A FRAMEWORK BASED CUSTOMER SATISFACTION FACTORS TOWARDS ONLINE SHOPPING

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Abstract
The aim of this research is to identify the factors that influence customer satisfaction on online shopping among society. This paper proposes a framework to identify the customer satisfaction towards online shopping. In order to achieve this aim, the proposed framework identifies the factors that influence customer satisfaction. As a result, the study reveals the factors that influence customer satisfaction on online shopping. This paper is also expected to act as a medium to see factors that affect customer satisfaction in online purchase transactions in Malaysia.
Keywords: Online shopping, customer satisfaction, trust, e-service quality, e-commerce

1. Introduction

In recent years, the rapid development of information, communication technology, and market globalization, the Internet and the World Wide Web (WWW) have become an important tool in business. It is also an integrated buyer and seller community that interacts over the Internet. Products and services are now turning to digital form and sent to the Internet. Other than that, customers would be able to safe their time and money, as well as they got all the product information with just a few clicks in minutes.

The development of technology in the internet today is amazing and helps the organization in doing business effectively. This is because these powerful tools provide opportunities for both parties which is companies and customers. It is a form of electronic commerce, also known as e-commerce. In other words, e-commerce is a tools used to sell product and promote services through the internet.

As we can see, there are many website that allows customers to buy from them online and either ship the items to their home or pick up at a nearby store location. Most retail stores also have a website that allows their customers to buy from them online such as WalMart, Best Buy, Sears, and other retail businesses offer this type of shopping experience. According to Computer Hope (2017), some companies only sell products through their website and do not have a retail storefront. For example, Amazon, TigerDirect, and NewEgg conduct their business exclusively online.

Since the last decade, the use of electronic commerce through the internet has grown rapidly (Yörük et al. 2011). In addition, the use of the internet helps the public in finding information about products, comparing price and quality, choosing services and making online transfers (Moshref et al. 2012). However, online shopping also can contribute to the trustworthiness of customer in purchasing product or services.

The aim of this study is to identify the factors influence customer satisfaction toward online shopping. In order to achieve this objective, this research proposes a framework to determine the trust and e-service quality factors. The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Final section contains some concluding remarks.

2. Literature Review

This research is expected to analyze the factors that influence customer satisfaction towards online shopping. For the factors influence customer satisfaction, we focus on two main aspect; trust and e-service quality. Product or service bought, online transactions, risky and doubtful situation and web design factor are the main factors of trust on online shopping. While reliability, assurance or trust, responsiveness, quality of web design and quality of product or services information as a e-service quality factors

2.1 *Trusts on Online Shopping*

According to Dost (2015), products or services purchased by the customer must satisfy them first. The quality of products or services can be a product factors of sales. Normally, products purchased online are the same as products sold in retail stores. With this, customers will make comparisons based on factors such as offering the best value for the product before making a buying decision from either place. In other study by Lakshmi (2016), the author mentioned that online purchases are where the product cannot be touched or felt by the buyer as it is an activity related to the computer system. Therefore, all the information provided by the online retailer will affect the purchase decision made by the buyer. It may help meet customer demand for product information and comparison with other competitors.

According to Dost (2015) stated that, security, privacy and nonrepudiation are elements that are included in online transactions. Among them, the risk of losing money, product risks, and privacy understanding and security are more highlighted. It was supported by Bashir (2015), which the author said that online transaction is the willingness of the customer itself to purchase online is greatly affected by consumer's trust in giving their personal information and security for paying through credit card online. In addition, trust as "the belief that the Internet shopper has in an Internet merchant and is willing to engage in an Internet shopping transaction, even with the possibility of loss, based on the expectation that the merchant will engage in generally acceptable practices and will be able to deliver the promised products or services" (Al-Nasser, 2014). Moreover, Lakshmi. S (2016) stated that trust in online shopping involves several successful transactions after users start to feel safe and trust the seller. This is because the seller has succeeded in fulfilling all consumer needs and wants. Therefore, beliefs appear to be an important factor in the user's online shopping decisions.

SEVİM (2014) stated that risk and doubtful situation in online shopping is due to the psychological sense that exists in a person who shows personality traits that formed through individual experiences, feelings or beliefs. In this case, if a consumer has a high level of distrust as a result of past personal experience, it will certainly influence the

decision on the purchase. In addition, Razak (2014) argued that a consumers who do not trust the environment tend to show the same attitude to online shopping. Trust allows people to live in a risky and uncertain situation. It provides a way to reduce complexity in a complex world by reducing the number of choices that need to be considered in some circumstances. In another study by Bashir (2015), the author mentioned that risky and doubtful situation is used to explained a set of values that include people's rights to their own privacy, personal space, communication and information. Privacy can be described as the user's ability to control the terms and conditions in which their personal data is collected and used in the field of cyberspace.

