THE IMPACT OF E-SERVICE QUALITY ON ATTITUDE TOWARD ONLINE SHOPPING

MOHAMMAD SULAIMAN A ALNASSER

DOCTOR OF PHILOSOPHY
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THE IMPACT OF E-SERVICE QUALITY ON ATTITUDE TOWARD ONLINE SHOPPING

By

MOHAMMAD SULAIMAN A ALNASSER

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in Fulfillment of the Requirement for the Degree of Doctor of Philosophy
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ABSTRACT

The research was designed to fill the gap in the existing body of knowledge regarding attitudes toward online shopping and differences in electronic service quality perception between two different geographical and cultural countries. In addition, this research extended previous effort done in an online shopping context by providing evidence that high service quality increase consumers’ trust perception, which in turn results in favorable attitude toward online shopping, with risk perception moderating the impact on consumer’s trust. Cluster random sampling was used to select respondents with previous online shopping experience. Correlation and hierarchical regression was used to analyze the direct and indirect relationship between service quality, risk, trust and attitude, while t-test was used to compare the two cultures in e-service quality perception. The present study demonstrates that e-service quality is affected by consumer’s culture. This research also provides evidence that trust in Internet shopping is built on high service quality. Notably, risk moderates the effect of e-service quality on trust toward online retailer. Finally, the research highlights the significant effect of trust on the attitude towards online shopping.

Keywords: culture, e-service quality, trust, risk, attitude toward online shopping, Malaysia, Saudi Arabia
ABSTRAK


Kata kunci: budaya, kualiti e-servis, kepercayaan, risiko, sikap terhadap beli-belah atas talian, Malaysia, Arab Saud
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<td>Saudi Telecommunications and Information Technology Commission</td>
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This introductory chapter is divided into three primary parts. In the first part, background of the study is provided along with background of the problem. The second part describes the research questions and objectives. Finally in last section, the significance of the study, scope, and contributions of the research are presented.

1.2 Background of the Study

Information technology such as computers and Internet has become more common and has led to significant changes in our lives. The Internet has resulted in electronic commerce as it offers novel ways for organizations to sell their products (Mukherjee & Nath, 2007).

1.2.1 Electronic Commerce

Electronic commerce is an umbrella concept considered to be any form of commercial activity conducted via electronic connections, including the Internet, for the pursuit of business objectives (Wigand, 1997). Such commercial activities include advertising and sales, accounting and finance, procurement and purchasing, and other activities that can be conducted electronically through computer networks to enable the achievement of business goals (Kalakota & Whinston, 1997).
The contents of the thesis is for internal user only
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APPENDIX

Appendix A

RESEARCH QUESTIONNAIRE- English version
Online Shopping Survey

Dear Student:

I am a doctoral candidate at the College of Business Universiti Utara Malaysia and I am conducting a study of online shopping as part of the requirement for the award of Ph.D. degree. The objective of this academic research project is to attempt to understand why people shop online. Through your participation, I hope to understand more about online shopping in this country.

Enclosed with this letter is a questionnaire that asks a variety of questions about your attitudes toward online shopping. I am asking you to look over the questionnaire and, I hope you will take a few minutes to complete this questionnaire. Without the help of people like you, academic research could not be conducted. Your participation is voluntary and there is no penalty if you do not participate.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me at (006) 017-4243481 or email me at: s92633@student.uum.edu.my

Hint: Please if you didn’t purchase any products or services via internet don’t complete this questionnaire.

Sincerely,
Mohammad ALNasser - Ph.D. Candidate
**Section 1:**

Read the question and select the answer that best describes you.

1. What is your age?
   (a) 21 - 25 years old
   (b) 26 - 30 years old
   (c) 31 - 35 years old
   (d) 35 years +

2. Gender
   (a) Male
   (b) Female

3. Marital status
   (a) Married
   (b) Single

4. What is your average monthly Income?
   (a) No income
   (b) Less than RM 1500
   (c) RM 1501 - RM 4000
   (d) RM 4001 - RM 8000
   (e) More than RM 8000

5. Have you ever purchased a product or service via Internet? If No, please add any reasons/comments in the line below.
   (a) Yes
   (b) No (Because: ........................................................................................................................)

6. How many credit card(s) do you use?
   (a) None
   (c) 3 - 4
   (b) 1 - 2
   (e) More than 4
7. What is your primary personal use of the Internet (not for academic activities)?
   (a) Information and product search
   (b) Purchasing
   (c) E-mail / E-card / other communication (i.e., chatting)
   (d) Game / Music/ Program downloading / Entertainment
   (e) On-line banking/ Pay bills

8. Could you tell us how often you buy products through online on average?
   (a) Once a week or more often.
   (b) Once a month.
   (c) Once every 4-6 months (2-3 times a year).
   (d) Once every 6 –12 months (Once a year).
   (e) Less than once a year.

If you purchased from internet few times and there are reasons for that please specify these reasons:

..........................................................................................................................................
..........................................................................................................................................
..........................................................................................................................................

9. What the following service will you use to settle the payment for online shopping?
   (a) Credit/ Debit card  (b) Bank Transfer  (c) PayPal
### Section 2:

**Direction:** Read the question and select the answer that best describes you by putting a “✓” in the corresponding □.

<table>
<thead>
<tr>
<th></th>
<th>I am ___ to shop online:</th>
<th>Disinclined</th>
<th>Inclined</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I am ___ to shop online:</th>
<th>Hesitant</th>
<th>Eager</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel ___ toward online shopping:</th>
<th>Dislike</th>
<th>Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel like ___ toward online shopping:</th>
<th>Rejecting</th>
<th>Accepting</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel ___ while using online shopping:</th>
<th>Tensed</th>
<th>Relaxed</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel ___ while using online shopping:</th>
<th>Bored</th>
<th>Excited</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel ___ with the online shopping security:</th>
<th>Annoyed</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I feel ___ with the online shopping security:</th>
<th>Sad</th>
<th>Happy</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td></td>
<td>-3 -2 -1 0</td>
<td>+1 +2 +3</td>
</tr>
<tr>
<td></td>
<td>Question</td>
<td>Scale</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>--------------------------------------------------------------------------</td>
<td>-------------</td>
<td>---</td>
</tr>
<tr>
<td>9</td>
<td>I believe that online shopping is____:</td>
<td>Useful</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I believe that online shopping is____:</td>
<td>Imperfect</td>
<td>-3</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I believe that it is ____ to shop online:</td>
<td>Difficult</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>I believe that it is ____ to shop online:</td>
<td>unsafe</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>I believe that adopting online shopping is____:</td>
<td>Foolish</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I believe that adopting online shopping is____:</td>
<td>harmful</td>
<td>-3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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339
**Section 3:**

Direction: Read the question and select the answer that best describes you by putting a “✓” in the corresponding □

<table>
<thead>
<tr>
<th></th>
<th>How would you characterize the decision of whether to buy a product from the Web retailer?</th>
<th>significant risk</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>significant opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td></td>
<td></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>How would you characterize the decision of whether to buy a product from the Web retailer?</th>
<th>high potential for loss</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>high potential for gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td></td>
<td></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>How would you characterize the decision of whether to buy a product from the Web retailer?</th>
<th>very negative situation</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>very positive situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td></td>
<td></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
Section 4:

In the following questions indicate how much you agree with each statement by putting a “✓” in the corresponding □.

