumaira's study (2023) shows that customer will have higher perceived service quality toward assurance and tangibility.

Among the perceived service quality dimensions, assurance and tangibility are rated higher. This means that while customers feel that the assurance and tangibility aspects of the service are relatively satisfactory. This indicates that while customers feel that assurance and tangibility are relatively well-delivered

Simanjuntak and Mayasari 's study (2023, January) indicated that the dimension of reliability, responsiveness and empathy have a positive influence toward e-commerce customer satisfaction. Khan, Zubair, Khurram and Khan (2020) also shows that the dimension of reliability positively effect on customer satisfaction. In other words, when an e-commerce platform consistently meets its commitments (reliability), promptly responds to customer needs and concerns (responsiveness), and shows genuine care and understanding for customers (empathy), it leads to higher levels of customer satisfaction. These factors help build trust, confidence, and a positive emotional connection with the service, which enhances the overall customer experience and satisfaction.

Pasaribu, Sari, Bulan, and Astuty's study (2022) shows quality of services plays a crucial role in building and enhancing customer trust. In Servqual theory, Assurance relates to the trust and confidence customers have in the e-commerce platform, often influenced by factors such as secure payment options, clear return policies, and professional customer service.

Overall, the strong relationship between service quality and e-commerce satisfaction underscores the importance of ensuring that all dimensions of service quality are consistently met or exceeded. E-commerce platforms that prioritize high service standards are likely to see greater customer satisfaction, leading to repeat business and positive word-of-mouth. In other words, improving service quality can lead to higher customer satisfaction, loyalty, and long-term business success. Therefore, it concluded that service quality would enhance e-commerce satisfaction since it has strong relationship and significant impact on e-commerce satisfaction.

5.2.2 Price Value and E-commerce Satisfaction.

From Table 5.5, the results show that price value also has a significant relationship with e-commerce satisfaction as the significant value is $< .001$ which emphasizing the importance of perceived value in the online shopping experience. As a result, this conclusion is that price value is a key determinant of e-commerce satisfaction because it directly affects how customers perceive the fairness, affordability, and overall value of their purchase. Competitive and transparent pricing can lead to higher customer satisfaction. Therefore, it concluded that price value would enhance e-commerce satisfaction since it has strong relationship and significant impact on e-commerce satisfaction. Price value, as discussed in the literature review, is a customer's assessment of what they receive in return for what they pay. This relationship can be broken down into several key aspects like perceived value, price sensitivity and customer expectations.

In perceived value, customers often evaluate the worth of a product or service based on the price they pay relative to its perceived benefits. If customers believe they are getting good value for their money, they are more likely to be satisfied with their purchase. Sudirjo, Violin, Abdullah and Iswahyudi (2023) indicated that product pricing and promotion have an impact on customer satisfaction. This means that the way products are priced and the promotional strategies used (such as discounts, special offers, or sales) play a crucial role in how satisfied customers feel with their overall shopping experience. This study confirms that when customers feel that the price they paid is justified by the quality and features of the product, their overall satisfaction with the e-commerce experience increases.

Price sensitivity and customer expectations, customer's sensitivity to price can vary, but generally, they expect prices to reflect the quality and value of the product or service. According to Taufikqurrochman, Juliati, and Irawati's study (2021), by offering prices that are both affordable and in line with market rates, it can effectively address customer's price sensitivity and meets their expectations, which in turn increases overall customer satisfaction. If the price is perceived as too high without a corresponding increase in quality, customer satisfaction may decrease. Conversely, if customers perceive they are getting a deal or good

value, their satisfaction is likely to be higher. This study suggests that aligning pricing strategies with customer expectations is key to maintaining high satisfaction levels.

In summary, the study confirms that price value is a significant determinant of e-commerce satisfaction. E-commerce platforms that offer products at perceived fair prices are more likely to satisfy their customers, leading to increased customer loyalty and repeat purchases.

5.2.2 Website Design and E-commerce Satisfaction.

The study found that the relationship between website design and e-commerce satisfaction was not significant (correlation value of 0.261, $p = 0.375$), suggesting that website design may not have as strong an impact on customer satisfaction as initially hypothesized. As a result, this conclusion is that website design is a component of the overall user experience, it may not have a significant relationship with e-commerce satisfaction due to the greater importance placed on other factors like service quality and price value.

While website design is important, it appears that customers may prioritize functional aspects of the e-commerce experience, such as information quality over the aesthetic and navigational aspects of the website. Rashid and Rasheed 's study (2024) indicated that there is a significant impact of information quality on e-commerce satisfaction. This means that customers tend to prioritize the accuracy, relevance, and clarity of information provided on an e-commerce website over its visual design and ease of navigation. While the aesthetic and navigational aspects of a website are important, customers are more likely to feel satisfied with their online shopping experience when they find reliable, detailed, and useful information that helps them make informed purchasing decisions. This highlights the importance of providing high-quality information in driving customer satisfaction in e-commerce. This could indicate that while a well-designed website can enhance the shopping experience, it may not be a critical factor in overall satisfaction if the platform's service quality and pricing are not in average.

In conclusion, the findings suggest that while website design is an important component of the e-commerce experience, it may not be as influential in driving overall customer satisfaction as service quality and price value. E-commerce platforms should ensure their websites meet basic usability and design standards but focus more heavily on enhancing service quality and offering competitive pricing to enhance customer satisfaction.

5.3 Implication of the study

5.3.1 Theoretical implication

Understanding how firms may effectively engage Generation Z customers requires an understanding of the theoretical implications of service quality, pricing value, and website design. These elements are crucial in determining their overall satisfaction and the nature of their online buying experiences because of their distinct traits and preferences.

The investigation of the purchasing habits of Generation Z suggests the extension and modification of current service quality models. It could be necessary to make revisions to traditional models like to include aspects like comfort, customization, and technical responsiveness that are unique to online encounters. Studies reveal that the quality of services has an important effect on Gen Z customers' pleasure and engagement, indicating that future models should take this changing nature of online service interactions into attention.

Developing successful pricing plans requires an understanding of how Generation Z values prices. The way that Gen Z evaluates pricing in relation to quality and service may be understood using theoretical frameworks that incorporate perceived value and customer satisfaction. Research show that Gen Z's online buying behavior is significantly influenced by functional value, meaning that companies should concentrate on offering distinct value propositions that meet this generation's expectations.