According to Akhlaq (2014), the author said that trust in online shopping are influenced by website design factors. Website design factors such as navigation and visual design and information can increase online purchase intentions. It also shows that website design has a role between purchase intentions as well as consumer trust. In supported by SEVİM (2014) in his study, it discussed that web site design affects trust as well as attracts users. The author mentioned that web design is a tool used by users to making research and find information such as search engines, sitemaps and search results pages that make it easy for users. Besides, it allows consumers, sellers, site administrators, and other users to interact and communicate with each other. Moreover, Razak (2014) proposed that web design factor includes website designers, developers and marketers. The author stated that the ultimate success of interaction is the presence of trust in the interaction of individual websites. In addition, there is limited theoretical support for the role of web design in online interaction even though the importance of trust in the online world is acceptable.

Table 1. Analysis of Trust.

AUTHOR	Product or service bought	Online transactions	Risky & doubtful situation	Web design factor
Dost (2015)	/	/		
Al-Nasser (2014)		/		
Akhlaq (2014)				/
SEVIM (2014)			/	/
Razak (2014)			/	/
Lakshmi. S (2016)	/	/		
Bashir (2015)		/	/	

2.2 *E-Service Quality on Online Shopping*

According to Al-Nasser et al. (2014) mentions that reliability can be defined as a website's technical function and accurate service offerings. This includes delivery of the promised stock, delivery of ordered stocks, in-stock items, product information and bills. In addition, reliability means the ability of service providers to provide a committed and consistent service (Sobihah, et al., 2015). Usually, if a good quality of information is provided, then customers would be more trusted, satisfied and also interest to make an order. Khan (2014) believes that customers want reliable service and have the best quality product. Meanwhile, in another study by Wang & Le (2015), it is found that one of the key reliability factors is to provide reliable and accurate assurance to carry out the promised service.

Khan (2014) pointed out that the assurance is developed by the level of knowledge and courtesy shown by employees in providing their services and capabilities to instill trust and confidence in customers. Technological advancement is now has a great effect on the choice of service delivery standards and administration promoting procedures. According to a study by Al-Nasser et al. (2014) emphasized that assurance or trust is the customer's confidence in working the site and the reputation for a product of the clear and faithful informational product. For your information, there are few parts of assurance factors, for example, information to answer questions, dependable representatives and then feel secure in your dealings with workers. Be that as it may, customers expect that web stores have the riches and applicable item data that can address their needs (Wang & Le, 2015).

The study conducted by Wang & Le (2015) showed that one of the necessary aspects of responsive factors is the ability to provide immediate service. The measure of time required to download a site page shows up from the web and furthermore graphics can be added to the general size of website pages and in this way increment the download time for Internet users. Another study of responsiveness by Al-Nasser et al. (2014) stated that the responsiveness is in a convenient reaction and the plan of action to help if there should be an occurrence of issues or request. Customer satisfaction depends on the great response and details from seller.

The study by Sobihah, et al. (2015) described the content of quality websites to be questioned as it is a way of giving credibility to E- customers as well as the information directly affecting customer satisfaction. According to Al-Nasser et al. (2014) states that the quality of a good website is a convenient ease of navigation, which means the functionality of the website can help the user in finding something needed. In other words, it refers to system functions and user-friendly features so easy to understand by users. Furthermore, website is an identity and an effective representation of its objectives and strategy. The website can be defined as a group of interlinked web pages organized in a close hyperlink which includes a specially integrated theme. The conclusion is to illustrate the company's activities, goods and services in such a way that reflects the achievement of its goals through electronic features (Yousif, 2015).

According to a study by Sobihah, et al. (2015) describes the quality of product or service information can be defined as a customer's perception of the quality information

supplied on the website. In addition, the quality of the product or service and the benefits it offers is the value client drive seen. And then supports the positive equation between the quality of the e-service and the value that customers see (Chinomona, 2014). In another study by Yousif (2015) discussed about information quality. The author said that the Internet is one of the fastest as communications and warehouse of company data, information, knowledge or reports. As such, information becomes the most important element in the company's website as well as its electronic services.

Table 2. Analysis of E-service.

