

FACTOR OF LOGISTIC SERVICE TOWARDS E-SHOPPER'S SATISFACTION

Abd Aziz Bin Mat Hassan¹, Muhammad Naqib Bin Mat Yunoh¹, Mahathir Bin
Muhamad¹, Zul Karami Bin Che Musa¹, Sii Tuong Kwong¹

Faculty of Entrepreneurship and Business, University Malaysia Kelantan, Malaysia

***Abstract:** The main objective of this study is to present the relationship between logistics service elements (transport service, warehouse service and customer service) and E-shoppers satisfaction during their online purchase. Survey was distributed to 357 questionnaires to the target respondents to test the hypothesis in this research. After that, SPSS 26 version will used to analyses the collecting data by using the descriptive analysis, reliability test and Pearson correlation. For the result, all of the independent variables (transport service, warehouse service and customer service) have a significant relationship with the dependent variable e-shopper online shopping satisfaction. In conclusion, it will recognize the variable that will influence e-shopper satisfaction and have a deeper understanding the relationship between each variables.*

***Keywords:** Transport service, Warehouse service, Customer service, E-shopper satisfaction*

Introduction

In this digital era, users have responded, since the establishment World Wide Web (www). Many enterprise companies including financial institutions were provided opportunities to target customers purchasing their products and services online. Thus, it became an important platform for many of us to carry out daily tasks such as online shopping and online payment. Based on the data given by the Statistra Research Department (2020), the numbers of internet users are increasing dramatically in Malaysia from 2015 to 2019 which is 21.42 million users in 2015 and 29.01 million users in 2019. A study of (Rajendran, Wahab, Ling, & Yun, 2018) stated that customer satisfaction will be affected by factors such as website design, convenience, response time, information and logistic service. Therefore, logistic service has got more attention and it has been emphasized that logistic service is very important in marketing elements to improve customer satisfaction.

On the other hand, the developed rapidly of the logistic services provider will directly increasing the problem of customer satisfactions, the main reason is overlook the important part of customer satisfaction (Waseem-Ul-Hameed, Azeem, Aljumah, & Adeyemi, 2018). Next, T. Berners-Less was created the first WWW server and browser in year 1990. However, Amazon seized this opportunity to expand the online shopping experience in 1995 (Parker-Hall, 2009). The consumer can enjoy a 24 hours shopping experience through this trend. A study by (Meidutė-Kavaliauskienė, Aranskis, & Litvinenko, 2014) stated that, customer satisfaction and quality of service are two very similar related concepts. For example, if a company was difficult to determine service quality, which means it is more difficult to determine the level of customer satisfaction. In short, the quality of service and customer satisfaction is the major elements for maintaining successful and long term business relationships (Garry, Melewar, Wright, & Jayawardhena, 2010).