Website accessibility and design have a significant impact on how satisfied Generation Z is. Theoretical implications indicate that functionality and user experience should be prioritized in addition to attractiveness when designing websites. Because this group expects flawless and interesting online experiences, elements like interactive features, mobile optimization, and straightforward navigation are especially crucial. Future studies should examine the effects of various design components on Gen Z customers' pleasure and loyalty.

5.3.2 Practical implication

In order to effectively engage Generation Z as a customer base, organizations must consider its practical implications of service quality, pricing value, and website design. Understanding these implications can assist firms in customizing their strategy to match the expectations of Gen Z customers and improve overall satisfaction as they become a key force in the customer market.

To fulfill the demands of Gen Z customers, businesses need to give priority to improving the quality of their services. This involves making sure that online interactions are dependable, responsive, and customized. Businesses should spend money on educating employees to respond quickly to online requests and use technology to deliver flawless customer service. For example, using digital virtual assistant to provide instant support can satisfy Gen Z's need for self-service alternatives and speedy outcomes, hence increasing customer satisfaction and loyalty.

For businesses to successfully bring in Gen Z customers, companies need to make their value propositions obvious. This involves not just offering competitive prices but also emphasizing the advantages that products and services have both practically and emotionally. Marketers have to concentrate on showcasing the additional value like comfort, quality, and distinctive features that their products and services offer in addition to pricing. Recognizing that Gen Z values perceived value highly might help organizations create marketing messages that effectively appeal to this demographic.

Because Gen Z is so technologically native, companies need to make sure that their websites are user-experience optimized. This covers responsiveness to mobile devices, simple navigation, and attractive design. Businesses should carry out usability testing to identify user journey problem notices and make the required corrections to increase engagement. In addition can a well-designed website increase user pleasure, but it also promotes return visits and sales.

5.4 Limitation of the study

While implementing the research and identifying the research gap, some restrictions were observed. Sampling bias is a risk when using online platforms to reach Gen Z in Malaysia. Surveys conducted inside certain social media or online communities may provide results that are not representative of the Gen Z population as a whole. This may restrict the generalizability of findings and provide biased results. To guarantee a more representative sample and reduce potential biases, researchers must take into account a variety of distribution methods.

Furthermore, Gen Z is less willing to participate in traditional survey methodologies and prefers online interactions since they are digital natives. Reaching this group requires distributing questions via social media and other online outlets. However, if surveys are disseminated inside certain online groups, this preference also raises the possibility of sample bias.

Gen Z supports direct, casual communication and may choose visual information over styles that rely heavily on words. This generation may not be interested in surveys that mostly use textual questions. Enhancing the survey experience and raising response rates may be achieved by adding captivating components like pictures, videos, or interactive aspects.

Last but not least, an important issue is the decrease in response rates. It's commonly said that Gen Z has an average attention span of about eight seconds or less. Long or complicated surveys may result in greater dropout rates because respondents may become disinterested more quickly. To keep participants interested, researchers should give priority to conciseness and clarity in their survey design.

5.5 Recommendation of the future research

Future research has to focus further on the particular service quality factors that appeal to Generation Z. Although previous research emphasizes the significance of service quality in e-commerce, more work has to be done to determine which qualities like responsiveness, customization, and dependability are particularly important to this particular group of customers. To learn more about Gen Z's expectations and experiences with internet services, researchers might employ qualitative techniques like focus groups and interviews.

It's important to look at how pricing value affects Gen Z's purchase decisions. Further research might look at the connection between overall pleasure and perceived value for money, especially in the setting of e-commerce. In order to comprehend how price value sensitivity differs among Gen Z customers, this may entail comparison research between various product categories or services. Furthermore, examining the psychological elements that influence how they perceive prices value may yield insightful information.

Gen Z has particular standards for the accessibility and visual appeal of websites since they are digital natives. Subsequent investigations have to concentrate on identifying the essential design components that augment user pleasure and contentment. Studies on the usefulness of mobile optimization, the convenience of navigation, the importance of interactive elements, and visual appeal might qualify under this category. By knowing how these elements affect Gen Z's pleasure and engagement, firms may better customize their online platforms.

Future studies might provide useful information that improves in brand adaptation to Gen Z customers' changing requirements and preferences. This knowledge will be essential for creating marketing plans that target this significant customer base and improve satisfaction and brand loyalty.

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Appendices

Appendix 1: Questionnaire

A study on the factors influencing customer satisfaction in e-commerce among Generation Z

Introduction

We are students of Bachelor of Business Administration (Honours) from Universiti Tunku Abdul Rahman (UTAR). The purpose of this study is to study on the factors influencing customer satisfaction in e-commerce among Generation Z. This research study is conducted for UBMZ3016 Research project requirements.

Procedures

There are FOUR (4) sections in this questionnaire. Section A is on demographics. Section B, C, D and E cover all of the variables in this study. Please read the instructions carefully before answering the questions. Please answer ALL questions in ALL sections. Completion of this questionnaire will take you approximately 5 to 10 minutes.

Confidentiality

The information collected from you will be kept strictly private and confidential. We will protect information about you to the best of our ability. You will not be named in any reports. All responses and findings will be used solely for academic purpose.

Participation

Your participation in this study is entirely voluntary. There will be no disadvantage if you decide not to complete the attached anonymous questionnaire. You can withdraw at any time without any penalty. You can refuse to answer any question at any time if you feel uncomfortable. If you decide to complete this attached anonymous questionnaire, this will be taken as you voluntarily agree and formal consent to participate in this study. Your cooperation and willingness to participate in this study would be great appreciated.

Untitled Section

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes: Name, identity card, place of birth, address, education history, employment history, medical history, blood type, race, religion, photo, personal information and associated research data.
2. The purposes for which your personal data may be used are inclusive but not limited to:
 - a) For assessment of any application to UTAR
 - b) For processing any benefits and services
 - c) For communication purposes
 - d) For advertorial and news
 - e) For general administration and record purposes
 - f) For enhancing the value of education
 - g) For educational and related purposes consequential to UTAR
 - h) For replying any responds to complaints and enquiries
 - i) For the purpose of our corporate governance
 - j) For the purposes of conducting research/ collaboration
3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at:

- jayesrirajan@1utar.my
- zhicung@1utar.my
- cheongsh98@1utar.my

.....

Name: Cheong Sai Hoe, Chang Zhi Cung, Jayesri
a/p N.M. Rajan

Date: 25/03/2024

Acknowledgment of Notice *

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed

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Section A: Demographic Information

This section is about your demographic information. Please state and select the most suitable option.

Are you Z-generation? (born between 1997 and 2012) *

(If no then this questionnaire is not relevant to you. Thank you.)

