

Impact of Online/Internet Marketing on Computer Industry in Malaysia in Enhancing Consumer Experience

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Abstract

The internet is a medium that is soaring in polarity in almost every facet of the world and is used for a myriad of reasons by individuals, governments, universities and businesses. As far as businesses are concerned, the internet has been subject to a variety of experimentations that seek to determine the viability of using the internet to improve business practices in various industries especially in computer industry in Malaysia. One particular aspect of business is that the internet marketing has a great impact on computer industry in Malaysia. The purpose of this research is to investigate the effects of product value, E-service quality, effective cost, customer service, product customization, usability and site design on customer satisfaction and loyalty in online marketing. Data were gathered from 104 respondents who are the literate Malaysian and the foreigners in Malaysia that are able to read and write and hence capable of using internet and its facilities. The results showed that there is a significant correlation between product value, E-service quality, effective cost, customer service, product customization, usability and site design and customer satisfaction. The results also revealed that there is a significant correlation between loyalty in online marketing and customer satisfaction.

Keywords: Loyalty, Customer satisfaction, Product value, E-Service quality, Effective cost, Customer service, Product customization, Usability and Site design

Introduction

The dramatic increase in internet and the detonation of its usage have facilitated the development of electronic commerce, which is described as the movement of buying and selling, or the trading of products, service and information between and among the organizations and individuals all the way through computer networks including the internet (Laudon and traver, 2001). When investing in online/internet marketing, strategic thinking will bring to the best rewards (David Scanlon, 2009).

Establishing and maintaining made to order communication with customers during the transaction can be expensive. Such as this kind of communication channels can be used to gather important customer feedback and to measure customer satisfaction, either they are satisfied or not. However, most consumers gather information on products, make cost comparisons and then go or visit a local store to make purchase. Internet marketing is becoming a more and more significant strategy for the company to promote advertises and interact more customer online. This is especially true in the environment of Malaysia where internet shopping or online purchasing is still new and consumers are less familiar and often more sceptical towards online shopping, but slight is known about them. Therefore, in order to know and understand consumers need and want, it is very important for us to have a

survey and study to find out the impact of the internet marketing in computer industry in Malaysia towards customer satisfaction (Ahasanul and Ali Khatibi, 2007).

Connectivity has increased quickly in both developed and developing countries; with one of the greatest growing regions being Asia. Malaysia is currently spending \$5 billion on building a Multimedia Super/great Corridor. In Malaysia, the development of Multimedia Super Corridor (MSC) has concerned much attention on the development and accomplishment of Multimedia. In this regard, the use of multimedia in marketing products and services had improved in the local business activities. It is highly assumed that online marketing services can support retailers in expanding new markets as well offering real time dealings and processing feedback.

Despite this though, online sales or online marketing continue to develop as internet-based businesses become more complicated; indeed many users stay involved in online shopping. Understanding possible markets is thus important for businesses investing in electronic commerce. Amichai-Hamburger (2002) indicated that the behavior of internet users plays a significant role in their online behavior. Moreover, Hills and Argyle (2003) reached similar viewpoints. They found that individual internet use correlates with individual personality differences. Kotler (2003) asserted that personal factors are the main persuade on buyer behavior. Thus, understanding the personality differences between these two groups (internet shoppers or online purchasers and non-internet shoppers or non-online purchasers) is really important to businesses. Understanding the personality of potential online customers can help businesses accurately target prospective markets. Internet commerce or online marketing involves the sale and purchase of products and services over the internet (Keeney, 1999). It was touted to have huge sales prospective, with earlier hope of over \$1 trillion by 2002 (Burke, 1997; Mehler et al., 1997). Yet, these expectations have fallen well little of the \$1 trillion calculate approximately, with the U.S. Census Bureau reporting that U.S. e-commerce sales and online purchasing in 2002 equaled only \$43.5 billion and \$70 billion in 2003.

Business organizations in the computer industry these days are facing increasingly competing difficulties domestically and internationally. What these business organizations (computer industry) need here is a new and innovative way of marketing their services to the world and the specific country like Malaysia. Computer industries need a new method for marketing that is radically different from traditional marketing methodologies that have been used in the past, as traditional marketing methods are now starting to become obsolete. These companies (computer industries) are facing difficulties in using traditional marketing tools and are in need of something more effective and far reaching. This research aims to provide answers to these problems by examining the positive and negative impact of internet on marketing in Malaysia and also the consumer shopping behaviors online then determining the viability of business organizations in the computer industry in utilizing the internet as their marketing tool of choice.

