The Impact of Online Retail Service Quality on Customer Satisfaction

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Abstract

E-commerce has grown and most of the firms rely on e-commerce platform to sell their products through online. However, a significant determinant of the e-commerce viability depend on the electronic service quality as low quality services provided will dissatisfied customer and result in failure of online business. The research study aims to investigate the factors of online retail service quality that contribute to customer satisfaction. E-service quality dimensions was modified from SERVQUAL model and five variables like website design, website personalization, reliability, responsiveness and trust would be measured to examine their influence on customer satisfaction. A total of 390 completed set of questionnaires has been gathered from the online shoppers in Malacca, Malaysia. This study was a descriptive research study and conducted using a quantitative method. Primary data and secondary data used for the data collection. SPSS software is used to analyze questionnaire-based survey data. According to the Pearson Correlation analysis, the result showed that all independent variables have a significant relationship with customer satisfaction. Website design, website personalization, responsiveness and trust acted as the factors of online retail service quality that contribute to customer satisfaction according to hypotheses study but website design has the greatest influence on customer satisfaction. The contribution of the finding is it provides guidelines for the e-retailers in the management of business to improve the business success rate.

1. Introduction

In this era, electronic commerce (e-commerce) has grown due to the presence of computer technology with the power of the process. E-commerce refer to commercial transaction platform which are conducted electronically on the web [1]. Online retailing is defined as an online shopping process in which customer purchase goods or services, accept payment and the delivering of their goods through online. More companies are attempting to use e-commerce as the business platform for their business [1]. In addition, with quick development of web-based business, online retailing firms are in a battle to draw in and hold clients in this exceptionally focused electronic market [2].

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The president and CEO of Rakutan Online Shopping Malaysia realized that online shopping is gaining more concerned in Malaysia [3]. This can be proved by the online retailing shopping site, 11 street which are lately open but it can stand out in the competitive market of e-commerce in Malaysia [3]. There are 16.6 million of people which are 51.2% population in Malaysia access online retailing shopping sites in the year of 2018 [4]. The data from Global|WebIndex (2019) show that 80% of customers between the ages of 16 and 64 are already shopping online [5]. Online retailers need to uncover the attributes that consumer utilize in the assessment of service quality that will satisfied them so that they can gain an edge of competitive advantage and thus differentiate themselves from other competitors by providing superior service quality [6].

Many practitioners emphasized on the ways to enhance online services quality to engage potential clients as well as to retain their present clients. Besides electronic service quality (e-service quality), website presence and offering low price are the primary factors that would result in the success or failure of e commerce business [7]. E-service quality is a measurement of to what extent the assessment and judgement of customers regarding the e-service delivery quality that incurred through virtual marketplace [8]. There are ample evidence can proof that service quality contribute to consumer desired attitudinal, behavioral and company financial performance [9].

The five service quality dimensions under SERVQUAL model is tangible, responsiveness, reliability, assurance and empathy have relationship with customer satisfaction. SERVQUAL model is best fit for online apparel retailing site. However, there is a need to reformulate SERVQUAL scale items so that it may be utilized for the online service quality evaluation which would contribute to customer satisfaction [10]. Furthermore, past studies have mentioned that an imperative determinant of the e-commerce viability is electronic service quality [10]. This study is conducted to modify the SERVQUAL model so that the instrument measurements of e-service quality can be derived and it can be utilized to evaluate online retail service quality.

1.1. Problem Statement

Nowadays, it has become a trend that most of the people prefer to buy from online for all kinds of products rather to go to physical store as customer can minimize their decision making effort through online shopping and there are enormous selection and product comparison offered by online retailing shopping site [11]. We can see some customer will leave their feedback either good or bad regarding to the service quality of the seller after purchasing their items online. The study shown that 82% of consumers read reviews before purchase online and 68% of them who are guarantee they will have a better experience are willing to pay up to 15% more for the same product or service [12].

In addition, nearly 31% of 900 US online firms who are online retailers have shut down according to one report [13]. The online retailers' failure is basically a direct result of low quality services offered to the clients apart from other factors like extraordinary challenge among contenders and entrenched clients shopping propensities [13]. Moreover, New Voice Media's 2018 " Serial Switches" report revealed that business loss 75 billion due to poor quality services provided as those brands fail to create positive and emotional experiences that drive customer satisfaction [14]. Customer will not visit the online shopping site again if they have bad experience with it. Hence, it is imperative for online retailers to realize the determinants that would affect customer shopping outcome such as customer satisfaction and their purchase intention towards online retailing site [15]. This study is undertaken to uncover the factors of online retail service quality that can influence customer satisfaction.

E-service provider should provide high quality service as it is a source of competitive advantage that can determine the online business success or failure [16]. If online retailers are incapable to provide the appropriate level of service quality thus the challenges will exist for them to cater to the customer needs.

Customer satisfaction is very important towards online-retailing business [16]. Researcher also need to find out which factor of online retail service quality can contribute more to customer satisfaction as customer satisfaction has an incredible importance for the growth and existence of organization.

Furthermore, there is a need to revise the SERVQUAL dimension measure to best fit for the online environment [17]. SERVQUAL dimension cannot be replicated regarding their conceptual structure and hard to fit for online environment [18]. There is a knowledge gap with respect to the need to investigate the factors influencing customer satisfaction towards online retailing shopping sites based on the problems stated above. Hence, there is a need for the researcher to examine the e-service quality dimensions that have influence on customer satisfaction towards online retailing sites.