Yes

No

Gender *

Male

Female

Age *

Your answer _____

Race *

- Malay
- Chinese
- Indian
- Other: _____

Education level *

- SPM
- Foundation
- Diploma
- Bachelor Degree
- Master Degree
- PHD
- Other: _____

Income level *

- Below Rm 1000
- Rm 1001 - Rm 3000
- Rm 3001 - Rm 5000
- Rm 5000 and above

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Section B: E-Commerce Satisfaction

Please rate your level of agreement with the following statements on scale from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree".

1.) My experience is enjoyable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2.) My e-com online shop always meets my expectation. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3.) I prefer online shopping rather than brick-and-mortar purchasing. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4.) I will definitely increase online buying in the ensuring years. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5.) The performance of Website meets my expectation.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6.) The Web site does not have sufficient experience in the marketing of the products and service that it offers.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7.) The Web site knows its users well enough to offer them products and services adapted to their needs.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8.) The Web site does not have the necessary resources to carry out its activities successfully.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Section C: Service Quality

Please rate your level of agreement with the following statements on scale from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree".

1.) Information is promptly displayed and it is clear and authentic. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2.) Website is easily connected and accessible. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3.) Information is promptly updated. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4.) Received the product safely and time bounded. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5.) Return back if product damaged *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6.) Seller are honest and trustworthy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7.) Sellers attend call promptly and have quick responses on customer enquires. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8.) No extra charges levied as promised *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Section D: Price Value

Please rate your level of agreement with the following statements on scale from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree".

1.) I prefer a product which has a steady low price. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2.) I would continue to buy if its prices increased a little. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3.) I will probably save more money buying goods at online store. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4.) Online stores do not provide best discount options. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5.) Goods brought online are cheaper than through other channels. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6.) Online retailers sell their products at fair prices. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7.) The prices of online products are justifiable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8.) Online products are sold at a reasonable price. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Section E: Website Design

Please rate your level of agreement with the following statements on scale from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents represents "Strongly Agree".

1.)The overall design of the website is welcoming and visually pleasing. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2.) The links between the pages are clear. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3.) The website is clearly structured. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4.) As I see the website, I know that in which area it works *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5.) When interacting with the website, it provides me with tailored information (e.g. product recommendation). *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6.) The online retailer's website displays visually pleasing designs. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7.) The display pages within the online retailer's website are easy to read. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8.) This online retailer's website is well designed in order not to waste my time. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Submit

Clear form

Appendix 2: Frequenceis for Pilot Study

		Statistics				
		Whether is GenZ or not	Gender	Age	Race	EducationLevel
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		2.00	1.32	22.18	1.98	4.64
Median		2.00	1.00	22.50	2.00	5.00
Mode		2	1	23	2	5
Std. Deviation		.000	.471	1.997	.473	1.045
Variance		.000	.222	3.987	.224	1.092
Range		0	1	7	2	5
Minimum		2	1	19	1	2
Maximum		2	2	26	3	7
Percentiles	25	2.00	1.00	20.75	2.00	5.00
	50	2.00	1.00	22.50	2.00	5.00
	75	2.00	2.00	23.00	2.00	5.00

		IncomeLevel
		I
N	Valid	50
	Missing	0
Mean		1.88
Median		2.00
Mode		2
Std. Deviation		.659
Variance		.434
Range		3
Minimum		1
Maximum		4
Percentiles	25	1.00
	50	2.00
	75	2.00

Frequency Table

Whether is GenZ or not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gen Z	50	100.0	100.0	100.0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	68.0	68.0	68.0
	Female	16	32.0	32.0	100.0
	Total	50	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	7	14.0	14.0	14.0
	20	5	10.0	10.0	24.0
	21	5	10.0	10.0	34.0
	22	8	16.0	16.0	50.0
	23	14	28.0	28.0	78.0
	24	5	10.0	10.0	88.0
	25	3	6.0	6.0	94.0
	26	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	6	12.0	12.0	12.0
	Chinese	39	78.0	78.0	90.0
	India	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

EducationLevel

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

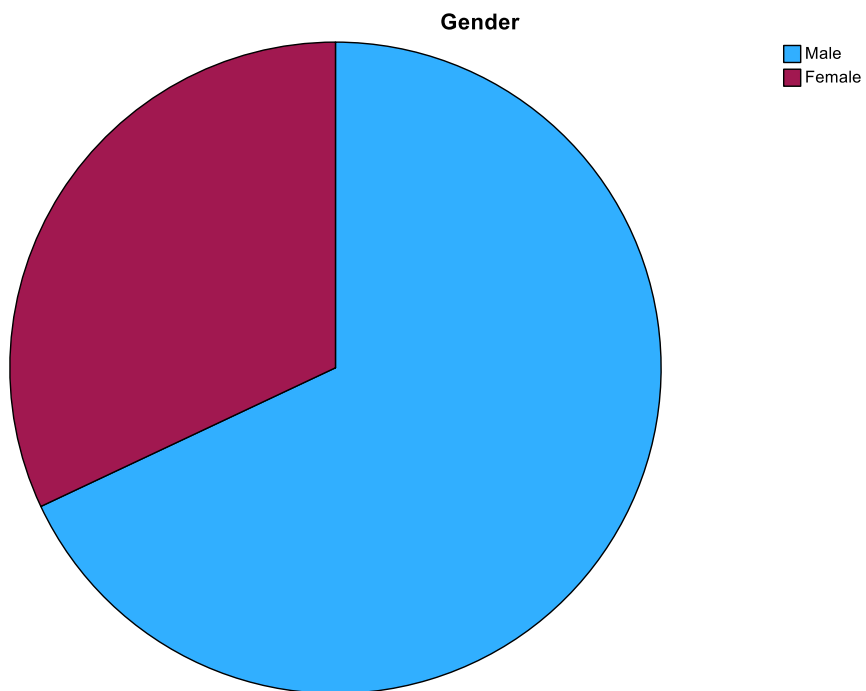
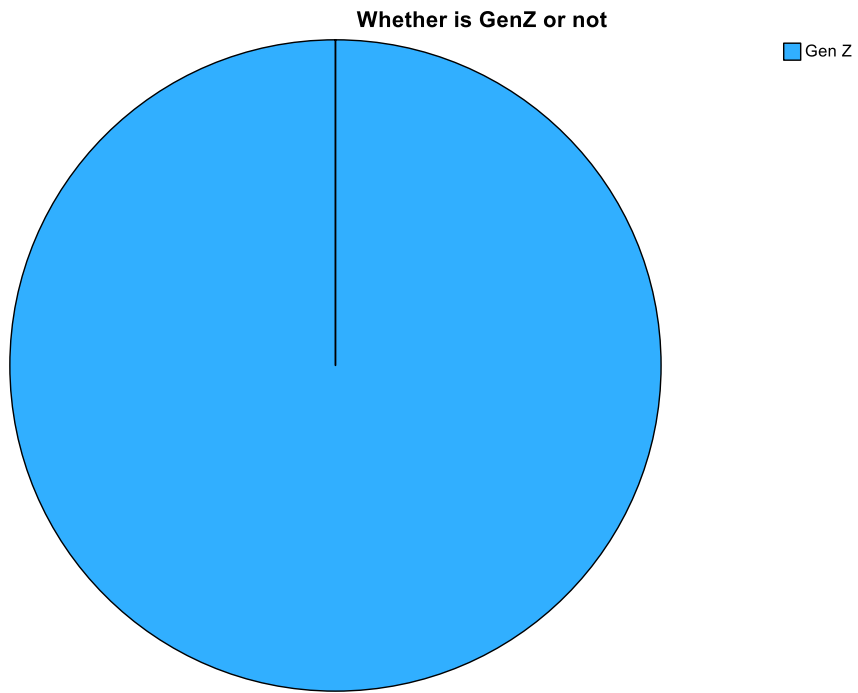
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	5	10.0	10.0	10.0
	Foundation	2	4.0	4.0	14.0
	Diploma	2	4.0	4.0	18.0
	Bachelor Degree	39	78.0	78.0	96.0
	Master Degree	1	2.0	2.0	98.0
	PHD	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