The primary aim of this research paper is to critically examine the Impact of online (internet) marketing on computer industry in Malaysia in enhancing consumer experience. Specifically this research intends to investigate the effects of product value, E-service quality, effective cost, customer service, product customization, usability and site design on customer satisfaction and loyalty.

Literature Review

Usability/site design

Navigation, product information, and site design are critical to e-satisfaction (Szymanski & Hise 2000). Thus, a key to building a usable Website is to create good links and navigation mechanisms (Mannix 1999; Radosevich 1997). An advantage of the Internet is its capacity to support interactivity for users (Palmer 2002), and online consumers are influenced by the interactivity of the Website (Alba et al. 1997; Jarvenpaa & Todd 1997). Fast, interactive, uncluttered, and easy-to-navigate sites with quality searching capabilities should be perceived more favorably by consumers. The features evaluated within the attribute of usability and site design are: (1) providing a user-friendly interface, (2) an interactive site, and (3) possessing adequate searching capabilities.

Product Value

Minimizing product cost and maximizing product quality are major factors in e-commerce success (Keeney 1999). Total cost includes product cost, taxes, shipping, Internet, and travel costs (Keeney 1999). Quality is an intrinsic property of a product. Product quality is the expected standard of product or service excellence (Jarvenpaa & Todd 1997). Brands and retailers that are well known and well regarded from the traditional channels may translate to quality on an online channel. The question becomes how consumers will assess product quality when they are unfamiliar with the retailer or the product brand (Jarvenpaa & Todd 1997). Kalakota and Whinston (1996) stress the need to provide independent evaluations of goods and services to convince consumers of the quality of the

merchandise sold by the Internet merchant on the web. Thus, the end result for the consumer should be a feeling of gratification with the purchase once completed. Torkzadeh and Dhillon (2002) combine these two objectives (product cost and product quality) into an Internet product value measure (used in this study). The features of the product value attribute to be evaluated are: (1) post purchase feeling of customer gratification, (2) perceived product quality, and (3) overall product cost.

Product Customization

Product customization is the users' ability to customize products according to personal preferences (Zhu & Kraemer 2002). For example, configuring a computer and related product features directly on a merchant's Website. Customization is one of the great advantages of online shopping (Van Slyke et al. 2004), allowing what some have termed a segment of one, where each customer is unique in his or her tastes, choices, and acquisitions. The features of the product customization attribute to be evaluated in this study are: (1) offering a customizable product, (2) offering online configuration capabilities, and (3) the number of options that are available for the product.

Confidence

Trust is defined as the dimension of a business relationship that determines the level to which each party feels they can rely on the integrity of the promise offered by other. The trust is identified as being an antecedent to commitment, being the motivation to stay within the relationship and an important element of relationship marketing (Ahasanul Haque and Ali Khatibi, 2007). Some authors suggest that for a customer to enter into a transaction's must feel confident that the merchant will deliver, making trust an order qualifier for purchase decisions. Online buyers have fewer security worries, appreciate the quickness and flexibility of online buying and see the web as making buying easier. Web sites must be made simple and easy to use, because non-users are not very confident that they can buy online successfully (Ahasanul Haque and Ali Khatibi, 2007).

Customer services

Commentary, that it is often repeated in terms of gaining benefits from the internet is in terms of marketing logistic, whereby online buyers gain temporal advantage by ordering online and delivered over internet (Adam Stewart, 2002). Electronic marketing broaden the marketing scope of internet users and allow buyers to make transaction online. Some researchers, specifies that specific knowledge of the impact of attribute performance on satisfaction is, therefore, a basic requirement (Adam Stewart, 2002).

Customer expertise and familiarity

Expertise or product knowledge and expert in processing of the product is the understanding of the attributes in a product or service class and knowledge about how various alternatives stack up on these alternatives. Customers' expertise facilitates their learning of new and more complex types of information (Ahasanul Haque and Ali Khatibi, 2007). The two major components of customer expertise are expertise and familiarity. The customers who are more innovative and knowledgeable with regard to the internet and its uses are more likely to buy online from the computer industry in Malaysia than less innovative and knowledgeable customers (Ahasanul Haque and Ali Khatibi, 2007).

Online customer satisfaction (the impact of internet marketing on customer satisfaction)

According to Oliver (1999), satisfaction is defined as 'pleasurable fulfillments'. A consumer senses that consumption fulfils some need, desire, goal, or so forth, and that this fulfillment is pleasurable. It is the consumer's sense that consumption provides outcomes against a standard of pleasure versus displeasure. It is a state of experience that might vary in intensity but not in quality (Stauss and Neuhaus, 1997).