1.2. Scope of Study

The scope of study for this research was to identify the factors of online retail service quality that contribute to customer satisfaction. This study is conducted among the online shoppers in Malacca area. This is because there is high internet access in Malaysia which is 87.4% of Internet user [19]. E-service quality dimensions which are modifying from SERVQUAL model are the best concept for the online retailers to identify how customer satisfaction can be contributed by each factors of service quality like website design, website personalization, reliability, responsiveness, and trust. Furthermore, this study will also utilizing the e-service quality dimensions to find out the key underlying dimension of service quality that have greatest impact on customer satisfaction. Researcher distributed the questionnaires which have been finalized to the respondents who are the online shoppers to collect the required data.

1.3. Research Objectives

1. To determine the factors of online retail service quality that contribute to customer satisfaction.
2. To identify the online retail service quality dimension that has the greatest influence on customer satisfaction.
3. To investigate the relationship between online retail service quality dimensions and customer satisfaction.

2. Literature Review

2.1. Online Retailing

Online retailing business is one of the important sector that contribute to the economic growth in Malaysia. The best-selling online retailing shopping site for the year of 2017 in Malaysia is Lazada, 11 street, Zalora and Shopee [20]. Online retailers need to utilize the useful information to provide superior e-service quality to the customer. There are 32.25 million of population in Malaysia but there are 16.6 million of people which are 51.2% population in Malaysia used online retailing shopping sites in the year of 2018 [4] [21].

2.2. E-Service Quality Dimension

Some researchers built scale to measure the online retail service quality and related constructs. With different sensible modification, numerous e-service quality models have been conceptualized dependent on the first SERVQUAL measurements [22] [24]. Several studies utilized a few various words to measure the online service quality. They are referred as web quality [22] [24]. E-service quality with 13 measurement

which are reliability, responsiveness, assurance/trust and security/privacy, access, flexibility, ease of navigation, efficiency, price knowledge, site aesthetics, and customization/personalization was conceptualized [22]. Electronic service refer to services that are offer through internet [23]. E-service quality means the judgement about the relative superiority of service offered by the company [22]. E-service quality is a significant measurement required by company to grasp business opportunities and maintain high profitability in business [23].

Furthermore, there are research findings using reworded SERVQUAL dimension such as privacy, experiential, website design which have positive influence on customer purchasing behavior for online retailing apparel site [24]. SERVQUAL scale can be utilized to measure service quality of e-commerce system. However, there were challenges arised to measure web-based service quality as there was contrast between traditional customer service and web-based service [25]. Furthermore, numerous studies have suggested that the SERVQUAL scale things must be reworded so that it can be utilized meaningfully for the web–based shopping context [26].

There are differences exist between e-service quality (E-SQ) and SERVQUAL model as e-service quality was constructed to measure customer satisfaction in electronic website and application software which does not tangible to customer but indeed through feel and sight [27]. This study contribute to the literature by partially filling the research gap. Reword SERVQUAL scale elements is used in this study to assess website design, website personalization, reliability, responsiveness and trust dimensions of e-service quality in order to understand the rational customers' perception concerning online shopping. E-service providers should provide high quality service as it is an edge of competitive advantage that can determine the achievement of the online business whether success or failure [28] [16]. Researcher tends to use these e-service quality (E-SQ) dimensions to measure and evaluate for customer satisfaction towards online retailing sites. These reword SERVQUAL scale elements which are best fit for the online shopping environment are more suitable for this study and the conceptual framework derived is as shown below [29].

2.3. Website Design

Website design means the external design of the website and it consist of font and style, pictures, audios, sounds and the color combination [30]. Readable, visually appealing and tidy of website can enhance customer satisfaction [30]. Moreover, website design means user experience design and user-friendliness of the website present to the customers. An attractive design can facilitate feeling of pleasure to use the website [31]. An attractive design can facilitate feeling of pleasure to use the website [32]. A primary component of website design especially for online retailers' website is graphic style as online customer will attracted by website sensory evaluation and visual presentation [31].

It is essential for the website to be user friendly by creating a mobile optimized website as most of the people today access to internet using their mobile phone. Furthermore, the website should provide quality information regarding the product and services [33]. The higher the consumer perception about the website quality of online retailers, the higher the consumer perception about the benefit that will be obtained by them through online shopping [34]. An empirical study consisting of 435 online clients to measure the e-commerce online shopping user-consumer satisfaction index (ECUSI) has been conducted and the result indicated that website design quality have influence on customer satisfaction [35]. It is imperative for internet retailers to create a simple, clear, quick and easy site to navigate to facilitate an efficient shopping process which can satisfy customer [8]. Therefore, it is believe that website design is one of the factor of online retail service quality as previous research has proved its significant influence towards customer satisfaction in online shopping environment.

2.4. Website Personalization

Personalization is the customer perception of the degree to which an online shop offers distinct services to meet particular needs of customers [29]. Personalization involves individualized attention and the availability of a message center to deal with customer comments or questions [29]. The way of catering to the needs of customers in a more efficient manner is by performing personalization. Personalization refers to guideline and requirement which are consult to learn need, tailor to learning preferences and engage to specific interests of different learners. Online retailing shopping sites can recommend customer based on the demographic of the customer, the best sellers on the site or from the analysis of past customer buying behaviors to predict the future buying behavior [36].