IncomeLevel

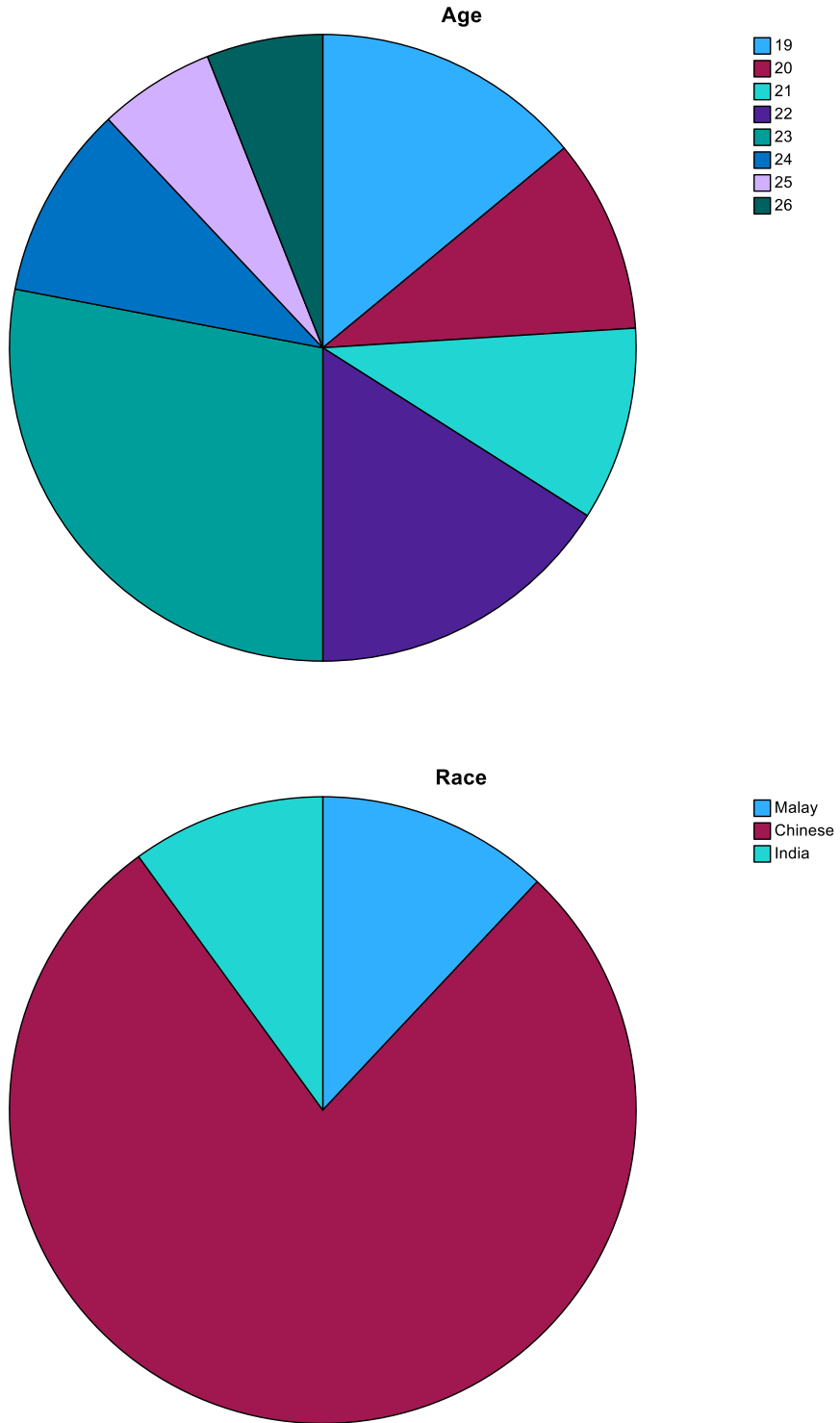
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1000	13	26.0	26.0	26.0
	RM 1001 - RM 3000	31	62.0	62.0	88.0
	RM 3001 - RM 5000	5	10.0	10.0	98.0
	RM 5000 and above	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Pie Chart