Customer satisfaction is critical for establishing long-term client relationships (Patterson et al. 1997) and, consequently, is significant in sustaining profitability. As a result, a fundamental understanding of factors impacting online customer satisfaction is of great importance to e-commerce (McKinney et al. 2002). Customer satisfaction is the consequence of experiences during various purchasing stages: (1) needing something, (2) gathering information about it, (3) evaluating purchasing alternatives, (4) actual purchasing decision, and (5) post purchasing behaviour (Kotler 1997). During information gathering, the Internet offers consumers extensive benefits, because it reduces search costs, increases convenience, vendor choices, and product options (Alba et al. 1997; Bakos 1998). However, online consumers are dependent upon the Website information as a replacement for physical contact with salespersons (McKinney et al. 2002). As a result, consumers make inferences about the attractiveness of a product based on: (1) information provided by retailers, and (2) design elements of the Website such as ease and fun of navigation (Wolfenbarger & Gilly 2001).

Customer Loyalty

Zeithaml (2000) states that previous studies viewed customer loyalty as being either behavioral or attitudinal. The behavioral approach is that customers are loyal as long as they continue to buy and use a good or service (Woodside et al., 1989; Parasuraman et al., 1988; Zeithaml et al., 1996). The behavior approach includes criteria such as repeat purchase, share-of-wallet, and word of mouth referrals, whereas the attitudinal approach consists of criteria like commitment, trust or emotional attachment. The attitudinal approach is that customers feel a sense of belonging or commitment to the good or service. Baumann et al. (2005) noted that Day (1969) four decades ago introduced the concept that loyalty has both behavioral and attitudinal dimensions.

Customer loyalty has been recognized by a large number of authors as one of the key topics in Internet that deserves a great deal of attention. According to Griffin (1996), one of the most exciting and successful uses of this revolutionary technology may be the Internet's role in building customer loyalty and maximizing sales to your existing customers. One of the reasons for the importance of loyalty in the online context according to Rayport and Sviokla (1994) is the changing role of the content, the context, and the infrastructure in the marketplace.

Loyal customers are undoubtedly important because they contribute to the profitability of the service providers (Anderson and Mittal, 2000; Anderson and Sullivan, 1993). They visit a website more frequently than a newly acquired customer and can be served at a reduced operating cost. They provide free word-of-mouth advertising and are likely to pay regular prices. In a recent update on e-loyalty, Reichheld and Schefer (2000, p.107) observed that contrary to current beliefs 'price does not rule the Web; trust does. According to the authors, referrals are extremely important in e-services and may count for half of the acquired customers for some services. Furthermore, referred customers were found to ask for advice and guidance from the loyal customers who recommended the service to them, thus reducing the company's costs for providing help.

Conceptual Framework and Hypothesis Development

Insert Figure 1 here

H1₀: There is no significant correlation between customer satisfaction and usability & site design.

H1₁: There is a significant correlation between customer satisfaction and usability & site design.

H2₀: There is no significant correlation between customer satisfaction and cost effective.

H2₁: There is a significant correlation between customer satisfaction and cost effective.

H3₀: There is no significant correlation between customer satisfaction and customer service.

H3₁: There is a significant correlation between customer satisfaction and customer service.

H4₀: There is no significant correlation between customer satisfaction and product customization.

H4₁: There is significant correlation between customer satisfaction and product customization.

H5₀: There is no significant correlation between customer satisfaction and E-service quality.

H5₁: There is significant correlation between customer satisfaction and E-service quality.

H6₀: There is no significant correlation between customer satisfaction and product value.

H6₁: There is significant correlation between customer satisfaction and product value.

H7₀: There is no significant correlation between loyalty in online marketing and customer satisfaction.

H7₁: There is a significant correlation between loyalty in online marketing and customer satisfaction.

Method

Procedure

Data was gathered through a well designed structured questionnaire. The survey was personally administered by the researcher so as to have better communication with the respondents. This reduces incorrect answers which might lead to wrong findings and analysis. The total population for this particular study is all the literate Malaysian and the foreigners in Malaysia; these are those who can read and write and hence they are capable of using internet and its facilities. These are the individuals who can get access to internet and make a proper use of the service. A convenience sampling (non-probability sampling) was used for this study. This type of sampling method was used because it gathers information from members of the population who are conveniently available to provide it. 300 questionnaires were distributed among the respondents of this study and due to difficulties of different cast and nationality the researcher could successfully collect 105 questionnaires back and hence the sample size used for data analysis and findings was 104 respondents, and the area where the research has been

done (Selangor, Kuala Lumpur, and Penang), mostly at the universities and public places like coffee shops, and... in Malaysia.