Hint: (e-retailer is a store that sells goods or services over the Internet)

Strongly Agree = SA  Agree = A  Partially agree = PA  Neutral = N

Strongly Disagree = SD  Disagree = D  Partially disagree = PD

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>E-retailer is interested in more than just selling me goods and making a profit. In other word e-retailer tries to make me happy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>There are no limits to how far e-retailer will go to solve a service problem I may have.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>E-retailer is genuinely committed to my satisfaction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Most of what e-retailer says about its products is true.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I think some of e-retailer’s claims about its service are exaggerated.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>6</td>
<td>If e-retailer makes a claim or promise about its product, it’s probably true.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>In my experience e-retailer is very reliable.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I feel I know what to expect from e-retailer.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 5:

The following statements ask your thoughts about the service provided to you by Internet retailers. Please think about the last e-retailer that you purchased from. Please circle the number that best matches how much you agree or disagree with each statement. There are no rights or wrong answers.

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The e-retailer website makes it easy to find what I need.</td>
<td>SA</td>
<td>A</td>
<td>PA</td>
<td>N</td>
<td>SD</td>
</tr>
<tr>
<td>2</td>
<td>It makes it easy to get anywhere on the e-retailer website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>It enables me to complete a transaction quickly on the e-retailer website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Information at the e-retailer website is well organized.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>It loads its pages fast.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>The e-retailer website is simple to use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The e-retailer website enables me to get on to it quickly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>This site is well organized.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>The e-retailer website is always available for business.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>The e-retailer website launches and runs right away.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>The e-retailer website does not crash.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Pages at this site do not freeze after I enter my order information.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>E-retailer website delivers orders when promised.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>E-retailer website makes items available for delivery within a suitable time frame.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>E-retailer website quickly delivers what I order.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>E-retailer website sends out the items ordered.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>E-retailer website has in stock the items the company claims to have.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

342
<table>
<thead>
<tr>
<th></th>
<th>E-retailer website is truthful about its offerings.</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>E-retailer website makes accurate promises about delivery of products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>E-retailer website protects information about my Web-shopping behaviour.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>E-retailer website does not share my personal information with other websites.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>E-retailer website protects information about my credit card.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>E-retailer website provides me with convenient options for returning items.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>E-retailer website handles product returns well.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>E-retailer website offers a meaningful guarantee.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>E-retailer website tells me what to do if my transaction is not processed.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>E-retailer website takes care of problems promptly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>E-retailer website compensates me for problems it creates.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>E-retailer website compensates me when what I ordered doesn’t arrive on time.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>E-retailer website picks up items I want to return from my home or business.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>E-retailer website provides a telephone number to reach the company.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>E-retailer website has customer service representatives available online.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>E-retailer website offers the ability to speak to a live person if there is a problem.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 6:
In the following questions indicate how much you agree with each statement by putting a “√”.

Note for question 6 to 10:
- People in higher positions (they are: dean, rector and vice chancellor)
- People in lower positions (they are: lecturer, clerk, normal officer or secretary).

Strongly Agree= SA    Agree=A    Partially agree=PA    Neutral=N
Strongly Disagree= SD   Disagree=D   Partially disagree=PD

<table>
<thead>
<tr>
<th>No</th>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>PA</th>
<th>N</th>
<th>SD</th>
<th>D</th>
<th>PD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>It is important to have instructions in e-retailer website spelled out in detail so that I always know what I’m expected to do.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>It is important to closely follow instructions and procedures in e-retailer website.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Rules and regulations in e-retailer website are important because they inform me of what is expected of me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Standardized procedures in e-retailer website are helpful.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Instructions in e-retailer website are important.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>People in higher positions should make most decisions without consulting people in lower positions.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>People in higher positions shouldn’t ask the opinions of people in lower positions.</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>People in higher positions should avoid social interaction with people in lower positions.</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>9</td>
<td>People in lower positions should not disagree with decisions by people in higher positions.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>People in higher positions should not delegate important tasks to people in lower positions.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Individuals should sacrifice self-interest for the group (either at school or the work place).</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>12</td>
<td>Individuals should stick with the group even through difficulties.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>13</td>
<td>Group welfare is more important than individual rewards.</td>
<td></td>
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</tr>
<tr>
<td>14</td>
<td>Group success is more important than individual success.</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

344
| 15 | Individuals should only pursue their goals after considering the welfare of the group. | □ □ □ □ □ □ □ |
| 16 | Group loyalty should be encouraged even if individual goals suffer. | □ □ □ □ □ □ □ |
| 17 | It is more important for men to have a professional career than it is for women. | □ □ □ □ □ □ □ |
| 18 | Men usually solve problems with logical analysis. Women usually solve problems with intuition. | □ □ □ □ □ □ □ |
| 19 | Solving difficult problems usually requires an active, forceful approach, which is typical of men. | □ □ □ □ □ □ □ |
| 20 | There are some jobs that a man can always do better than a woman. | □ □ □ □ □ □ □ |
| 21 | Careful management of money is important | □ □ □ □ □ □ □ |
| 22 | It is important to go on resolutely even when there is opposition | □ □ □ □ □ □ □ |
| 23 | Personal steadiness and stability are important | □ □ □ □ □ □ □ |
| 24 | It is important to plan for the long-term | □ □ □ □ □ □ □ |
| 25 | Giving up today’s fun for success in the future is important | □ □ □ □ □ □ □ |
| 26 | It is important to work hard for success in the future | □ □ □ □ □ □ □ |

-End of the questionnaire-

Thank you very much for your participation.
ONLINE SHOPPING

PEMBELIAN SECARA ATAS TALIAN

Set of Questionnaire

Set Soal Selidik

Para pelajar yang dihormati:
Saya seorang calon doktor falsafah di Kolej Perniagaan, Universiti Utara Malaysia dan sedang menjalankan satu kajian berkenaan pembelian atas talian (online shopping) sebagai sebahagian daripada keperluan penganugerahan ijazah Doktor Falsafah. Penyelidikan bersifat akademik ini ialah satu usaha untuk memahami mengapa orang ramai membeli-belah secara atas talian. Melalui penyertaan anda, saya berharap dapat lebih memahami konsep membeli-belah secara atas talian di negara ini.

Saya memohon kerjasama anda untuk mengisi soal selidik yang dilampirkan dan berbesar hati untuk berkongsi dapatan kajian apabila kajian ini tamat nanti. Sila beri alamat email anda bersama soal selidik yang lengkap jika anda berminat mendapat satu salinan dapatan kajian.