Personalization have significant result on e-satisfaction as the customer experiential value will be enhanced since they are enjoyable while access to shopping sites [37]. The potential that the customers are willing to purchase from online shopping would be low if real-time interaction is less [38]. Previous research had studied the customer perception of service quality and satisfaction depend on the customer service offered by online retailers [39]. Most customers will be involved and would enhance their level of comfort during the process of personalization and this will eventually lead those customers to increase their revisit of e-service of website [40].

2.5. Reliability

Reliability refers to the capability of the website to fulfill orders accurately, deliver them promptly as well as ensuring the security of personal information [41]. E-retailer provide reliability and the ability to service engagement through their shopping sites. For instance, those online stores must provide confidential online transactions and good services to enhance the convenience of customer while online shopping. A reliable online retailing site will ensure error-free transaction, honor their word and perform their service precisely [42].

A significant part of the traditional retail service encounter can be overlooked but website pages can give a more progressively dependable service record incurred as everything is electronically documented [42]. The online retailers' perceived reliability could be enhanced by the well recorded communication information. Reliability means the consistency of the online retailing site by quickly update the material and deliver precise information to the clients [43]. The customers expect online retailers are always perceived to be reliable and trustworthy so that they can enjoy the positive aspects from online shopping. It is believe that reliability dimension can be used as the efficiency of site function will influence customer perceived service quality and thus lead to their good or bad impression regarding the online retailing site [43].

2.6. Responsiveness

Responsiveness means the service providers are willing and ready to help customers as well as delivering prompt service. Understanding consumer need and want by offering service based on meaningful comments and feedback will helps to enhance service satisfaction [44]. Responsiveness influences significantly customer satisfaction [44]. Customers always expect online stores to react to their inquires quickly. Responsiveness refers to how frequently an online store willingly offer their services that are consider imperative to their clients voluntarily [29].

The importance of perceived service quality and customer satisfaction have been emphasized by the researchers who are examining the web-based services responsiveness [38]. Promptly accessible assistance is an important aspect of the perceived service quality for customers and thus had a positive influence on e-

satisfaction [45]. A major source for customers' dissatisfaction towards public sector banks are weak responsiveness in which the banks fail to offer prompt service and the unwillingness of employee to assist the clients [46]. Inappropriate response like spam emails and undesirable pop-up windows can influence customer expectation of service quality negatively.

2.7. Trust

Online trust refers to the rate of customers' understandable state on how electronic website could deliver what customers want and would they become persuaded. There are studies showed that responsiveness and trust significantly influence customer satisfaction [47]. Trust is a significant determinant encouraging consumer to participate in online shopping [47]. The customers expect online retailers are always perceived to be reliable and trustworthy so that they can enjoy the positive aspects from online shopping [48].

In addition, trust means the customers' willingness to accept vulnerability that may incurred through online transactions dependent on their positive expectations about the future behaviors of online store [49]. Based on previous study, trust can be a highly catalyst for any behavior evaluator such as satisfaction purchasing, loyalty and adoption of technology [50]. Trust facilitate the purchasing behavior of online customer and thus influence their frames of mind to purchase items from the online shops [49].

2.8. Customer Satisfaction

Customer satisfaction (or e-customer satisfaction) in the context of e-commerce refer to the customers' comparing of an e-commerce enterprise that will cause them to repurchase items [51]. Customer has a higher possibility to repurchase items and services from a similar e-store and staying faithful e-clients in e-tailing industry if their satisfaction is improved. Consumers' satisfaction with an online retailer refers to the consumer's judgement about the internet retail experiences [51]. Customer satisfaction leads to outcomes of company such as customer loyalty and thus result in the payment of premium prices, repurchase intentions and favorable word-of-mouth [52]. Customer satisfaction means customers taking expectations into consideration for post-purchase evaluation of products or services.

The failure to meet customer needs will give rise to the dissatisfaction of customer with the products of services. In competitive market of today, it is imperative for the online marketers to provide superior service quality and differentiate their products or service to satisfy their customers to maintain their market as well as to gain an edge of competitive advantage over the competitors. This is because satisfied customers will repeat purchase the items they satisfied, probably will become brand loyal and thus convey favorable word-of-mouth advertising which in turn will help to increase the sales [53].

3. 3. Conceptual Framework

Theoretical framework illustrates the theory to understand the relevant research problem. The research investigates the impact of online retail service quality on customer satisfaction in Malacca.
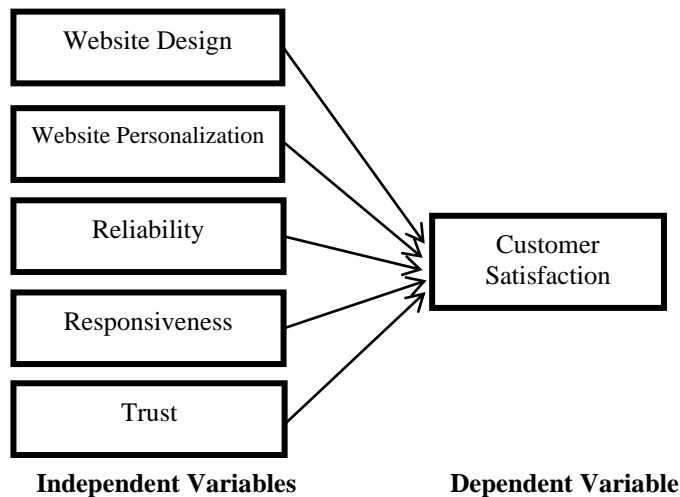
Figure 1: Conceptual Framework

4. Methodology

Quantitative method is used in this study for the data collection process in which researcher would distribute the questionnaire that are specially formulated with the questions related to the research to the target respondents. First, a series of questions related to the variables in the research are formulated to solicit response from the target respondents. The aim is to find out the factors of online retail service quality that influence customer satisfaction. The questionnaire are divided into three sections which are Section A, Section B and Section C. The first part of questionnaire which is Section A consist of 6 questions about the respondents' demographic background.