Questionnaire design

The instrument used for data collection for this study is a self-administered questionnaire. This questionnaire was comprised of 38 questions related to internet marketing and consumer experience in computer product.

The questionnaire is divided into thirteen parts which are customer experience, loyalty in online marketing, customer satisfaction, cost, e-service quality, better usability & site design, better customer service, trust & trustworthiness, product customization, product value, and demographic respectively.

The respondents were given options to choose in answering the questions. The options were as follows; Option 1; Choose from the given items and Option 2; Choose between 1 to 5 where, 1 stands for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree.

Results

Respondents Demographic Profile

About 150 questionnaires were distributed to different respondents for data collection and from those 150 questionnaires 100 have done by interviews and 50 by e-mail. Out of those 300, 104 questionnaires were returned to the researcher. This marks a 69.33% response rate. Among the returned questionnaires, 59 have purchased the computer related products online at least once and 45 had never done online purchase before due to a number of reasons. This means 56.73% of all the respondents have engaged themselves with internet/cyber space to purchase the computer related products online at least once.

The demographic profile of respondents showed that, the sample consisted of Male respondents (online purchased of computer related products) were 40 male which are 67.8% of all the respondents and 19 female which are 32.2% of the respondents. 66.1% of the respondents are singles, 27.1% of the respondents are married, and 6.8% of the respondents are divorced. 11.9% of the online computer related product purchasers have high school and below qualification, 13.6% of the online computer related product purchasers have diploma qualification, 28.8% of the online computer related product purchasers have bachelor degree, 35.6% of the online computer related product purchasers have master degree, 6.8% of the online computer related product purchasers have PhD and 3.4% are professional certificate holders. 20.3% of the online computer related product purchasers are Malay, 16.9% of the online computer related product purchasers are Indian, 18.6% of the online computer related product purchasers are Chinese and 44.1% of the online computer related product purchasers are others (foreigners).

Hypotheses Testing

Probability t-test from the regression analysis table results also justifies the relationship between customer satisfaction and usability and site design in Malaysia. The test gives the p-value of 0.0337. Since the p-value is less than 5 percent we can reject null and accept alternative, meaning that usability and site design is significant and it influence customer satisfaction individually in the population, because the p-value is less than 0.05, and in this test individually we reject null hypothesis and accept alternative hypothesis. Probability from the regression analysis table results also justifies the relationship between customer satisfaction and cost effective in Malaysia. The test gives the p-value of 0.000. Since the p-value is less than 5 percent we can reject null and accept alternative, meaning that cost effective is significant and it influence customer satisfaction.

Probability from the regression analysis table results also justifies the relationship between customer satisfaction and customer service in Malaysia. The test gives the p-value of 0.9305. Since p-value is almost 95.6 percent which is higher than 5 percent, we cannot reject null, meaning that customer service variable cannot influence customer satisfaction individually in the online marketing in Malaysia, because the p-value is more than 0.05, and in this test individually we accept null hypothesis and reject alternative hypothesis. Probability from the regression analysis table results also justifies the relationship between customer satisfaction and product customization in Malaysia. The test gives the p-value of 0.3264. Since p-value is almost 32.6 percent which is higher than 5 percent, we cannot reject null, meaning that product customization variable cannot influence customer satisfaction individually in the online marketing in Malaysia, because the p-value is more than 0.05, and in this test individually we accept null hypothesis and reject alternative hypothesis.

Probability from the regression analysis table results also justifies the relationship between customer satisfaction and e-service quality in Malaysia. The test gives the p-value of 0.0588. Since p-value is almost 5.8 percent which is higher than 5 percent, we can not reject null, meaning that e-service quality variable can not influence customer satisfaction individually in the online marketing in Malaysia, because the p-value is more than 0.05, and in this test

individually we accept null hypothesis and reject alternative hypothesis. Probability from the regression analysis table results also justifies the relationship between customer satisfaction and product value in Malaysia. The test gives the p-value of 0.9591. Since p-value is almost 95.9 percent which is higher than 5 percent, we can not reject null, meaning that product value variable can not influence customer satisfaction individually in the online marketing in Malaysia, because the p-value is more than 0.05, and in this test individually we accept null hypothesis and reject alternative hypothesis.