Jika anda ada sebarang soalan atau keraguan mengenai cara mengisi soal selidik ini atau tentang penyertaan dalam kajian ini, sila hubungi saya di 017-4243481 atau email saya di s92633@student.uum.edu.my

Peringatan: Jika anda tidak pernah membeli mana-mana produk atau servis secara atas talian, anda tidak perlu melengkapkan soal selidik ini.
Dear Student:

I am a doctoral candidate at the College of Business Universiti Utara Malaysia and I am conducting a study of online shopping as part of the requirement for the award of Ph.D. degree. The objective of this academic research project is to attempt to understand why people shop online. Through your participation, I hope to understand more about online shopping in this country.

I have a survey that I would very much like you to fill out. And I will be happy to make available to you the results of the study when it is completed. If you like, you can provide your e-mail address below, ONLY IF you want a copy of the survey’s results.

Enclosed with this letter is a questionnaire that asks a variety of questions about your attitudes toward online shopping. I am asking you to look over the questionnaire and, I hope you will take a few minutes to complete this questionnaire. Without the help of people like you, academic research could not be conducted. Your participation is voluntary and there is no penalty if you do not participate.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me at (006) 017-4243481 or email me at: s92633@student.uum.edu.my

Hint: Please if you didn’t purchase any products or services via internet don’t complete this questionnaire.

Yang benar

Mohammad AlNasser
Kolej Perniagaan
Universiti Utara Malaysia Sintok, 06010, Kedah, Malaysia
Bahagian / Section 1:
Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda.

Read the question and select the answer that best describes you

1. Umur anda? / What is your age?
   (a) 21 – 25 tahun / 21 - 25 years old
   (b) 26 – 30 tahun / 26 - 30 years old
   (c) 31 – 35 tahun / 31- 35 years old
   (d) Lebih daripada 35 tahun / 35 years +

2. Jantina / Gender
   (a) Lelaki / Male
   (b) Perempuan / Female

3. Status perkahwinan / Marital Status
   (a) Berkahwin / Married
   (b) Bujang / Single

4. Berapa purata pendapatan/ pinjaman/ biasiswa bulanan anda? / What is your average monthly income/financing/scholarship?
   (a) Tiada pendapatan / No income
   (b) Kurang daripada RM 500 / Less than RM 500
   (c) RM 501 - RM 1000
   (d) RM 1001- RM 1500
   (e) Lebih daripada RM 1500 / More than RM 1500

5. Pernahkah anda membeli produk atau servis secara atas talian? / Have you ever purchased a product or service via Internet?
   Jika tidak, sila nyatakan alasan/ komen pada baris di bawah.
   If No, please add any reasons/comments in the line below.
   (a) Pernah / Yes
   (b) Tidak pernah / No
   (Sebab/ Because):........................................................................................................
   ........................................................................................................................................
   ........................................................................................................................................

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6. Berapakah kad kredit yang anda gunakan? / How many credit card(s) do you use?
   (a) Tiada / None
   (b) 1 – 2
   (c) 3 – 4
   (d) Lebih daripada 4 / More than 4

7. Apakah keperluan peribadi utama anda menggunakan internet? (bukan untuk tujuan akademik) / What is your primary personal use of the Internet (not for academic activities)?
   (a) Carian maklumat dan produk / Information and product search
   (b) Pembelian / Purchasing
   (c) E-mail /E-kad / lain-lain komunikasi - contohnya chatting) E-mail / E-card / other communication (i.e., chatting)
   (d) Permainan Komputer/Muzik/Muat turun program/Hiburan / Game / Music/ Program downloading / Entertainment
   (e) Perbankan atas talian/Bayar bil / On-line banking/ Pay bills

8. Secara purata, berapa kerapakah anda membeli produk secara atas talian? / Could you tell us how often you buy products through online on average?
   (a) Seminggu sekali atau lebih kerap / Once a week or more often
   (b) Sebulan sekali / Once a month
   (c) Sekali setiap 4 – 6 bulan (2-3 kali dalam setahun) / Once every 4-6 months (2-3 times a year)
   (d) Sekali setiap 6 -12 bulan (Setahun sekali) / Once every 6 –12 months (Once a year)
   (e) Kurang daripada sekali setahun / Less than once a year

   Jika anda membeli secara atas talian beberapa kali dan terdapat sebab untuk itu, sila nyatakan sebab-sebab itu:
   If you purchased from internet few times and there are reasons for that please specify these reasons:

   …………………………………………………………………………………………
   …………………………………………………………………………………………
   …………………………………………………………………………………………

9. Yang manakah antara perkhidmatan berikut yang anda gunakan untuk membuat bayaran bagi pembelian secara atas talian? / What the following service will you use to settle the payment for online shopping?
   (a) Kad Kredit/Credit card  (b) Pindahan Bank/Bank Transfer  (c) PayPal
Bahagian / Section 2:
Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda. Tanda “√” di kotak □ berkenaan.
*Read the question and select the answer that best describes you by putting a “√”*

<table>
<thead>
<tr>
<th>No.</th>
<th>Soalan</th>
<th>Jawapan</th>
<th>Cenderung/Inclined</th>
<th>Teragak-agak/Hesitant</th>
<th>Sangat Seronok/Eager</th>
<th>Suka/Like</th>
<th>Menolak/Rejecting</th>
<th>Menerima/Accepting</th>
<th>Santai/Relaxed</th>
<th>Teruja/Excited</th>
<th>Puas Hati/Satisfy</th>
<th>Tidak Puas Hati/Unsatisfy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-</td>
<td>Saya _______ untuk membeli belah atas talian.</td>
<td>tidak cenderung/Disinclined</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Disingkirkan</td>
<td>□ □ □ □ □ □ □</td>
<td>Sangat Menolak/Seragam</td>
<td>Menolak/Rejecting</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
</tr>
<tr>
<td></td>
<td>I am ___ to shop online</td>
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<tr>
<td>2-</td>
<td>Saya _______ untuk membeli belah atas talian.</td>
<td>Teragak-agak/Hesitant</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Sangat Seronok/Eager</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
<tr>
<td></td>
<td>I am ___ to shop online</td>
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<tr>
<td>3-</td>
<td>Saya ______ membeli-belah atas talian</td>
<td>Tidak Suka/Dislike</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Sangat Menolak/Seragam</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
<tr>
<td></td>
<td>I ___ toward online shopping</td>
<td></td>
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<tr>
<td>4-</td>
<td>Saya ______ membeli belah atas talian</td>
<td>Menolak/Rejecting</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Menerima/Accepting</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
<tr>
<td></td>
<td>I ___ toward online shopping</td>
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<tr>
<td>5-</td>
<td>Saya berasa _____ ketika menggunakan pembelian atas talian.</td>
<td>Tegang/Tensed</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Santai/Relaxed</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
<tr>
<td></td>
<td>I feel __ while using online shopping:</td>
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</tr>
<tr>
<td>6-</td>
<td>Saya berasa _____ ketika menggunakan pembelian atas talian:</td>
<td>Bosan/Bored</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Teruja/Excited</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
<tr>
<td></td>
<td>I feel __ while using online shopping:</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>7-</td>
<td>Saya berasa _____ dengan aspek keselamatan membeli-belah atas talian.</td>
<td>Tidak Puas Hati/Unsatisfy</td>
<td>-3 -2 -1 0 +1 +2 +3</td>
<td>□ □ □ □ □ □ □</td>
<td>Puas Hati/Satisfy</td>
<td>□ □ □ □ □ □ □</td>
<td>Suka/Like</td>
<td>Menerima/Accepting</td>
<td>Santai/Relaxed</td>
<td>Teruja/Excited</td>
<td>Puas Hati/Satisfy</td>
<td>Tidak Puas Hati/Unsatisfy</td>
</tr>
</tbody>
</table>
8- Saya berasa ____ dengan aspek keselamatan membeli-belah atas talian
*I feel ____ with the online shopping security*
<table>
<thead>
<tr>
<th>Sedih/</th>
<th>Happy</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