Furthermore, there are five parts in Section B and each part consist of 3 to 4 questions. The questions focusing on the independent variables of the study which are website design, website personalization, responsiveness, reliability and trust as the factors that influence the customer satisfaction would be measured in this part. The third part of questionnaire which is Section C will record customer satisfaction which is the dependent variable. It comprises of 1 part of 3 questions. The result would be used to examine the most significant factor that will influence the customer satisfaction. The use of Likert five point scale is to measure the independent variables and dependent variable in this study. Likert scale ranging from 1 to 5 as followed, 1 represents Strongly Disagree, 2 represents Disagree, 3 represents Neutral, 4 represents Agree and 5 represents Strongly Agree.

For this research, researcher used non-probability sampling method. This study utilized Krejcie and Morgan sampling method to determine a sample size from a general population. Convenience sampling is chosen and respondent were selected depend on the convenient accessibility of the researcher. Data was collected from the online shoppers in the Malacca area. Therefore, the researcher had distributed the questionnaire to 390 respondents to collect sufficient valid result among the respondents.

Descriptive and inferential analysis were used to analyze the data. Method of analysis such as Reliability Analysis, Descriptive Analysis, Pearson's Correlation Coefficient, Multiple Regression Analysis and Hypothesis Test Analysis will be used in this research. The Statistical Package for Social Sciences (SPSS) Version 25.0 software was used to evaluate and analyze the data which was collected from the questionnaire. Descriptive statistic was used to get the frequency distribution of number, mean, standard deviation and

percentage. The statistical analysis was used to test hypothesis and regression analysis to observe the relationship of online retail service quality and customer satisfaction.

5. Results

Based on the discussion in Chapter 3, the reliability of the questionnaire had been tested by distributing the questionnaire to 39 respondents. Reliability statistics obtained in Cronbach's Alpha values was 0.940 greater than 0.600 based on basic decision of decision-making in reliability test. The result obtained indicated that an excellent internal consistency had been achieved. Cronbach's Alpha of reliability test statistics for all the variables are 0.940 which are considered as excellent reliability value.

For detailed interpretation, table 1 showed the Cronbach's Alpha for each variable. Responsiveness achieve highest excellent correlation with Cronbach's Alpha value of 0.910. The second highest excellent correlation is reliability with the result of 0.908 followed by website personalization with the result of 0.906. The fourth is website design which achieve excellent correlation with Cronbach's Alpha value of 0.900. Trust is the lowest of good correlation with value of 0.898. There are excellent correlation of each items within customer satisfaction with the result of 0.912 and it is the highest correlate within items. Hence, it depicts that these independent variables and dependent variable can be used in the actual survey questionnaires since reliability are valid and applicable.

Table 1: Cronbach's Alpha Test of Reliability

Variables	No of Items	Cronbach's Alpha	Result
Website Design (WD)	4	0.900	Excellent
Website Personalization (WP)	4	0.906	Excellent
Reliability (RE)	4	0.908	Excellent
Responsiveness (RS)	3	0.910	Excellent
Trust (TR)	3	0.898	Good
Customer Satisfaction (CS)	3	0.912	Excellent

5.1. Descriptive Analysis for Demographics

The data was collected from 390 respondents among online shoppers in the area of Malacca, Malaysia. The demographic background of the respondents in Section A of the questionnaires was analysed by using frequency and percentage analysis. The questions related to the demographic background of the respondents includes gender, age, income level, occupation, frequency of having online shopping and product categories buy most often during online shopping.

Descriptive analysis is useful to clearly show the data gathered from the survey. It is combination with clear graphical interpretation and the base form of every data that have been evaluated [54].The demographic details of the respondents will be explained to help the researcher make more observations. Based on the gathered data, each question will be analyzed. A total of 390 respondents had answered the questionnaire that are distributed by researcher.

5.2. Descriptive Statistics for Variables

Table 2 below shows the overall results of descriptive statistics for five independent variables that consists of website design, website personalization, reliability, responsiveness and trust whereas the dependent variable is customer satisfaction. Based on the results, the mean value for independent variables are greater than 3.00 in the overall of questions. This implies that most of the respondents agreed with the entire questions presented for these independent variables. The mean also reflects the average significance of respondents who agree with each of the statement in the questionnaire.

The website design variable shows the highest mean value among four independent variables with mean of 4.2340 (Std. Deviation = 0.58929). This result indicates that most of the respondents were agreed with the statement in the questionnaire. However, the mean for website personalization variable is 3.8917 (Std. Deviation = 0.75435) shows the lowest mean value compare to other variables. The responsiveness variable shows the second highest mean value with 4.0778 (Std. Deviation = 0.67386) while the third highest mean value of independent variable is trust with mean of 4.0684 (Std. Deviation = 0.82685). The fourth highest mean value is achieved by reliability variable with mean of 3.9705 (Std. Deviation = 0.76291). Both of these results indicate that majority of the respondents were agreed with the statement in the questionnaire respectively.