Insert table 1 here

Probability from the regression analysis table results also justifies the relationship between loyalty in online marketing and customer satisfaction in Malaysia. The test gives the p-value of 0.0023. Since p-value is almost 0.23 percent which is less than 5 percent, we can reject null, meaning that customer satisfaction variable can influence loyalty in online marketing individually in the online marketing in Malaysia, because the p-value is less than 0.05, and in this test individually we reject null hypothesis and accept alternative hypothesis.

Discussion

From the analysis result done at the earlier part of this chapter, demographic factors were examined and their effects on e-commerce or online marketing in computer industry in Malaysia were analyzed critically. Gender and marital status were not included into this demographic factors analysis because there is no much significant difference between gender and marital status in online marketing in computer related products purchaser. Age, education, and ethnicity showed the difference and effect on online marketing in computer related products purchaser in computer industry in Malaysia and showed that they are more satisfied and find the online business with good security and good IT services with computer industry and their behaviour is good and will increase in future by adding some good effective resources in online business in computer industry. Young people have seen to be major users of internet and e-commerce services and online computer related products purchasers, individual aged 30 years and bellows accounts for 76.3% of all online computer related products purchaser and older individuals' accounts for 23.7% only. Education as well makes a distinct difference on online marketing level in computer industry, diploma, bachelor degree and masters degree holders' accounts for 78% of the online computer related products purchaser in Malaysia, and only 22% is accounted by other education level groups. Ethnicity also makes a distinct difference on online marketing level in computer industry in Malaysia, Malay and others (foreigners) have seen to be major user and online computer related products purchaser and they accounts for 64.4% of the online purchasers of computer related product in Malaysia, and Indian and Chinese only 35.6% is accounted so I understood that these groups are more comfortable, more satisfy and more save on online purchasing in computer industry in Malaysia and they also find some positive effect in online business in computer industry in Malaysia.

The analysis of these hypothesis shows that, loyalty of customer in online marketing in computer industry in Malaysia is influenced by trust and trustworthiness; and Trust & Trustworthiness influenced by privacy information and security has seen to have no significant effect/influence on trust & trustworthiness in computer industry in Malaysia, but jointly both (privacy information and security) effect/influence on trust & trustworthiness; So jointly all the variables have a significant effect/influence in loyalty in online marketing in Malaysia.

Furthermore, in this study the main is that the all independent variables jointly have seen to have a significant correlation with loyalty in online marketing or have a significant effect/influence on loyalty and this analyzes showed that the online computer customers trust and they have good behaviour to computer industry in Malaysia. So totally this study found out the online marketing in computer industry in Malaysia very effective and positive to the online computer products customers.

Implications

The practical implication and contribution of this study to the body of knowledge comes from the survey and findings of the study. Online marketing players (computer industry) in Malaysia have started to take initiatives to understand their online clients and/or customers (online purchasers) as far as their perceptions, attitudes and habits are concerned. According to the demographic analysis of the findings, the sector should re-look their strategies so as to incorporate all users of internet and ICT services regardless of their education or age and ethnicity. They should use different strategies and tactics to tackle different groups of customers and hence online marketing and e-commerce adoption in computer industry in Malaysia will be a success story.

Its undeniable fact the internet technology and e-commerce requires huge investment in terms of monetary capital and knowledge/human capital. Therefore, online marketing players in computer industry in Malaysia must really

look into prospective adopters and take respective measures to make sure that they adopt and make use of internet and e-commerce services in the country.

From the conducted survey we have seen some important factors which impact of online marketing or influence of online marketing in computer industry in Malaysia. Therefore the sector must survey each of the factors in details and see how they can take advantage of each factor in increasing online purchasers and e-commerce usage in computer industry in Malaysia. This can only be achieved with more research on each factor and put the findings of the researches into practical use and hence accelerate the rate of online purchasers in computer industry in Malaysia.

Online marketing and e-commerce awareness is still not reached to develop countries among Malaysians. No one will adopt or use e-commerce/online marketing in computer industry if he/she doesn't know about it. Therefore, the sector and government must take strong measures to increase awareness among the internet users and online purchasers and later on to non-users of internet. These measures will increase internet users and hence the same will apply to online purchasers or e-commerce users.