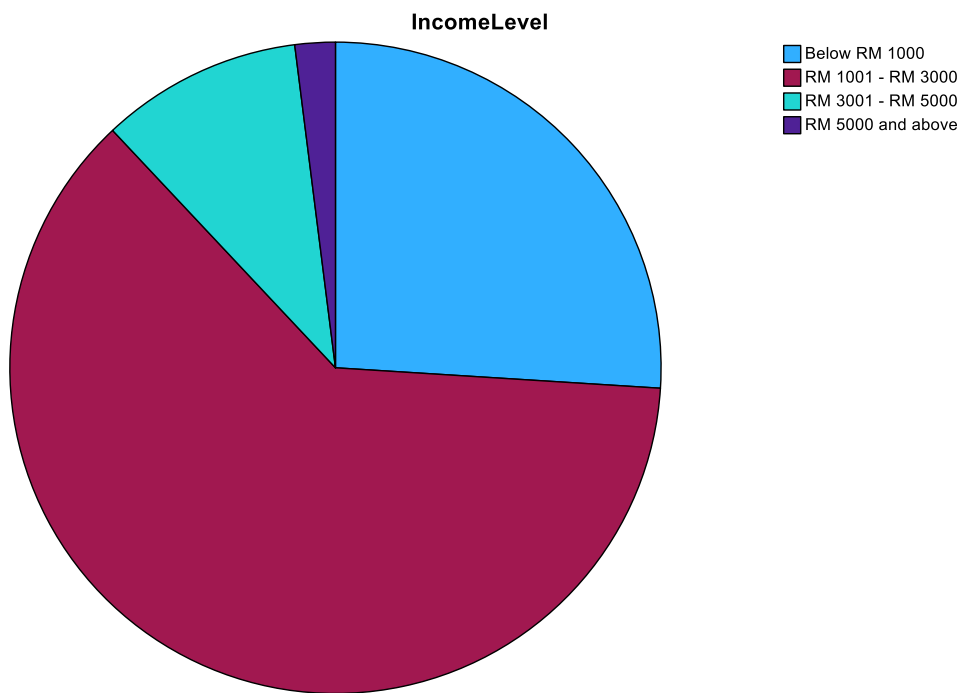
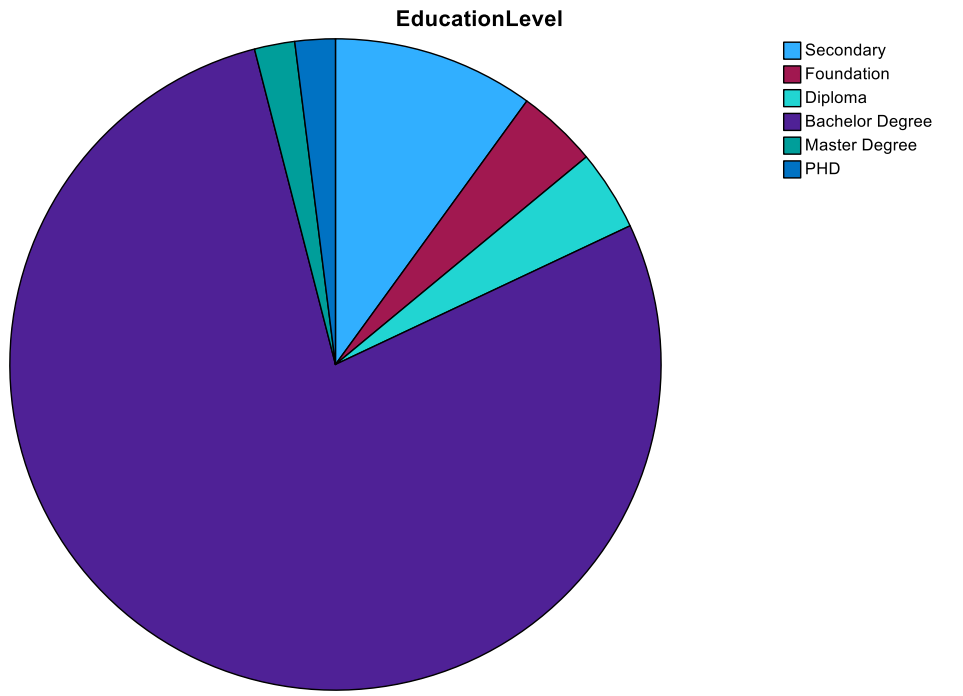
The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z



The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z



The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z



Appendix 3: Reliability Test for Pilot Study

Scale: E-Commerce

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.715	8

Scale: Service Quality

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.659	8

Scale: Price Value

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	8

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.717	8

Appendix 4: Frequencies for Full Study

Frequencies

		Statistics				
		Whether is GenZ or not	Gender	Age	Race	EducationLevel
N	Valid	382	382	382	382	382
	Missing	0	0	0	0	0
Mean		2.00	1.52	22.29	2.00	4.70
Median		2.00	2.00	22.00	2.00	5.00
Mode		2	2	22	2	5
Std. Deviation		.000	.500	1.227	.505	.683
Variance		.000	.250	1.504	.255	.467
Range		0	1	8	2	5
Minimum		2	1	19	1	2
Maximum		2	2	27	3	7
Percentiles	25	2.00	1.00	22.00	2.00	5.00
	50	2.00	2.00	22.00	2.00	5.00
	75	2.00	2.00	23.00	2.00	5.00

Statistics

		IncomeLevel
N	Valid	382
	Missing	0
Mean		1.87
Median		2.00
Mode		2
Std. Deviation		.431
Variance		.186
Range		3
Minimum		1
Maximum		4
Percentiles	25	2.00
	50	2.00
	75	2.00

Frequency Table

Whether is GenZ or not

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gen Z	382	100.0	100.0	100.0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	182	47.6	47.6	47.6
	Female	200	52.4	52.4	100.0
	Total	382	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	11	2.9	2.9	2.9
	20	17	4.5	4.5	7.3
	21	40	10.5	10.5	17.8
	22	147	38.5	38.5	56.3
	23	142	37.2	37.2	93.5
	24	7	1.8	1.8	95.3
	25	11	2.9	2.9	98.2
	26	5	1.3	1.3	99.5
	27	2	.5	.5	100.0
	Total	382	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	48	12.6	12.6	12.6
	Chinese	285	74.6	74.6	87.2
	India	49	12.8	12.8	100.0
	Total	382	100.0	100.0	