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Website Design (WD)	390	2.50	5.00	4.2340	.58929
Website Personalization (WP)	390	1.00	5.00	3.8917	.75435
Reliability (RE)	390	1.50	5.00	3.9705	.76291
Responsiveness (RS)	390	2.00	5.00	4.0778	.67386
Trust (TR)	390	1.00	5.00	4.0684	.82685
Customer Satisfaction (CS)	390	1.00	5.00	4.0684	.71256
Valid N (listwise)	390				

5.3. Pearson's Correlation Analysis

Pearson's Correlation analysis refers to the correlation coefficient which were utilized in this study. Both of the variables being studied are normally distributed and hence this analysis is chosen. Table 3 indicates the correlation of independent variables like website design, website personalization, reliability, responsiveness and trust were categorized as positive relation towards dependent variable which is the customer satisfaction. These all five independent variables are valid as all the variables are significant (2-tailed) with (p=0.000) which were all lower than 0.05. The correlation is range unanimously from 0.3 until 0.6. Table 3 shown below displayed the significant relationship between website design and customer satisfaction. Correlation coefficient value of 0.506 indicated that there is a moderate relationship between website design and the customer satisfaction

The second significant relationship is between responsiveness and customer satisfaction with correlation coefficient value of 0.462 means there is a moderate relationship between responsiveness and customer satisfaction. In addition, the table below displayed that there is significant relationship between reliability and customer satisfaction while correlation coefficient value of 0.444 means reliability also moderately correlate with customer satisfaction. Next, website personalization also has significant relationship with customer

satisfaction while correlation coefficient value of 0.408 means there is a moderate relationship between website personalization and customer satisfaction. Lastly, significant relationship exist between trust and customer satisfaction while correlation coefficient value of 0.324 indicated a weak relationship between trust and customer satisfaction.

Based on the findings showed in the table below, the correlation values of website design showed strongest moderate relationship with customer satisfaction followed by responsiveness, reliability and website personalization. The correlation coefficient value of trust showed weak relationship with customer satisfaction. Hence, the questions in the questionnaire were all valid as the probability were lesser than 0.05. The stage of hypothesis testing can be carried out after having tested the validity and reliability.

5.3.1. Information of Correlation on Table 3

**.   = Correlation is significant at the 0.01 level (2-tailed)
WD   = Website Design
WP   = Website Personalization
RE   = Reliability
RS   = Responsiveness
TR   = Trust
CS   = Customer Satisfaction

Table 3: Correlations

		WD	WP	RE	RS	TR	CS
WD	Pearson Correlation	1	.449**	.578**	.605**	.357**	.506**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	390	390	390	390	390	390
WP	Pearson Correlation	.449**	1	.443**	.419**	.342**	.408**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	390	390	390	390	390	390
RE	Pearson Correlation	.578**	.443**	1	.717**	.328**	.443**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	390	390	390	390	390	390
RS	Pearson Correlation	.605**	.419**	.717**	1	.345**	.462**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	390	390	390	390	390	390
TR	Pearson Correlation	.357**	.342**	.328**	.345**	1	.324**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	390	390	390	390	390	390
CS	Pearson Correlation	.506**	.408**	.444**	.462**	.324**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	390	390	390	390	390	390

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

5.4. Multiple Regression Analysis

Multiple regression analysis is utilized to estimate the value of dependent variable based on the independent variables. Therefore, it is suitable for this study and researcher used this method to examine the relationship between all the five independents variables like website design, website personalization, reliability, responsiveness, trust and dependent variable like customer satisfaction towards online retail service quality. An equation will be formed after the value is calculated.

As Table 4 shown below, R multiple represented by R= 0.578 while R Square= 0.334 and Adjusted R Square = 0.325. The coefficient of determinant, R Square value of 0.334 represent a total of 33.4% of the variance in customer satisfaction towards online retailing shopping sites can be taking into five independent variables which are website design, website personalization, reliability, trust and responsiveness. However, the remaining 66.6% is left unexplained in this study which meant this research have other significant factors influencing customer satisfaction not included in this research.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578[a]	.334	.325	.58542

a. Predictors: (Constant), Reliability, Trust, Website Personalization, Website Design, Responsiveness

ANOVA is used to measure the full significant and validation of multiple regression. Unstandardized coefficients B-value is used to present the regression coefficients of each independent variable. Based on the ANOVA analysis shown in Table 5, the overall model is significant with the p value of 0.00 which is smaller than alpha value 0.05. F value obtained in this study is 38.461 as the higher the F value indicate alternative hypothesis are well fit and be accepted in the model. The overall multiple regression model is a good fit tool to measure the level of relationship between customer satisfaction towards online retailing shopping sites and factors of website design, website personalization, reliability, responsiveness and trust. The p-value indicated that the equation is a good fit to this research.

Table 5: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.907	5	13.181	38.461	.000[b]
	Residual	131.603	384	.343		
	Total	197.510	389			

a. Predictors: (Constant), Reliability, Trust, Website Personalization, Website Design, Responsiveness

b. Dependent Variable: Customer Satisfaction

5.5. Hypothesis Test Analysis

Table 6 below showed five independent variables contribute in this study to predict customer satisfaction towards online retailing shopping sites. First, the strongest and sole predictor is website design, β= 0.319, t(390)= 4.706, p<0.05. This is because website design has the highest positive unstandardized beta value, β. From this result, website design is the most important factor that has positive relationship with the customer

satisfaction towards online retailing shopping sites. Furthermore, the second strongest predictor is website personalization, $\beta= 0.150$, $t(390)= 3.229$, $p<0.05$. This is because website personalization has the second highest positive unstandardized beta value, β.