ICT and internet/online security was ranked as the highest hindrance towards online marketing in computer industry in Malaysia. Every internet user and online purchaser needs to feel secured when using the service or otherwise they will not use the service. Online purchasing and e-commerce need personal information and banking information of an individual, this makes it so important for internet and e-commerce service providers to assure security to their clients and customers while and after using their services. By dealing with this security threat, confidence on internet and e-commerce services will grow among internet users and online purchasers in computer industry and hence it won't be a threat to those who are using internet and e-commerce services and even to those who are adopting online marketing and e-commerce. Survey showed that, those who have adopted online marketing and e-commerce they don't feel very secured when doing online purchase and e-commerce (online transactions) and those who are not using e-commerce and internet services are failing to adopt because of the security reasons.

Limitation of the Study

The online marketing sector is small not that big in Malaysia and it is on a growing stage. This stage of Malaysia's online marketing sector in computer industry in enhancing customer experience makes it difficult to find sufficient and relevant literature about the online marketing in computer industry in Malaysia. Most of the information collected for the literature review are from other countries and explain online marketing and some how e-commerce situation in other countries such as US, Australia, UK, etc, and some from Malaysia. The other countries online marketing literature might not be very accurate and suitable to explain online marketing in computer industry condition in Malaysia due to differences in culture and economic strength.

Questionnaire was used as a tool for primary data collection for this study. Even though, the questionnaire questions were set with multiple choices for respondents to choose, but it might lead to wrong choices due to misunderstanding the order of choices or respondents' biases. This makes questionnaire not to be flexible and limits respondents to answer questions based on the choices given by the researcher and not what they think might be the appropriate answer. This might have caused biases in the responses.

The sample population for this study was 104 respondents and among 104 respondents 59 able to purchase the computer related product online. These respondents are from various ethnic, age and education groups. The findings could have been more accurate and more reliable if the sample size was bigger than this. The higher the sample size the higher the significance of the findings. More than 150 questionnaires were sent out but only 59 were replied. Therefore, there is a low response rate for mail and interview questionnaire method of data collection. However, due to time constraints, fund and availability of man power, this sample size had to be used for the study.

Directions for Further Research

Factors found in this study are not the only factors that internet/online marketing influence on computer industry in Malaysia. More attitudinal factors which were not included in this study can be explored to further explain the online marketing in computer industry in Malaysia. Comparison between individual internet users and/or online purchaser and non-users and/or non-online purchaser on the factors influencing or hinders them from adopting online marketing and e-commerce can be done for more accuracy. Larger sample can be used in further studies to improve the accuracy and reliability of the findings.

The future researches on Malaysia's online marketing in computer industry situation must be conducted on a more wide geographical area. This will make the results to be more representative than results from one or few regions only. Similar study has been done in other countries but few studies had been done for the Southeast Asia region,

so I here by encourage researchers to do more research on online marketing in computer industry on the Southeast Asia region this will influence the adoption and usage of internet and online marketing in computer industry in the region.

At the last, more research should be done on the online marketing area focusing on computer industry. This will help to know what it takes for the computer industry in Malaysia to adopt online marketing in their business environment; if the computer industry adopts it will be easier to spread adoption to the customers.

Conclusion

The purpose of this research is to investigate the effects of product value, E-service quality, effective cost, customer service, product customization, usability and site design on customer satisfaction and loyalty in online marketing. Data were gathered from 104 respondents who are the literate Malaysian and the foreigners in Malaysia that are able to read and write and hence capable of using internet and its facilities. The results showed that there is a significant correlation between product value, E-service quality, effective cost, customer service, product customization, usability and site design and customer satisfaction. The results also revealed that there is a significant correlation between loyalty in online marketing and customer satisfaction.

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Table 1. Regression output

Dependent Variable: Customer Satisfaction				
Method: Least Squares				
Date: 12/24/09 Time: 17:50				
Sample: 1 59				
Included observations: 59				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	0.088985	0.082678	1.076276	0.2868
Effective Cost	0.769886	0.075171	10.24176	0.0000
Product value	0.003027	0.058805	0.051483	0.9591
Customer service	0.005133	0.058543	0.087684	0.9305
E-service Quality	0.132372	0.068504	1.932323	0.0588
Product Customization	-0.057029	0.057563	-0.990721	0.3264
Usability & Site design	0.152928	0.070086	2.181999	0.0337
R-squared	0.990021	Mean dependent var		3.457627
Adjusted R-squared	0.988870	S.D. dependent var		1.119144
S.E. of regression	0.118069	Akaike info criterion		-1.324099
Sum squared resid	0.724896	Schwarz criterion		-1.077612
Log likelihood	46.06093	F-statistic		859.8468
Durbin-Watson stat	2.162246	Prob(F-statistic)		0.000000