9- Saya percaya membeli-belah atas talian ________
*I believe that online shopping is*
<table>
<thead>
<tr>
<th>Tidak Berguna/</th>
<th>Berguna/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Useless</td>
<td>Useful</td>
</tr>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

10- Saya percaya membeli-belah atas talian ________
*I believe that online shopping is :__*
<table>
<thead>
<tr>
<th>Tidak Sempurna/</th>
<th>Sempurna/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperfect</td>
<td>Perfect</td>
</tr>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

11- Saya percaya bahawa membeli-belah atas talian
*I believe that online shopping is*
<table>
<thead>
<tr>
<th>Tidak Sama/</th>
<th>Mudah/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>Easy</td>
</tr>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

12- Saya percaya bahawa membeli-belah atas talian
*I believe that online shopping is*
<table>
<thead>
<tr>
<th>Tidak Selamat/</th>
<th>Selamat/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsafe</td>
<td>Safe</td>
</tr>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

13- Saya percaya tindakan membeli-belah atas talian adalah____
*I believe that adopting online shopping is____*
<table>
<thead>
<tr>
<th>Tidak Bodoh/</th>
<th>Bijak/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foolish</td>
<td>Wish</td>
</tr>
<tr>
<td>□ □ □ □</td>
<td>□ □ □ □</td>
</tr>
</tbody>
</table>

14- Saya percaya tindakan membeli-belah atas talian adalah____
*I believe that adopting online shopping is____*
<table>
<thead>
<tr>
<th>Tidak Memudaratkan/</th>
<th>Berfaedah/</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harmful</td>
<td>Beneficial</td>
</tr>
<tr>
<td>□ □ □ □ □</td>
<td>□ □ □ □ □</td>
</tr>
</tbody>
</table>
Bahagian / Section 3:

Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda. Tanda “✓” di kotak □ berkenaan.
*Read the question and select the answer that best describes you by putting a “✓” in the corresponding □*

<table>
<thead>
<tr>
<th>15- Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</th>
<th>Sangat Berisiko/ Significant Risk</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>Peluang Baik/ Significant Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you characterize the decision of whether to buy a product from the Web retailer?</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>16- Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</th>
<th>Berisiko Tinggi untuk Rugi / High Potential for Loss</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>Berpotensi Tinggi untuk Untung/ High Potential for Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you characterize the decision of whether to buy a product from the Web retailer?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>17- Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</th>
<th>Situasi Sangat Negatif/ Very Negative Situation</th>
<th>-3</th>
<th>-2</th>
<th>-1</th>
<th>0</th>
<th>+1</th>
<th>+2</th>
<th>+3</th>
<th>Situasi Sangat Positif/ Very Positive Situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you characterize the decision of whether to buy a product from the Web retailer?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Bahagian / Section 4:

Untuk soalan berikut nyatakan sejauh mana anda bersetuju dengan setiap pernyataan dengan menandakan “√” di kotak □ berkenaan.

*In the following questions indicate how much you agree with each statement by putting a “√” in the corresponding □.*

<table>
<thead>
<tr>
<th>SB</th>
<th>B</th>
<th>AB</th>
<th>N</th>
<th>ATB</th>
<th>TB</th>
<th>STB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sangat Bersetuju</td>
<td>Agak Bersetuju</td>
<td>Neutral</td>
<td>Agak Tidak Bersetuju</td>
<td>Tidak Bersetuju</td>
<td>Sangat Tidak Bersetuju</td>
<td></td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>Partially agree</td>
<td></td>
<td>Partially Disagree</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td></td>
</tr>
</tbody>
</table>


*E-retailer is interested in more than just selling me goods and making a profit. In other word e-retailer tries to make me happy.*

2. E-peruncit berusaha sedaya upaya untuk menyelesaikan masalah perkhidmatan yang mungkin saya hadapi.

*There are no limits to how far e-retailer will go to solve a service problem I may have.*

3. E-peruncit benar-benar komited untuk memberi kepuasan kepada saya.

*E-retailer is genuinely committed to my satisfaction.*

4. Kebanyakan daripada apa yang dikata oleh e-peruncit tentang produknya adalah benar.

*Most of what e-retailer says about its products is true.*

5. Saya rasa e-peruncit membesar-besarkan sesetengah dakwaan tentang perkhidmatannya.

<table>
<thead>
<tr>
<th>SB</th>
<th>B</th>
<th>AB</th>
<th>N</th>
<th>ATB</th>
<th>TB</th>
<th>STB</th>
</tr>
</thead>
</table>
I think some of e-retailer’s claims about its service are exaggerated

6. Jika e-peruncit membuat sesuatu dakwaan atau janji tentang produknya, dakwaan atau janji itu mungkin benar.

If e-retailer makes a claim or promise about its product, it’s probably true


In my experience e-retailer is very reliable.