Next, responsiveness is the third strongest predictor, $\beta= 0.146$, $t(390)= 2.165$, $p<0.05$. From this result, responsiveness is the third highest factor that influence customer satisfaction positively towards online retailing shopping sites. Moreover, the fourth strongest predictor is trust, $\beta= 0.085$, $t(390)= 2.139$, $p<0.05$ due to the unstandardized beta value, β of trust is the fourth highest. From this result, trust is the fourth highest factor that influence customer satisfaction positively towards online retailing shopping sites.

Last but not least, reliability is the lowest predictor, $\beta= 0.083$, $t(390)= 1.413$, $p=0.158$ and unstandardized beta value, β of reliability is the lowest. Therefore, reliability do not significantly influence customer satisfaction. From the result above, although each of the factors have different value and rank of influence toward the dependent variable but each of them has developed different contribution and provide a significantly prediction towards the customer satisfaction in online stores. However, reliability was not inside the new model as this factor do not have significant relationship with customer satisfaction.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.861	.237		3.628	.000
	WD	.319	.068	.264	4.706	.000
	WP	.150	.046	.159	3.229	.001
	RE	.083	.059	.089	1.413	.158
	RS	.146	.068	.138	2.165	.031
	TR	.085	.040	.099	2.139	.033

5.6. Hypothesis Testing

Hypothesis testing is done based on the regression analysis on coefficients as shown in the table 6.

5.6.1. Hypothesis 1: Website Design

H_0: There is no significant relationship between website design and customer satisfaction.
H_1: There is a significant relationship between website design and customer satisfaction.

As Table 6 shown above, website design, $t(390)= 4.706$, $p=0.000$. The alternative hypothesis, H_1 was accepted as its p-value was below 0.05. Null hypothesis, H_0 was rejected. Thus, a significant relationship exist between website design and customer satisfaction.

5.6.2. Hypothesis 2: Website Personalization

H_0: There is no significant relationship between website personalization and customer satisfaction.
H_2: There is a significant relationship between website personalization and customer satisfaction.

As Table 6 shown above, website personalization, $t(390)= 3.229$, $p=0.001$. The alternative hypothesis, H_2 was accepted as its p-value was below 0.05. Null hypothesis, H_0 was rejected. Thus, a significant relationship exist between website personalization and customer satisfaction.

5.6.3. Hypothesis 3: Reliability

H_0: There is no significant relationship between reliability and customer satisfaction.

H_3: There is a significant relationship between reliability and customer satisfaction.

As Table 6 shown above, reliability, $t(390)=1.413$, $p=0.158$. The alternative hypothesis, H_3 was rejected as its p-value was above 0.05. Null hypothesis, H_0 was accepted. Thus, there is no significant relationship between reliability and customer satisfaction.

5.6.4. Hypothesis 4: Responsiveness

H_0: There is no significant relationship between responsiveness and customer satisfaction.

H_4: There is a significant relationship between responsiveness and customer satisfaction.

As Table 6 shown above, responsiveness, $t(390)= 2.165$, $p=0.031$. The alternative hypothesis, H_4 was accepted as its p-value was below 0.05. Null hypothesis, H_0 was rejected. Thus, a significant relationship exist between responsiveness and customer satisfaction.

5.6.5. Hypothesis 5: Trust

H_0: There is no significant relationship between trust and customer satisfaction.

H_5: There is a significant relationship between trust and customer satisfaction.

As Table 6 shown above, trust, $t(390)= 2.139$, $p=0.033$. The alternative hypothesis, H_5 was accepted as its p-value was below 0.05. Null hypothesis, H_0 was rejected. Thus, a significant relationship exist between responsiveness and customer satisfaction.

6. Discussion

6.1. Objective I:

To determine the factors of online retail service quality that contribute to customer satisfaction.

The first research objectives is to determine the factors of online retail service quality that influence customer satisfaction towards online retailing shopping sites. Researchers had suggested that website design, website personalization, reliability, responsiveness and trust are the factors of online retail service quality that influence customer satisfaction for this study.

There are four out of five of the independent variable like website design, website personalization, responsiveness and trust has the p-value of 0.000, 0.001, 0.031 and 0.033 respectively which are lower than the significant level 0.05. The coefficients indicated these four factors have significant influence on customer satisfaction. Thus, these four factors are important and the data obtained can be utilized to represent the whole population.

An equation made up of four independent variables and one dependent variable can be formed. The equation is shown as below:

$$Y= 0.86+ 0.32X_1+ 0.15X_2+ 0.15X_3+ 0.09X_4$$

Where
Y =Customer Satisfaction
X_1=Website Design
X_2=Website Personalization
X_3=Responsiveness
X_4=Trust

There are few prior research that are consistent with the result. Website design has been proved to significantly influence customer satisfaction towards online retailing shopping sites. Time to search the information can be reduced and possibilities of mismatch can be avoided if the website is well-designed [32]. Hence, this factor is significant and the researcher has always mentioned that customers often prefer to purchase through website which have well organized information so that the consumers can compare the products easily to make their decision [25] [30]. Based on this study, it indicates the stronger website design quality which enable customer to assess quickly and have well organized information would contribute to highest customer satisfaction towards online retailing shopping sites. Hence, website design is very important in this research which will help to enhance customer satisfaction.