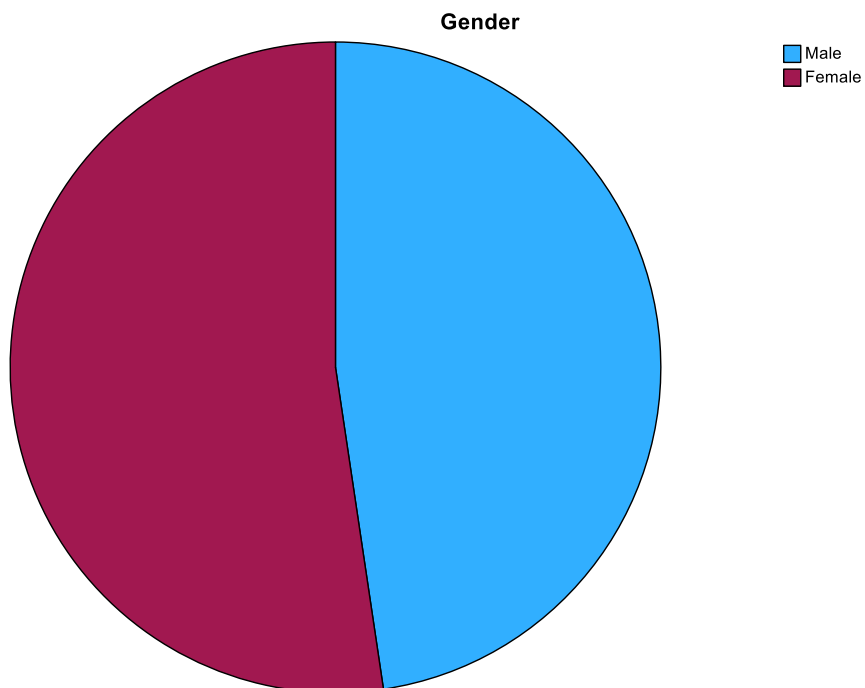
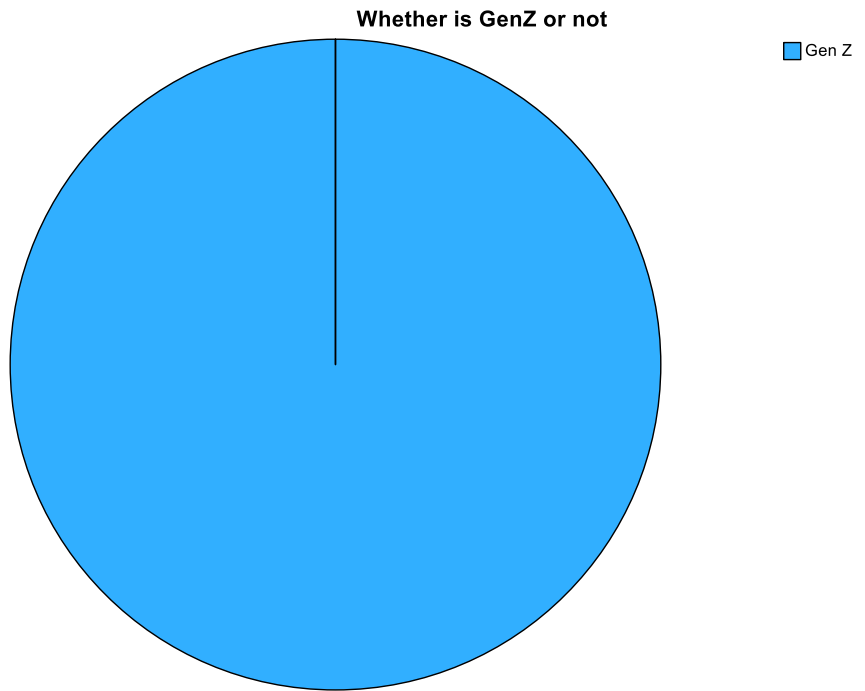
EducationLevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	9	2.4	2.4	2.4
	Foundation	12	3.1	3.1	5.5
	Diploma	72	18.8	18.8	24.3
	Bachelor Degree	281	73.6	73.6	97.9
	Master Degree	7	1.8	1.8	99.7
	PHD	1	.3	.3	100.0
	Total	382	100.0	100.0	

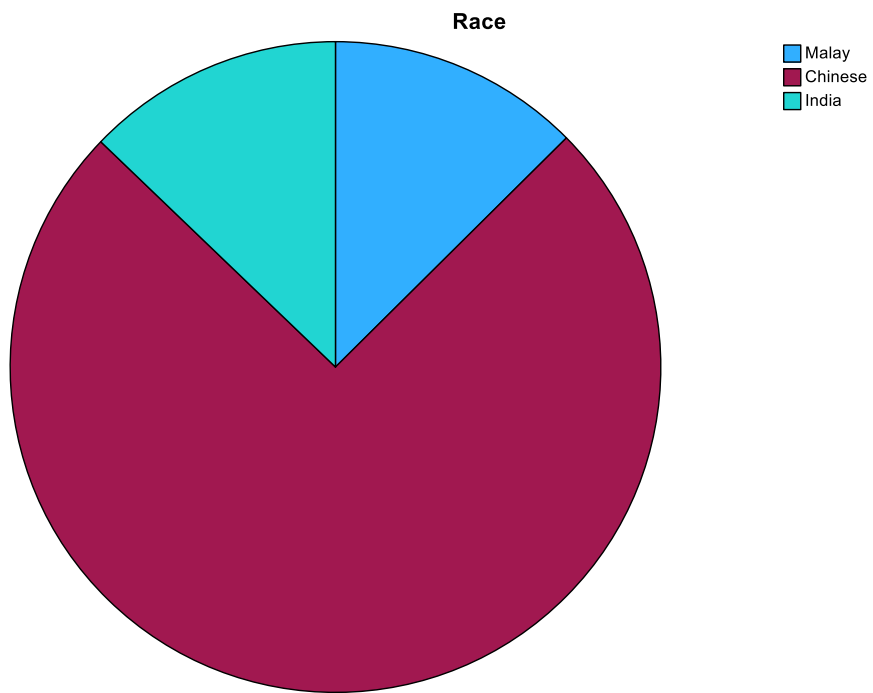
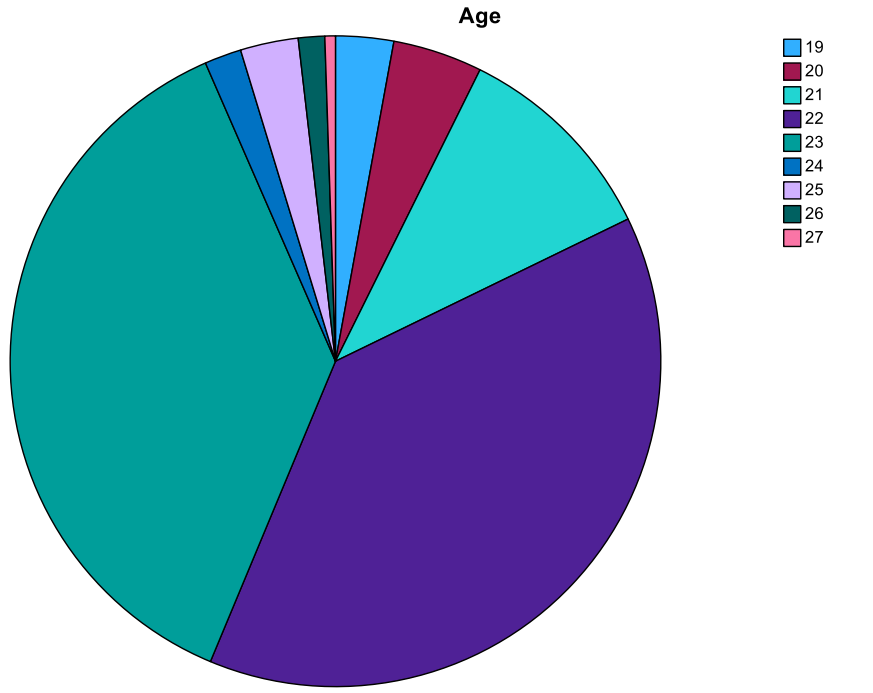
IncomeLevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1000	62	16.2	16.2	16.2
	RM 1001 - RM 3000	308	80.6	80.6	96.9
	RM 3001 - RM 5000	11	2.9	2.9	99.7
	RM 5000 and above	1	.3	.3	100.0
	Total	382	100.0	100.0	