8. Saya rasa saya tahu apa yang boleh diharapkan daripada e-peruncit.

I feel I know what to expect from e-retailer

<table>
<thead>
<tr>
<th>SB</th>
<th>B</th>
<th>AB</th>
<th>N</th>
<th>ATB</th>
<th>TB</th>
<th>STB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sangat</td>
<td>Bersetuju</td>
<td>Agak</td>
<td>Neutral</td>
<td>Agak Tidak</td>
<td>Tidak</td>
<td>Sangat</td>
</tr>
<tr>
<td>Bersetuju</td>
<td></td>
<td>Bersetuju</td>
<td></td>
<td>Bersetuju</td>
<td>Bersetuju</td>
<td>Tidak</td>
</tr>
<tr>
<td>Strongly</td>
<td>Agree</td>
<td>Partially</td>
<td></td>
<td>Disagree</td>
<td>Disagree</td>
<td>Strongly</td>
</tr>
<tr>
<td>Agree</td>
<td></td>
<td>agree</td>
<td></td>
<td></td>
<td></td>
<td>Agree</td>
</tr>
</tbody>
</table>

Bahagian / Section 5:


The following statements ask your thoughts about the service provided to you by Internet retailers. Please think about the last e-retailer that you purchased from. Please circle the number that best matches how much you agree or disagree with each statement. There are no rights or wrong answers.
<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu memudahkan saya mencari apa yang saya perlukan.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The e-retailer website makes it easy to find what I need</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu memudahkan saya bergerak ke mana-mana bahagian di dalam laman webnya.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>It makes it easy to get anywhere on the e-retailer website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu membolehkan saya menjalankan sesuatu urusniaga dengan cepat.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>It enables me to complete a transaction quickly on the e-retailer website</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Maklumat di laman web e-peruncit itu diatur dengan baik.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.</td>
<td>Information at the e-retailer website is well organized</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit memuatkan halaman dengan pantas.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.</td>
<td>The e-retailer website loads its pages fast.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu mudah digunakan</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>The e-retailer website is simple to use</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu membolehkan saya ke lamannya dengan cepat</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.</td>
<td>The e-retailer website enables me to get on to it quickly</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web ini diatur dengan baik</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.</td>
<td>This site is well organized</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Laman web e-peruncit itu sentiasa ada untuk berurus niaga.</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.</td>
<td></td>
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</tbody>
</table>

355
<table>
<thead>
<tr>
<th></th>
<th>The e-retailer website is always available for business</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.</td>
<td>Laman web e-peruncit itu sentiasa lancar.</td>
</tr>
<tr>
<td></td>
<td>The e-retailer website launches and runs right away</td>
</tr>
<tr>
<td>11.</td>
<td>Laman web e-peruncit itu sentiasa berfungsi dan tidak pernah gagal untuk berfungsi</td>
</tr>
<tr>
<td></td>
<td>The e-retailer website does not crash</td>
</tr>
<tr>
<td>12.</td>
<td>Muka surat di laman ini tidak “pegun/hang” selepas saya memasuki maklumat pesanan saya</td>
</tr>
<tr>
<td></td>
<td>Pages at this site do not freeze after I enter my order information</td>
</tr>
<tr>
<td>13.</td>
<td>Laman web e-peruncit membuat penghantaran tempahan sebagaimana yang dijanjikan</td>
</tr>
<tr>
<td></td>
<td>E-retailer website delivers orders when promised</td>
</tr>
<tr>
<td>14.</td>
<td>Laman web e-peruncit mengadakan item untuk penghantaran dalam tempoh waktu yang sesuai</td>
</tr>
<tr>
<td></td>
<td>E-retailer website makes items available for delivery within a suitable time frame</td>
</tr>
<tr>
<td>15.</td>
<td>Laman web e-peruncit menghantar tempahan saya dengan kadar segera.</td>
</tr>
<tr>
<td></td>
<td>E-retailer website quickly delivers what I order</td>
</tr>
<tr>
<td>16.</td>
<td>Laman web e-peruncit menghantar dengan item yang ditempah</td>
</tr>
<tr>
<td></td>
<td>E-retailer website sends out the items ordered</td>
</tr>
<tr>
<td>17.</td>
<td>Laman web e-peruncit memang mempunyai simpanan/stok item yang didakwanya ada.</td>
</tr>
<tr>
<td></td>
<td>E-retailer website has in stock the items the company claims to have.</td>
</tr>
<tr>
<td>18.</td>
<td>Laman web e-peruncit bersikap jujur dalam penawaran produk dan perkhidmatannya</td>
</tr>
<tr>
<td><strong>E-retailer website is truthful about its offerings.</strong></td>
<td></td>
</tr>
<tr>
<td>------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>19. Laman web e-peruncit membuat janji yang selaras dan tepat tentang penghantaran produknya.</td>
<td>☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
</tbody>
</table>

**E-retailer website makes accurate promises about delivery of products**

| 20. Laman web E-retailer melindungi maklumat tentang tingkah laku pembelian saya. | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website protects information about my Web-shopping behaviour**

| 21. Laman web E-retailer tidak berkongsi maklumat peribadi saya dengan laman web lain | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website does not share my personal information with other websites.**

| 22. Laman web E-retailer melindungi maklumat tentang kad kredit saya | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website protects information about my credit card**

| 23. Laman web E-retailer menyediakan saya pilihan mudah untuk memulangkan barang-barang. | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website provides me with convenient options for returning items.**

| 24. Laman web E-retailer mengendalikan pemulangan produk dengan baik. | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website handles product returns well.**

| 25. Laman web e-peruncit menawarkan jaminan yang bermakna | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website offers a meaningful guarantee**

| 26. Laman web e-peruncit memberitahu saya tindakan yang perlu diambil jika urus niaga tidak diproses. | ☐ ☐ ☐ ☐ ☐ □ |

**E-retailer website tells me what to do if my transaction is not processed**
<p>| | | | | | | |</p>
<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>27. Laman web e-peruncit menguruskan masalah dengan segera.</td>
<td>E-retailer website takes care of problems promptly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28. Laman web e-peruncit memberi saya imbuhan bagi masalah yang ditimulkannya</td>
<td>E-retailer website compensates me for problems it creates</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29. Laman web e-peruncit memberi saya imbuhan bagi masalah yang saya tempah tidak sampai pada masa yang ditetapkan.</td>
<td>E-retailer website compensates me when what I ordered doesn’t arrive on time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30. Laman web e-peruncit mengambil semula item yang saya muham kembali dari rumah atau pejabat saya</td>
<td>E-retailer website picks up items I want to return from my home or business</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31. Laman web e-peruncit menyediakan nombor telefon untuk menghubungi syarikatnya.</td>
<td>E-retailer website provides a telephone number to reach the company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. Laman web e-peruncit mempunyai wakil khidmat pelanggan atas talian.</td>
<td>E-retailer website has customer service representatives available online</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33. Laman web e-peruncit menawarkan kemudahan interaksi secara langsung dengan stafnya jika terdapat sesuatu masalah.</td>
<td>E-retailer website offers the ability to speak to a live person if there is a problem</td>
<td></td>
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</table>
Bahagian / Section 6:

Untuk soalan berikut nyatakan sejauh mana anda bersetuju dengan setiap pernyataan dengan menandakan “√” di kotak berkenaan

Nota untuk soalan 1 hingga 5:

- Orang yang berjawatan tinggi (mereka adalah: Dekan, Rektor, Timbalan Naib Canselor, Ketua Jabatan dan Pensyarah).
- Orang yang berjawatan rendah (mereka adalah: Kerani, Pegawai Biasa atau Setiausaha).

In the following questions indicate how much you agree with each statement by putting a “√”.

Note for question 1 to 5:

- People in higher positions (they are: dean, rector, vice chancellor and lecturer)
- People in lower positions (they are: clerk, normal officer or secretary).