Furthermore, website personalization significantly influence customer satisfaction supported by the result and found that personalization have significant result on e-satisfaction as the customer experiential value will be enhanced since they are enjoyable while access to shopping sites [37]. This indicated that website personalization has most influence with online satisfaction level [8]. Based on this study, the respondents may perceived high quality of website personalization in terms of having related products suggestion in sites and allowing them to comment on the product review can reduce their risk of purchase and getting more product information which in turn lead to high customer satisfaction.

Moreover, responsiveness also significantly influence customer satisfaction towards online retailing shopping sites. The studies suggested that the key indicators of service sectors are responsiveness and customer satisfaction [55]. If the customers' needs can be meet by the performance of the online retailers, customer satisfaction would be achieved [55]. Thus, it indicates satisfaction of the respondents will be enhanced in terms of the fast response of the customer service on fulfilling their needs, answering their inquiries and problems, providing prompt order confirmation and others based on this study.

In addition, trust is another factor that significantly influence customer satisfaction towards online retailing shopping sites. The challenge of Malaysian faced is the risk of disclosing information online to retailers [56]. Hence, it is important for the online retailers to instil trust in the mind of consumers by ensuring the security of their personal information that will lead them to purchase from the online stores. An online retailing site which can provide a sense of trust and safety to the customer will enable the customer willing to revisit their site [48].

The result from this study proved that the four independent variables, which are website design, website personalization, responsiveness and trust had a significant relationship with customer satisfaction. However, there is one independent variable which is reliability do not have a significant relationship with the customer satisfaction. Thus, alternative hypotheses of H_3 are rejected. This result is compatible with the findings which found that reliability has no significant effect towards purchase intention of customers through online shopping sites [46]. Referring to the researcher, many e-retailers can provide sufficient order fulfilment service to the buyers as the order of fulfilment service is so standardized. For example, if the customers do not feel more satisfied and trustworthy on Taobao and they may switch to purchase through different websites that have similar order fulfilment services like their previous experience. There are studies strongly supported this result which indicate that reliability is insignificantly relative to customer satisfaction [46].

6.2. Objective II:

To identify the online retail service quality dimension that has the greatest influence on customer satisfaction.

Website design has the greatest significant positive influence on customer satisfaction based on the result of multiple regression analysis as its B-values of 0.319 is the highest and is the most nearest to ±1. The significant value of website design, p=0.000 indicated that website design has an exact significant relationship

with customer satisfaction towards online retailing shopping sites. Website which provide sufficient information will increase the willingness of customers to revisit the online shop [48]. Website design quality and payment capability significantly affect customer satisfaction [57]. Customers often prefer to purchase through website which have well organized information so that the consumers can make the comparison regarding the products easily to make their decision. Furthermore, Pearson correlation analysis result indicated that the correlation between website design and customer satisfaction is 0.506 and a p=0.000 which is less than alpha value of 0.05. Hence, website design is the strongest factor that contributes to the customer satisfaction towards online retailing shopping sites. It is true that the higher the perception of a customer to the e-retailer website quality, the higher the perception about the benefits that can be gratified during online shopping [34]. An essential element of website design is graphic style especially for online retailer website as online customer will attracted by website sensory evaluation and visual presentation [31]. Thus, a good website should be appeal to eye, user friendly and allowed the users to access quickly so that customer satisfaction can be enhanced that will lead them to revisit the shopping sites. In conclusion, website design is very important in this research and has the greatest influence on customer satisfaction towards online retailing shopping sites.

6.3. Objective III:

To investigate the relationship between online retail service quality dimensions and customer satisfaction.

The third research objective is achieved with analysis of Pearson's Correlation Coefficient by utilizing SPSS software. The result and findings indicated that all five independent variables like website design, website personalization, reliability, responsiveness and trust are positively associate to the dependent variable like customer satisfaction. Furthermore, all five independent variables like website design, website personalization, reliability, responsiveness and trust also have significant relationship towards customer satisfaction. The relationship between independent variables and dependent variable will be discussed as follow:

The Pearson (r) correlation coefficient showed that there is a significant positive relationship between website design and customer satisfaction towards online retailing shopping sites. This indicate that when online retailing website is more appeal to the customer, the more satisfied they will be. The R-value is 0.506, p<.01 and it has the strongest relationship with customer satisfaction. Website design is important in order to attract the customer and appeal to them and it is closely related with user interface once the website are clicked. Website design had a significant and strongly positive relationship with customer satisfaction in internet banking according to correlation matrix [29]. In summary, it indicates that majority respondents will satisfied from website design dimension in terms of visually appealing content, well organized information, user friendly and allowed them to access quickly. It is true that the higher the perception of a customer to the e-retailer website quality, the higher the perception about the benefits that can be gratified during online shopping [34].

Website personalization has a significant positive relationship with customer satisfaction towards online retailing shopping sites based on Pearson (r) correlation coefficient. The R-value of website personalization is 0.408, p<.01 and it has moderate relationship with customer satisfaction. Personalization is a ways of catering to the needs of customers in a more efficient and effective manner, make interaction faster and easier and thus contribute to customer satisfaction which can increase the chance of them to revisit the sites. Website personalization have significant effect towards customer willingness to buy in online shopping sites [43]. In summary, the respondents may satisfied in terms of allowing them on giving feedback and comment to reduce the risk of customer on purchasing online from e-retailer shopping sites.

Reliability has a significant positive relationship with customer satisfaction towards online retailing shopping sites based on Pearson (r) correlation coefficient. The R-value of reliability is 0.444, p<.01 which considered as moderate relationship with customer satisfaction. Offering precise information in terms of reliability will contribute to high customer satisfaction [43]. However, reliability do not significantly influence customer satisfaction in terms of hypotheses study. There are studies strongly supported this result which indicate that reliability is insignificantly relative to customer satisfaction [46]. However, reliability factor also cannot be ignored as it might affect other customer behavior like customer loyalty [55].