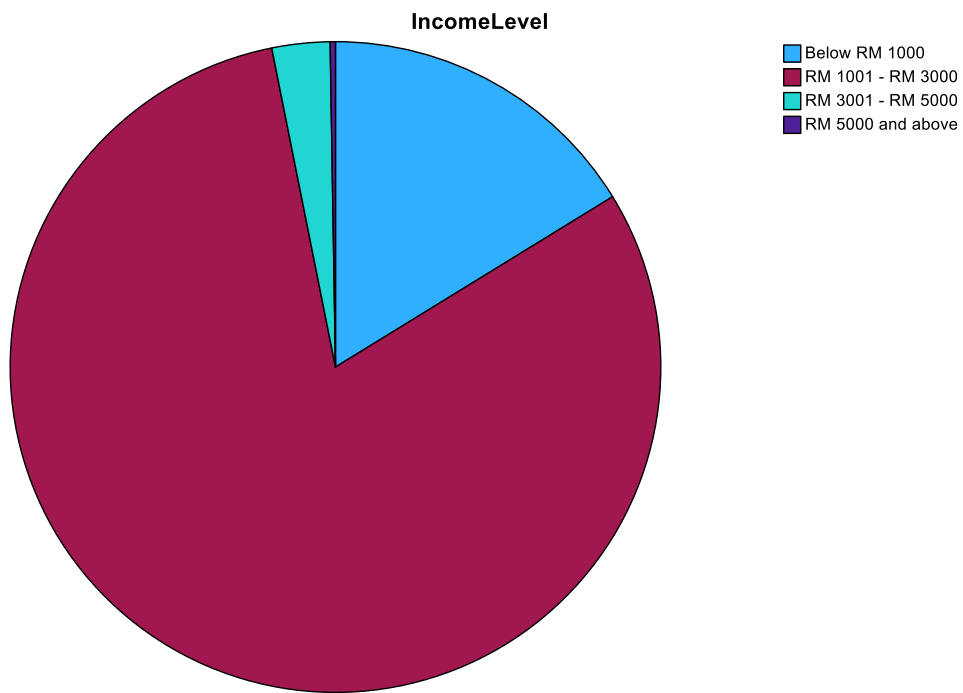
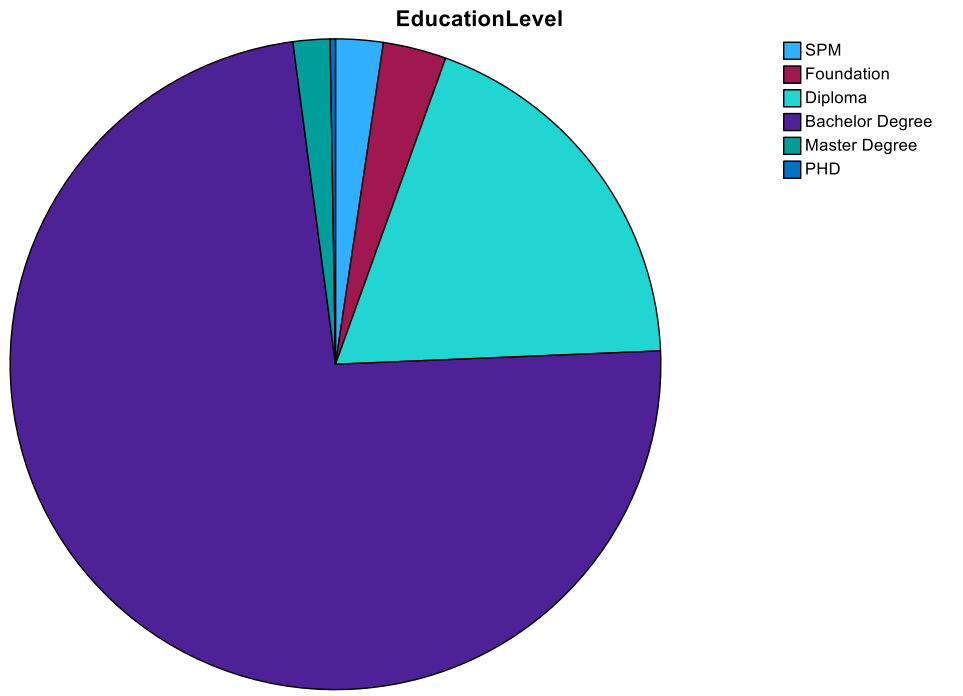
Pie Chart



The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z



The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z



Appendix 5: Statistics for Full Study

Frequencies

		Statistics			
		Ecommerce Average	Service Quality Average	Price Value Average	Website Design Average
N	Valid	382	382	382	382
	Missing	0	0	0	0
Mean		3.7745	3.8400	3.8488	3.8616
Median		3.8750	4.0000	4.0000	3.8750
Mode		4.50	4.38	4.38	3.88
Std. Deviation		.65283	.71332	.69208	.49234
Variance		.426	.509	.479	.242
Range		3.50	4.00	3.50	3.00
Minimum		1.38	1.00	1.50	1.88
Maximum		4.88	5.00	5.00	4.88
Percentiles	25	3.3750	3.3750	3.5000	3.6250
	50	3.8750	4.0000	4.0000	3.8750
	75	4.3750	4.3750	4.3750	4.2500