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<tr>
<th>SB</th>
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<th>N</th>
<th>ATB</th>
<th>TB</th>
<th>STB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sangat Bersetuju</td>
<td>Bersetuju</td>
<td>Agak Bersetuju</td>
<td>Neutral</td>
<td>Agak Tidak Bersetuju</td>
<td>Tidak Bersetuju</td>
<td>Sangat Tidak Bersetuju</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Partially agree</td>
<td>Partially Disagree</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td></td>
</tr>
</tbody>
</table>

1. Orang yang berjawatan tinggi seharusnya membuat kebanyakan daripada keputusan tanpa merujuk kepada orang yang berjawatan rendah.

*People in higher positions should make most decisions without consulting people in lower positions.*

2. Orang yang berjawatan tinggi seharusnya tidak meminta pandangan orang yang berjawatan rendah.

*People in higher positions shouldn’t ask the opinions of people in lower positions.*

3. Orang yang berjawatan tinggi seharusnya mengelakkan interaksi sosial dengan orang yang berjawatan rendah.

*People in higher positions should avoid social interaction with people in lower positions.*

4. Orang yang berjawatan rendah seharusnya tidak menentang keputusan yang dibuat oleh orang yang berjawatan

359
<p>| | | | | | | |</p>
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<thead>
<tr>
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<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>360</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

People in lower positions should not disagree with decisions by people in higher positions.

5. Orang yang berjawatan tinggi seharusnya tidak menyerahkan tugas penting kepada orang yang berjawatan rendah.

People in higher positions should not delegate important tasks to people in lower positions.

6. Adalah penting arahan yang dihuraikan dengan terperinci dalam laman web e-peruncit supaya saya sentiasa tahu apa yang seharusnya saya lakukan.

It is important to have instructions in e-retailer website spelled out in detail so that I always know what I’m expected to do.

7. Mengikuti arahan dan prosedur dalam laman web e-peruncit dengan betul sangat penting.

It is important to closely follow instructions and procedures in e-retailer website.

8. Undang-undang dan peraturan dalam laman web e-peruncit penting kerana ia membolehkan saya tahu apa yang diharapkan daripada saya.

Rules and regulations in e-retailer website are important because they inform me of what is expected of me.


Standardized procedures in e-retailer website are helpful.

10. Arahan dalam laman web e-peruncit penting.

Instructions in e-retailer website are important.

11. Individu harus mengorbankan kepentingan peribadi untuk kepentingan kumpulan (samaada di sekolah atau di tempat kerja)

Individuals should sacrifice self-interest for the group (either at
<table>
<thead>
<tr>
<th></th>
<th>Individuals should stick with the group even through difficulties.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.</td>
<td>Individu harus terus kekal bersama kumpulannya walaupun menempuh kesukaran.</td>
</tr>
<tr>
<td>15.</td>
<td>Individu harus mengambil kira kebajikan kumpulan mereka terlebih dahulu sebelum mengejar matlamat mereka. Individuals should only pursue their goals after considering the welfare of the group.</td>
</tr>
<tr>
<td>16.</td>
<td>Kesetiaan kepada kumpulan harus digalakkan walaupun individu terpaksa menderita. Group loyalty should be encouraged even if individual goals suffer.</td>
</tr>
<tr>
<td>17.</td>
<td>Adalah lebih penting bagi lelaki untuk mempunyai kerjaya professional berbanding dengan wanita. It is more important for men to have a professional career than it is for women.</td>
</tr>
<tr>
<td>18.</td>
<td>Men usually solve problems with logical analysis. Women usually solve problems with intuition.</td>
</tr>
<tr>
<td>19.</td>
<td>Menyelesaikan masalah yang sukar selalunya memerlukan pendekatan yang aktif dan secara paksa. Solving difficult problems usually requires an active, forceful approach, which is typical of men.</td>
</tr>
<tr>
<td>No.</td>
<td>Statement</td>
</tr>
<tr>
<td>-----</td>
<td>-----------</td>
</tr>
<tr>
<td>20.</td>
<td>Terdapat beberapa pekerjaan yang sentiasa dapat dibuat dengan lebih baik oleh seorang lelaki berbanding seorang wanita.</td>
</tr>
<tr>
<td>21.</td>
<td>There are some jobs that a man can always do better than a woman.</td>
</tr>
<tr>
<td>22.</td>
<td>Menguruskan wang dengan cermat adalah penting.</td>
</tr>
<tr>
<td>23.</td>
<td>Careful management of money is important</td>
</tr>
<tr>
<td>24.</td>
<td>Adalah penting terus berusaha dengan penuh keazaman walaupun menerima tentangan</td>
</tr>
<tr>
<td>25.</td>
<td>It is important to go on resolutely even when there is opposition</td>
</tr>
<tr>
<td>26.</td>
<td>Adalah penting bekerja keras untuk kejayaan masa depan</td>
</tr>
<tr>
<td>27.</td>
<td>It is important to work hard for success in the future</td>
</tr>
</tbody>
</table>

Soal-selidik tamat

*Terima Kasih Atas Kerjasama Anda / Thank You for Your Cooperation*
Appendix C

Ask about online marketing through the Internet

Dear

I am a student of the Faculty of Management at the University of M. and work on a study about e-marketing where it is considered a component of marketing by some individuals. The purpose of this academic study is to try to participate in it in the e-marketing in Saudi Arabia. From the Internet I hope to help me in it in the e-marketing. May God bless you. And for the sake of this participation, it is a matter of your choice. And your participation in this questionnaire is voluntary. And you can communicate with me on the email

s92633@student.uum.edu.my

Please do not fill out the questionnaire. Unless you are not ready to buy through the Internet: Note

Thank you and appreciation

The researcher

Notice: Do not open the file from a website or a browser. The reader must have the test.

Thank you and appreciation

The researcher

With gratitude and appreciation
اقرأ السؤال واختر الإجابة المناسبة.

القسم الأول:

1- كم يبلغ عمرك؟
   (أ) 21-25 عاما
   (ب) 25-30 عام
   (ت) 30-35 عام
   (ث) أكثر من 35 عام

2- الجنس
   (أ) ذكر
   (ب) أنثى

3- الحالة الاجتماعية
   (أ) متزوج
   (ب) أعزب

4- ما هو متوسط دخلك الشهري؟
   (أ) لا يوجد
   (ب) أقل من 2000 ريال سعودي
   (ت) من 2000 إلى 5000 ريال سعودي
   (ث) من 501 إلى 10000 ريال سعودي
   (ج) أكثر من 10000 ريال سعودي

5- هل قمت يوماً بالشراء من أي موقع من مواقع التسوق الإلكتروني؟ مثلاً "eBay.com" إذا كان الجواب لا نأمل ذكر أسباب عدم الشراء عن طريق الإنترنت؟
   (أ) نعم
   (ب) لا (………………)

6- كم بطاقة ائتمان تستخدم؟
   (أ) لا يوجد
   (ب) 1-2
   (ت) 3-4
   (ث) أكثر من أربعة
7- كم مرة تشتري منتجات عبر الإنترنت؟

(أ) مره أسبوعيا أو أكثر.
(ب) مره شهريا.
(ت) مره كل 4-6 شهور (2-3 مرات سنويا).
(ث) مره كل 6-12 شهرا (مرة سنويا).
(ج) أقل من مره سنويا (مره كل سنتين أو ثلاث سنوات).