The Pearson (r) correlation coefficient shows that there is a significant positive relationship between responsiveness and customer satisfaction towards online retailing shopping sites. The R-value of responsiveness is 0.462, p<.01 which indicated that it has moderate relationship with customer satisfaction. Some organizations like bank applied responsiveness to improve customer satisfaction [55]. The representatives' eagerness to give the customers benefits in term of responsiveness have positive relationship towards customer satisfaction followed by customer loyalty [55]. Responsiveness is the most significant component of customer satisfaction and it indicated that the employees are always willing to help the customers and cater to all their needs and complaints promptly [35]. Based on this study, respondents would satisfied towards online retailing shopping sites in terms of the willingness of the customer service to react to their inquiries, provide prompt order confirmation and will deal with their problem even after post purchase of their items.

There is a significant positive relationship between trust and customer satisfaction towards online retailing shopping sites based on Pearson (r) correlation coefficient. Trust has weakest relationship with customer satisfaction with its R-value of 0.324, p<.01. Trust in online relation between company and customers is critical factor of online shopping quality as it has the strongest influence on customer perception of e-commerce quality [58]. The online retailing site which can provide a sense of trust and safety to the customer will enable the customer willing to revisit their site [58]. The capability of online retailers to motivate trust and certainty towards customer will increase their satisfaction and thus lead to customer loyalty [55].

7. Implication of Study

The main research objectives are fulfilled by carrying out the analysis to identify the relationship between factors of online retail service quality and customer satisfaction. In the end, the researcher is able to achieve the objectives by utilizing Pearson Correlation Analysis, Multiple Regression Analysis and Hypotheses Test to examine the relationship between factors of online retail service quality like website design, website personalization, responsiveness, trust and personalization that will influence customer satisfaction towards online retailing shopping sites. In summary, respondents are more satisfied from the dimensions of website design, website personalization, responsiveness and trust but reliability dimension not reached their expectation.

First, the theoretical implication of this research is to provide more deeply understanding on SERVQUAL model reworded for online environment. In this research, the factors of online retail service quality that can lead to customer satisfaction can be explained more clearly and easily by using SERVQUAL model reworded for online environment. The online retailers can learn more about the theory and concept of SERVQUAL model reworded for online environment so that they can easily learn and understand the online retail service quality that can lead to customer satisfaction. This can help to improve the business success rate of online retailers as they can provide good quality services for their customers which will enable those customers are willing to revisit their online stores. It is important to understand the factors of online retail service quality that will influence customer satisfaction with the aim to obtain market share from managerial contribution. The SERVQUAL model reworded for online environment is apply and used in the management of business to

avoid its failure. Moreover, the practical implication of this research towards online retailing sector in Malaysia is it acts as the guidelines for online retailers in improvement of online retail service quality. The result of the research acts as reference for them to improve the strategy of online retail service quality to increase their business success rate. The online retailers should build up an appropriate strategy and tactical planning to hold existing clients as well as attracting new clients.

In conclusion, it is imperative to fulfil e-service quality dimension to create customer satisfaction which has a great importance for the growth and existence of an organization. Hence, managers should regularly measure the e-service quality dimension to acknowledge customers' satisfaction standard and make necessary adjustments in performance.

8. Recommendations for Future Research

There are some recommendations can be made to review this research in detail. Future researcher are recommended to expand the geographical coverage to conduct this research to entire Malaysia as this research only covered the area of Malacca due to time constraint. This can lead to a more reliable findings result with the wider geographical coverage. This is because the respondents in a different geographical region may be affected by various factors of online retail service quality towards customer satisfaction due to small variation in the culture of the state even if the respondents come from the same nation.

In addition, the future researcher can study other determinants that influence customer satisfaction for this research as suitable independent variables would influence the R Square value. Furthermore, future researcher is suggested to conduct a longitudinal study to assess customer satisfaction towards online retailing shopping sites if there is enough time. This is a solution for time constraint and it can help in examining the research model over different periods of time and also make comparison. Thus, it help to provide a deeper perspective into the e-service quality provided by e-retailers.

Besides that, it is also imperative for the future researcher to be vigilant regarding problems such as unreturned questionnaire, inappropriate data as well as the authenticity and validity of the data gathered. Future researcher is suggested to use qualitative research method for collecting the data and analyzing the data. Open-ended questions are involved in this method and the respondents are expected to elaborate on the particular subject matter raised. This can help the researcher to gain more details of explanation and have a deeper understanding about the research conducted.

9. Conclusion

In conclusion, this study aims to enhance better understanding on the impact of online retail service quality towards customer satisfaction. The three objectives of this research are fulfilled. For objective 1 of this research, website design, website personalization, responsiveness and trust are the factors of online retail service quality that contribute to customer satisfaction according to hypotheses study. For the objective 2, researcher found that website design has the greatest influence on customer satisfaction according to the result of this research. Objective 3 in this research has achieved with analysis of Pearson's Correlation Coefficient in which all the five independent variables including website design, website personalization, reliability, responsiveness and trust have significant positive relationship with customer satisfaction. Furthermore, researcher also outlined some recommendations for future research. The result from this research could benefit society as this study can serve as a reference for prospective researcher who wish to do further research in this area.

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