

**THE ROLES OF ADVERTISING AND PRODUCT QUALITY  
ON ONLINE CUSTOMERS' SATISFACTION**

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**UNIVERSITI UTARA MALAYSIA  
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**THE ROLES OF ADVERTISING AND PRODUCT QUALITY  
ON ONLINE CUSTOMERS' SATISFACTION**

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**Thesis Submitted to the Centre for Graduate Studies,  
Universiti Utara Malaysia, in Fulfillment of the Requirement  
for the Degree of Masters of Business Administration**

**10 FEBRUARY 2011**

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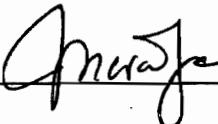
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# ABSTRACT

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The daily growth of the internet and e commerce has changed the way of marketing and selling product and service. Internet is changing the way corporation conduct business with their consumers who are increasingly expecting higher service, becoming time saved, and wanting more convenience. The Internet has significantly increased the bargaining power of consumers and to sustain in this business field, business organization need to know how to satisfy their customer. The purpose of this research is to study the factor affected customer satisfaction towards online shopping among staff at University Utara Malaysia (UUM). The objectives of the study were 1) to determine which factor more contribute in online customer satisfaction among staff in UUM and 2) to examine the relationship between online customer satisfaction and quality of advertising, and product/service quality among staff in UUM. Data were collected from 60 from academic and non-academic staff by using simple random sampling where every each element in the population will have an equal chance of being included in the sample. Further, in this study data were analyzed using SPSS version 14.0 and the tests conducted were Pearson's Correlation and multiple regression. From the correlation and multiple regression analysis, the result indicates that the factor more contribute in online customer satisfaction is a quality of advertising compared with product/service quality factor. Besides, all the factor have a significantly and positive relationship towards customer satisfaction Recommendations for future research were also discussed.

# ABSTRAK

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Perkembangan harian internet dan e-commerce pada masa kini telah mengubah cara dalam pemasaran dan penjualan produk dan perkhidmatan. Internet juga telah mengubah cara syarikat menjalankan perniagaan dengan pelanggan mereka yang semakin mengharapkan perkhidmatan yang bermutu tinggi, menjimatkan masa dan menginginkan lebih kemudahan. Internet secara signifikan telah meningkatkan daya tawar pelanggan dan untuk bertahan dalam bidang perniagaan ini, organisasi perniagaan perlu tahu bagaimana memuaskan pelanggan mereka. Kajian ini dilakukan adalah untuk mempelajari faktor yang mempengaruhi kepuasan pelanggan terhadap perbelanjaan secara online di kalangan kakitangan Universiti Utara Malaysia (UUM). Tujuan kajian ini adalah 1) untuk menentukan faktor yang lebih berperanan dalam kepuasan pelanggan talian antara kakitangan di UUM dan 2) untuk menguji hubungan antara kepuasan pelanggan dalam talian dan kualiti iklan, dan kualiti produk / perkhidmatan antara kakitangan di UUM. Data yang dikumpulkan adalah sebanyak 60 orang daripada kakitangan akademik dan bukan akademik dengan menggunakan kaedah sampling secara rawak di mana setiap elemen dalam populasi akan mempunyai peluang yang sama untuk termasuk dalam sampel. Seterusnya, dalam kajian ini, data dianalisis dengan menggunakan SPSS versi 14.0 dan ujian terhadap data pula menggunakan Korelasi Pearson dan regresi berganda. Daripada hasil dapatan analisis korelasi dan analisis regresi berganda, menunjukkan bahawa faktor kualiti pengiklanan memberikan pengaruh yang sangat tinggi terhadap kepuasan pelanggan secara talian berbanding dengan faktor kualiti produk/perkhidmatan. Selain itu, keputusan analisis juga menunjukkan semua faktor tersebut mempunyai hubungan yang signifikan dan positif terhadap kepuasan pelanggan. Disamping itu, cadangan untuk kajian pada masa akan datang juga dibincangkan.

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- **UUM** Universiti Utara Malaysia
- **ICT** Information and Communication Technology
- **FAQs** Frequently Asked Questions
- **SERVQUAL** Service Quality
- **SITEQUAL** Website Quality
- **SPSS** Statistical Package for Social Science

# 1

# INTRODUCTION

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## 1.0 CHAPTER INTRODUCTION

This chapter provides a general idea about the background of the study, problem statement, research questions, research objectives and significance of the study. Besides, limitation of the study and organization of the study also provided.

## 1.1 BACKGROUND OF THE STUDY

Internet has been the revolutionary technology of the new millennium, empowering consumers and business with connectivity. Its enables consumers and companies to access and share huge amount of information with just few mouse clicks. In the emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The integration of information and communications

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