Authors	Reliability	Assurance / Trust	Responsiveness	Quality of web design	Quality of product / service information
Khan (2014)	/	/			
Chinomona (2014)					/
Sobihah, et al. (2015)	/			/	/
Wang & Le (2015)	/	/	/		
Al-Nasser et al. (2014)	/	/	/	/	
Yousif (2015)				/	/

3. Proposed Framework

Prior study shows the factors that influence customer satisfaction towards online shopping which are trust and e-service quality. Thus, both of factors are considered as the independent variables while the influence customer satisfactions are considered as the dependent variable. Product or service bought, online transactions, risky and doubtful situation and web design factor are the main factors of trust on online shopping. Figure 1 show the proposed research framework. This research is expected to identify the factors that could influence customer satisfaction on online shopping among society. As this research also focuses on reliability, assurance or trust, responsiveness, quality of web design and quality of product or services information as a e-service quality factors. This research is expected to be able to be used in all domains and will contribute to the existing literature on customer satisfaction on online shopping.
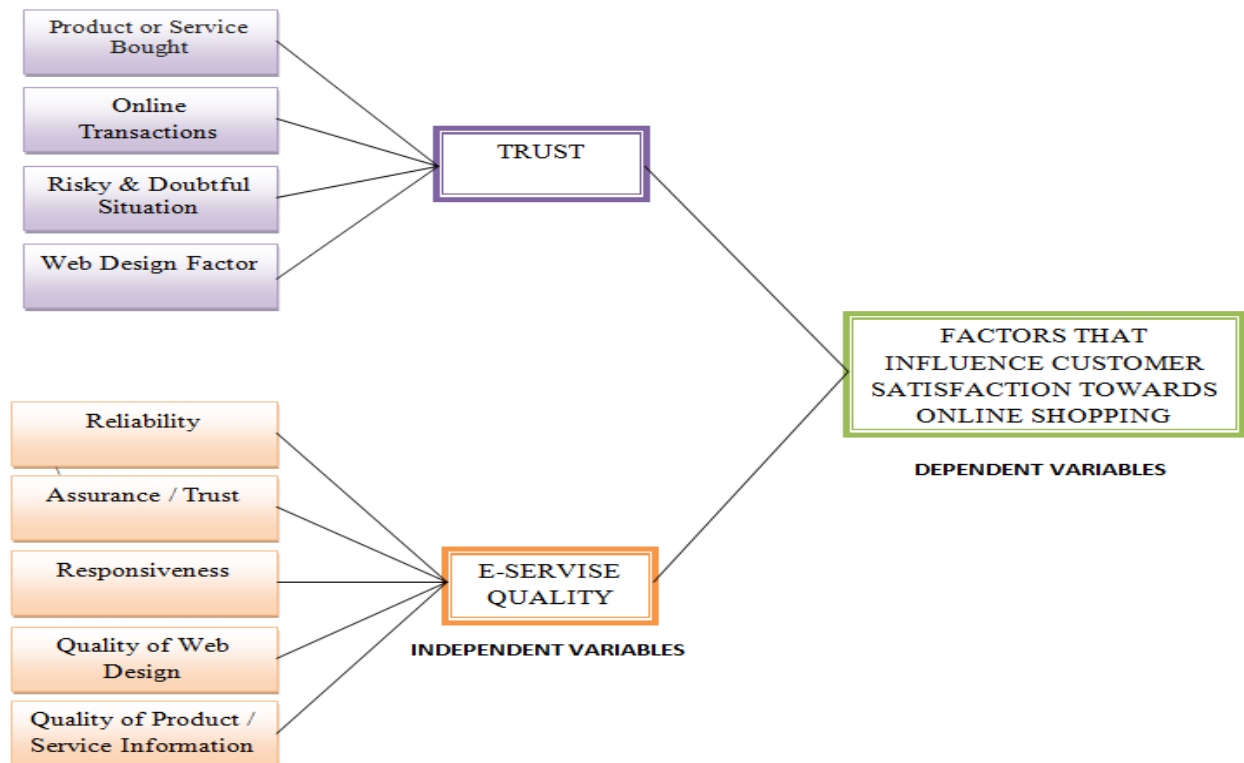
Figure 1. Proposed research framework.

4. Conclusions

Since the increase in the number of internet users, the concept of electronic shopping and electronic retailing has become a phenomenon and is well received by people across the country. To this day, the number of online retailers is increasing in order to meet the demands and needs of consumers. With online shopping, consumers can buy clothes, electronics, and so on quickly and comfortably.

Online transactions are positively associated with trust in retailers for comsumer engaging with online shopping. In our study, online transaction is the most popular reason contributed to the trust factor in online shopping satisfaction and followed by risky and doubtful situation, web design factor and product or service bought.

The significance of the administration quality is on the grounds that quality can address their client's issue and remaining of economically competitive. What's more, it is likewise a principle purpose behind organizations to make due in the business. With having an e-service quality, their business can be success with efficiency and effectively. And the most important customers would be satisfying with electronic services quality that they are accepted.

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