إذا كان معدل شرائك من الإنترنت قليلًا لأسباب معينة... تأمل ذكرها أدناه:

1 2 3

8- ما هي طريقة الدفع التي تستخدمها عبر الإنترنت؟

(أ) بطاقة الائتمان/ الخصم.
(ب) تحويل بنكي.
(ج) باي بال.
القسم الثاني: 
اقرأ السؤال واختر أفضل إجابة تلاميكم لملء الفراغ بوضع علامة "√".

<table>
<thead>
<tr>
<th>السؤال</th>
<th>لا أميل</th>
<th>أميل</th>
<th>أمل</th>
<th>حيادي</th>
<th>جزئياً</th>
<th>إختيارك</th>
</tr>
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<tbody>
<tr>
<td>1- أنا ______ للتسوق عبر الانترنت</td>
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<tr>
<td>2- أنا ______ للتسوق عبر الانترنت</td>
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<tr>
<td>3- أنا ______ التسوق عبر الانترنت</td>
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<td>4- أشعر بآني ______ أثناء تسوق عبر الانترنت</td>
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<td>5- أشعر بآني ______ أثناء تسوق عبر الانترنت</td>
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<tr>
<td>6- أشعر ب ______ أثناء تسوق عبر الانترنت</td>
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<tr>
<td>7- أشعر ب ______ فيما يخص إمان التسوق عبر الانترنت</td>
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<th>الرضا</th>
<th>الرضا</th>
<th>الإزعاج</th>
<th>الإزعاج</th>
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<tbody>
<tr>
<td>لا أميل</td>
<td>أميل</td>
<td>حيادي</td>
<td>جزئياً</td>
</tr>
<tr>
<td>القلق</td>
<td>القلق</td>
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8. أشعر فيما يخص أمان التسوق عبر الإنترنت

<table>
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<th>غير مفيد</th>
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9. أعتقد أن التسوق عبر الإنترنت

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10. أعتقد أن التسوق عبر الإنترنت

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11. أعتقد أنه من الاتساق عبر الإنترنت

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12. أعتقد أن التسوق عبر الإنترنت

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13. أعتقد أن قرار التسوق عبر الإنترنت قراراً

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<th>ضار</th>
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14. أعتقد أن قرار التسوق عبر الإنترنت قراراً
القسم الثالث:
اقرأ السؤال واختر أفضل إجابة تلائمك لملء الفراغ بوضع علامة "✓".

1. كيف تصنف القرار بشأن شراء منتج من تجار الإنترنت؟

<table>
<thead>
<tr>
<th>خطر بقوة</th>
<th>خطر جزئياً</th>
<th>حيادي</th>
<th>حيادي جزئياً</th>
<th>جيد معالج</th>
<th>جيد بناء</th>
<th>جيد بقوة</th>
</tr>
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<tbody>
<tr>
<td></td>
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</table>

2. كيف تصنف القرار بشأن شراء منتج من تجار الإنترنت؟

<table>
<thead>
<tr>
<th>خاسر بقوة</th>
<th>خاسر جزئياً</th>
<th>حيادي</th>
<th>حيادي جزئياً</th>
<th>مريح بقوة</th>
<th>يتحمل الربح جزئياً</th>
<th>يتحمل الربح جزئياً بشكل شديد</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

3. كيف تصنف القرار بشأن شراء منتج من تجار الإنترنت؟

<table>
<thead>
<tr>
<th>سلبي بقوة</th>
<th>سلبي جزئياً</th>
<th>حيادي</th>
<th>إيجابي جزئياً</th>
<th>إيجابي بقوة</th>
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<tr>
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القسم الرابع:
الأسئلة التالية تشير إلى مدى موافقتك على كل عبارة بوضع علامة "✓" في المربع المقابل.
تلميح: (التاجر الإلكتروني هو المتجر الذي يبيع البضائع أو الخدمات عبر الإنترنت).

<table>
<thead>
<tr>
<th>لا أوافق أبداً</th>
<th>لا أوافق بشدة</th>
<th>لا أوافق جزئياً</th>
<th>أوافق جزئياً</th>
<th>أوافق بقوة</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓</td>
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</tbody>
</table>

1. اهتمام التاجر بي ليس فقط لربح وانما بهدف ارضائي.
2. التاجر الإلكتروني يعمل مافيا وسعه لحل اي مشكلة تواجهني.
3. المتجر الإلكتروني يتميل ويلزم برضائي.
4. معظم ما يقوله التاجر الإلكتروني عن منتجاته صحيح.
5. اعتقد أن بعض ادعاءات التاجر في الإنترنت حول خدمتهم مبالغ فيها.
6. إذا ادعى التاجر في الموقع ادعاء أو أعمى وعا، ففي الغالب يكون صحيحًا.
7. خبرتي بالتسوق الإلكتروني تؤكد أنه موثوق به.
8. يمكن التنبؤ بطلبات موقع البيع الإلكتروني بسهولة.
القسم الخاص: العبارات التالية تسأل عن رأيك بشأن الخدمة المقدمة لكم عن طريق البائع في الإنترنت. الرجاء التفكير في موقع واحد بالإنترنت على الأقل قبل الإجابة:

