

Title of Thesis	Factors Influencing Consumer Satisfaction in Online Shopping in Miri
Name	Tan Cheng Pang
Program	BA (Hons) Business Administration (In collaborations with UCSI)
Date of Submission	April 2021
Student Thesis Code	2021/APR/UCSI/BABA/02

ABSTRACT

Shopping online or e-shopping has changed the business world, and many people have decided to use these features. Rather, their biggest concern, and the response that globalization brings, is the ability to integrate into doing business. Online shopping in Malaysia has also grown dramatically in recent years. The rapid growth of the e-commerce industry in Malaysia has created an environment that emphasizes how to improve customer satisfaction while operating e-retailing. It's essential that customers are satisfied with the site, or they won't come back. Therefore, a key fact to study is that companies must ensure that their customers are satisfied with what they are buying, which is necessary from an e-commerce perspective. With this in mind, the purpose of this study was to investigate customer satisfaction with e-shopping in Malaysia. A total of 400 questionnaires were sent to Miri e-commerce consumers.