Frequency Table

Ecommerce Average					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.38	2	.5	.5	.5
	1.50	2	.5	.5	1.0
	1.88	2	.5	.5	1.6
	2.25	1	.3	.3	1.8
	2.38	9	2.4	2.4	4.2
	2.50	10	2.6	2.6	6.8
	2.63	6	1.6	1.6	8.4
	2.75	2	.5	.5	8.9
	2.88	8	2.1	2.1	11.0
	3.00	10	2.6	2.6	13.6
	3.13	12	3.1	3.1	16.8

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

3.25	9	2.4	2.4	19.1
3.38	29	7.6	7.6	26.7
3.50	35	9.2	9.2	35.9
3.63	17	4.5	4.5	40.3
3.75	20	5.2	5.2	45.5
3.88	30	7.9	7.9	53.4
4.00	16	4.2	4.2	57.6
4.13	27	7.1	7.1	64.7
4.25	37	9.7	9.7	74.3
4.38	43	11.3	11.3	85.6
4.50	49	12.8	12.8	98.4
4.63	4	1.0	1.0	99.5
4.88	2	.5	.5	100.0
Total	382	100.0	100.0	

Service Quality Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	1.50	2	.5	.5	1.0
	1.63	2	.5	.5	1.6
	1.88	2	.5	.5	2.1
	2.25	2	.5	.5	2.6
	2.38	4	1.0	1.0	3.7
	2.50	12	3.1	3.1	6.8
	2.63	4	1.0	1.0	7.9
	2.75	6	1.6	1.6	9.4
	2.88	2	.5	.5	9.9
	3.00	14	3.7	3.7	13.6
	3.13	10	2.6	2.6	16.2
	3.25	12	3.1	3.1	19.4
	3.38	35	9.2	9.2	28.5
	3.50	29	7.6	7.6	36.1
	3.63	10	2.6	2.6	38.7
	3.75	8	2.1	2.1	40.8
	3.88	16	4.2	4.2	45.0
	4.00	21	5.5	5.5	50.5
	4.13	17	4.5	4.5	55.0
	4.25	33	8.6	8.6	63.6
	4.38	66	17.3	17.3	80.9
	4.50	44	11.5	11.5	92.4
	4.63	19	5.0	5.0	97.4

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

4.75	1	.3	.3	97.6
4.88	6	1.6	1.6	99.2
5.00	3	.8	.8	100.0
Total	382	100.0	100.0	

Price Value Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.50	2	.5	.5	.5
	1.63	2	.5	.5	1.0
	2.00	2	.5	.5	1.6
	2.13	2	.5	.5	2.1
	2.25	6	1.6	1.6	3.7
	2.38	6	1.6	1.6	5.2
	2.63	8	2.1	2.1	7.3
	2.75	2	.5	.5	7.9
	2.88	15	3.9	3.9	11.8
	3.00	12	3.1	3.1	14.9
	3.13	10	2.6	2.6	17.5
	3.25	8	2.1	2.1	19.6
	3.38	15	3.9	3.9	23.6
	3.50	28	7.3	7.3	30.9
	3.63	22	5.8	5.8	36.6
	3.75	23	6.0	6.0	42.7
	3.88	15	3.9	3.9	46.6
	4.00	15	3.9	3.9	50.5
	4.13	35	9.2	9.2	59.7
	4.25	32	8.4	8.4	68.1
	4.38	45	11.8	11.8	79.8
	4.50	35	9.2	9.2	89.0
	4.63	27	7.1	7.1	96.1
	4.75	7	1.8	1.8	97.9
	4.88	4	1.0	1.0	99.0
	5.00	4	1.0	1.0	100.0
	Total	382	100.0	100.0	

Website Design Average

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.88	1	.3	.3	.3
	2.13	1	.3	.3	.5

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

2.25	1	.3	.3	.8
2.38	1	.3	.3	1.0
2.50	1	.3	.3	1.3
2.63	3	.8	.8	2.1
2.75	2	.5	.5	2.6
2.88	9	2.4	2.4	5.0
3.00	9	2.4	2.4	7.3
3.13	6	1.6	1.6	8.9
3.25	16	4.2	4.2	13.1
3.38	13	3.4	3.4	16.5
3.50	31	8.1	8.1	24.6
3.63	24	6.3	6.3	30.9
3.75	41	10.7	10.7	41.6
3.88	44	11.5	11.5	53.1
4.00	40	10.5	10.5	63.6
4.13	41	10.7	10.7	74.3
4.25	29	7.6	7.6	81.9
4.38	24	6.3	6.3	88.2
4.50	28	7.3	7.3	95.5
4.63	9	2.4	2.4	97.9
4.75	5	1.3	1.3	99.2
4.88	3	.8	.8	100.0
Total	382	100.0	100.0	

Appendix 6: Pearson Correlation Analysis – Inferential Analysis

Correlations

		Ecommerce Average	Service Quality Average
Ecommerce Average	Pearson Correlation	1	.864**
	Sig. (2-tailed)		<.001
	N	382	382
Service Quality Average	Pearson Correlation	.864**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

Correlations

		Ecommerce Average	Price Value Average
Ecommerce Average	Pearson Correlation	1	.722**
	Sig. (2-tailed)		<.001
	N	382	382
Price Value Average	Pearson Correlation	.722**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

Correlations

		Ecommerce Average	Website Design Average
Ecommerce Average	Pearson Correlation	1	.261**
	Sig. (2-tailed)		<.001
	N	382	382
Website Design Average	Pearson Correlation	.261**	1
	Sig. (2-tailed)	<.001	
	N	382	382

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

Appendix 7: Multiple Regression Analysis – Inferential Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price Value, Website Design, Service Quality ^b		. Enter

a. Dependent Variable: Ecommerce Average

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.870 ^a	.756	.754	.32371

a. Predictors: (Constant), Price Value Average, Website Design Average, Service Quality Average

The Relationship between Service Quality, Price Value, and Website Design toward E-commerce Customer Satisfaction among Generation-Z

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.769	3	40.923	390.529	<.001 ^b
	Residual	39.610	378	.105		
	Total	162.379	381			

a. Dependent Variable: Ecommerce Average

b. Predictors: (Constant), Price Value Average, Website Design Average, Service Quality Average

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.688	.142		4.852	<.001
	Service Quality	.687	.036	.751	19.049	<.001
	Website Design	-.032	.036	-.024	-.888	.375
	Price Value	.149	.038	.158	3.904	<.001

a. Dependent Variable: Ecommerce