<table>
<thead>
<tr>
<th></th>
<th>لا</th>
<th>أوافق بشدة</th>
<th>أوافق جزئياً</th>
<th>أوافق جزئياً حيادي</th>
<th>لا</th>
<th>أوافق</th>
<th>لا</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. موقع البائع الإلكتروني يسهل عملية البحث عن ما أحتاج إليه.</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>2. يسهل التنقل في الصفحات موقع التاجر الإلكتروني.</td>
<td>☐</td>
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<td>☐</td>
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<tr>
<td>3. يمكنك إكمال عملية الشراء بسرعة على الموقع الإلكتروني.</td>
<td>☐</td>
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<tr>
<td>4. المعلومات الموجودة بالموقع الإلكتروني منظمة جداً.</td>
<td>☐</td>
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<tr>
<td>5. التصفح سريع في موقع البيع الإلكتروني.</td>
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<tr>
<td>6. موقع البيع الإلكتروني سهل الاستخدام.</td>
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<tr>
<td>7. يمكن الوصول لموقع البيع الإلكتروني المرغوب بسرعة.</td>
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<td>8. موقع البيع الإلكتروني على الأغلب منظم ومرتب.</td>
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<td>9. موقع البيع الإلكتروني مناحماً للشراء.</td>
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<td>10. موقع البيع الإلكتروني يفتح ويعمل بسرعة.</td>
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<td>11. موقع البيع الإلكتروني لا يتعطل.</td>
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<td>12. الصفحات في الموقع الإلكتروني لا تتجدد (تغلق) عند إدخال البيانات.</td>
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<tr>
<td>13. موقع البيع الإلكتروني يسلم الطلبات في الوقت المحدد.</td>
<td>☐</td>
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<td>14. موقع البيع الإلكتروني يجعل المشتريات متاحة للتسليم خلال طار زمني مناسب.</td>
<td>☐</td>
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<td>15. لا يتأخر الموقع الإلكتروني برسائل مشترطات.</td>
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<tr>
<td>16. يرسل موقع البيع الإلكتروني الإغراض التي تم طليها للمشتري.</td>
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<td>17. موقع البيع الإلكتروني يملك الأغراض التي يعرضها للبيع.</td>
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<td>18. موقع البيع الإلكتروني موثوق بعوشه.</td>
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<td>19. موقع البيع الإلكتروني يقدم وعوداً دقيقة حول تسليم المنتجات.</td>
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<td>20. موقع البيع الإلكتروني يحمي معلومات تسويقي عبر الإنترنت.</td>
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<td>21. موقع البيع الإلكتروني لا يشارك معلوماتي الشخصية مع مواقع أخرى.</td>
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<td>22. موقع البيع الإلكتروني يحمي معلومات بطاقي الائتمانية.</td>
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<td>23</td>
<td>موقع البيع الإلكتروني يزودني بخيارات ملائمة لإعادة البضاعة.</td>
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<td>24</td>
<td>موقع البيع الإلكتروني مع إرجاع المنتجات بشكل جيد.</td>
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<td>25</td>
<td>موقع البيع الإلكتروني يتعامل مع إرجاع المنتجات بشكل جيد.</td>
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<td>26</td>
<td>موقع البيع الإلكتروني يخبرني بما ينبغي علي فعله إذا لم يكتمل طلبي، أو لم تكتمل عملية شرائي.</td>
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<td>27</td>
<td>موقع البيع الإلكتروني مع المشاكل على الفور.</td>
<td></td>
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<tr>
<td>28</td>
<td>موقع البيع الإلكتروني يتعامل مع أي مشاكل تنشأ بسببه.</td>
<td></td>
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<td>29</td>
<td>موقع البيع الإلكتروني يعرضني إذا لم يصلني العرض الذي طلبته بالوقت المحدد.</td>
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<tr>
<td>30</td>
<td>موقع البيع الإلكتروني يتحمل قيمة إرجاع العناصر التي أرغب في إرجاعها.</td>
<td></td>
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<tr>
<td>31</td>
<td>موقع البيع الإلكتروني يتيح رقم هاتف مخصص للوصول للشركة.</td>
<td></td>
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<tr>
<td>32</td>
<td>موقع البيع الإلكتروني لديه ممتلين لخدمة العملاء متاحين على الإنترنت.</td>
<td></td>
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<tr>
<td>33</td>
<td>موقع البيع الإلكتروني يقدم الإمكانيات للتحدث مباشرة لشخص ما إذا حدثت أي مشكلة.</td>
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</tbody>
</table>
القسم السادس: الأسئلة التالية تشير إلى مدى موافقتك على العبارة بوضع علامة "لا" في المرجع.

تمثيل للأسئلة من 6 إلى 10:

- الأشخاص ذوي المناصب العليا (على سبيل المثال: أمير منطقة، وزير، رئيس جامعة، عميد كلية).
- الأشخاص ذوي المناصب الأقل (على سبيل المثال: بوب، فراش، موظف عمادي أو سكرتير).

<table>
<thead>
<tr>
<th>رقم السؤال</th>
<th>الأسئلة</th>
<th>الأوافق بشدة</th>
<th>الأوافق جزئياً</th>
<th>الأوافق حسبياً</th>
<th>لا أوافق</th>
<th>لا أوافق أبداً</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>على الأشخاص ذوي المناصب العليا اتخاذ معظم القرارات دون استشارة الآخرين من المناصب الأقل للأعمال.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>7</td>
<td>لا ينبغي على الأشخاص ذوي المناصب العليا اتخاذ القرارات دون استشارة الآخرين من المناصب الأقل للأعمال.</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>8</td>
<td>على الأشخاص ذوي المناصب العليا اتخاذ القرارات دون استشارة الآخرين من المناصب الأقل للأعمال.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>9</td>
<td>لا يجب أن يعارض الأشخاص ذوي المناصب الأقل القرارات المتخذة من قبل الأشخاص من المناصب العليا.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>10</td>
<td>لا يجب أن يعارض الأشخاص ذوي المناصب العليا اتخاذ القرارات المتخذة من قبل الأشخاص من المناصب الأقل للأعمال.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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</tr>
<tr>
<td>11</td>
<td>على الأفراد التشريحي بمصالحهم الذاتية من أجل المجموعة (سواء بالعمل أو بالدراسة).</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>12</td>
<td>على الأفراد التنسيق بالجماعة حتى وقت الصعوبات.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>13</td>
<td>راحة ورفاهية المجموعة أمر هام أكثر من الرفاهية الفردية.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>14</td>
<td>نجاح المجموعة أهم من نجاح الفرد.</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>15</td>
<td>على الأفراد السعي وراء أهدافهم بحيث لا تتعارض مع مصلحة المجموعة.</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>16</td>
<td>تشجيع الأولاد للمجموعة حتى ولو كانت على حساب المصالح الفردية.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>17</td>
<td>الوظائف المدنية ملهمة للرجال أكثر من النساء. (مهنة مثل: مهندس، طبيب، محامي... الخ)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
18- عادةً ما يحل الرجال المشاكل بالتحليل المنطقي، والنساء تحل المشاكل بديهياً.

19- حل المشكلات المختلفة يتطلب عادةً توجه قوي وفعال وهي عادة الرجل

20- هناك بعض الخصائص التي يمكن أن يقوم بها الرجل أفضل من المرأة

للجمل أدناه... ما مدى موافقتك على أهمية النقاط التالية:

<table>
<thead>
<tr>
<th>لا أوافق</th>
<th>أوافق بشدة</th>
<th>أوافق جزئياً</th>
<th>لا أوافق جزئياً</th>
<th>لا أوافق أبداً</th>
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</tr>
</tbody>
</table>

21- إدارة الأموال بشكل جيد.

22- الاستمرارية بالاجتهاد حتى لو وجدت معارضه على ذلك.

23- الثبات والاستقرار الشخصي.

24- التخطيط طويل الأمد.

25- التخلص عن المرح اليومي من أجل النجاح في المستقبل.

26- من المهم أن تقوم بالعمل الشاق من أجل النجاح في المستقبل.

نهاية الاستبيان – أشكركم على مشاركتكم

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