

**FACTORS INFLUENCING CUSTOMER
SATISFACTION ON LIVE-STREAMING SHOPPING
AMONG SOCIAL MEDIA USERS IN KLANG VALLEY**

BY

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**A dissertation submitted in fulfillment of the requirement for
the degree of Master of Science (Marketing)**

**Kulliyyah of Economics and Management Sciences
International Islamic University Malaysia**

MARCH 2024

ABSTRACT

Technological advancements have transformed social media into one of the top spots for everything and anything. Live shopping is now available and widely used on social media platforms such as Facebook, Instagram, and TikTok, which will raise user engagement and encourage them to keep using them for both entertainment and shopping. However, online sellers need to focus on a few of the most important aspects that might improve and satisfy both their business and consumers. This study purposed to find out the factors that influence customer satisfaction towards live streaming shopping via social commerce. This study examined e-service quality, information quality, perceived product quality and trust as the independent variables with customer satisfaction as a dependent variable. A quantitative approach was used for this study and the data was collected from the questionnaire. 384 respondents participated in this research who were between the ages of 18 and 47 and had experience with live-streaming shopping in Klang Valley, Malaysia. Descriptive analysis, Exploratory Factor Analysis (EFA), Reliability Analysis, and Multiple Regression Analysis were performed as the data analysis and were analyzed using SPSS software. The results and conclusion clearly explain that three of four variables were confirmed to have a positive impact on consumer satisfaction of live streaming purchasing. E-service quality, perceived product quality, and trust were the three factors that have the most significant effect on customer satisfaction. The impact of information quality on customer satisfaction with live streaming via social commerce in Malaysia has not been proven. However, this research has several limitations that can be evaluated and improved for further research. Further research into social commerce could benefit from and utilize the findings of this study. Further studies on multiple platforms with comparable and observable variables and dimensions should be carried out.

خاتمة البحث

إنه شيء حول التقدم التكنولوجي إلى التواصل الاجتماعي، وهو واحد من أفضل الواقع لأي شخص تختاره شيء. والان وبني أصبح التسوق متاحًا للاستخدام على نطاق واسع على أجهزة التواصل لأن مثل فيسبوك وانستجرام وتيك توك، مما سيزيد من تفاعل المستخدمين ويشجعهم على الالتزام باستمرار باستخدامه للترفيه والتسوق. ومع ذلك، يحتاج البائعون عرب الإنترنت لكي التركيز على عدد قليل من اجلوانب الأكثر أهمية الليت قد تحسن وترضي أعماهم ومستهلكهم. تقرت هذه الدراسة معرفة العامل الليت ما هو رضا العمال جتاه التسوق عرب البث املباشر عرب التجارة الحرة. تناولت هذه الدراسة جودة الالكترونية وجود معلومات كافية وجود معلومات كافية عن إدراكك والثقة كمتغيرات مستقلة مع رضا العمال كمتغري اتبع. ومت استخدام املنهج الكمي هذه الدراسة، كما مت جمع البيانات من البيانة. شارك يف هذا البحث 384 اترتواح الدائم البني هل شخص 18 و48 اتمتع بالخربة عام يخت التسوق عرب البث املباشر يخي منطقة كالنج مباليزاي، حيث يتم إجراء التحليل الوصفي وحتليل العامل الاختبارية (EFA) وحتليل موثوقة وحتليل الإحندار املتعدد تحليل للبيانات ومت احتلاليلها اب الاستخدام برنامج SPSS. لأنه أدى إلى إنتاج وستستنتاجات بوضوح أنه ترأس من أن ثالثة من أربع مغريات هلا أثري إيجاب على رضا امل عن شراء البث املستهلك. كانت نوعية الألكترونية موجودة املأ أدركك، والثقة هو العامل الثالث ولات هلا التأثير بالأكرب على رضا العمال. يتم إثبات تورطه جودة املعلومات على رضا العمال عن البث املباشر عرب التجارة الحرة يف ماليزاي. ومع ذلك، تحتوي هذه الدراسة على العديد من القيود التي يمكن تقييمها وحتسينها للحاسوب المستقبلي. يمكن أن يزيد من الأبحاث حول التجارة و الإستفادة من نتائج هذه الدراسة والاستفادة منها. لكي تصنع الميزيد من الدراسات على العديد من المنصات ذات المتغيرات وأبعاد المختلفة الجلميلة للمقارنة واملالحظة.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion; it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Science (Marketing).

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DECLARATION

I hereby declare that this dissertation is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.



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ACKNOWLEDGEMENTS

All glory is due to Allah, the Almighty, whose Grace and Mercies have been with me throughout my program. Although it has been tasking, His Mercies and Blessings on me ease the herculean task of completing this thesis.

I am most indebted to my supervisor, Dr Fatin Husna Binti Suib, her patience; kindness, promptness, thoroughness, and friendliness have made it easier for me to finish my task successfully. Her insightful feedback, helpful recommendations, and thought-provoking questions have significantly enhanced this dissertation, which I would want to officially acknowledge. Her astute understanding of the purpose and subject matter of this work produced incisive remarks, recommendations, and questions that were very helpful to me. She listened to me and cared for me when I needed it, even though she had obligations. His emotional support was invaluable to me in developing and writing the first draft of my study effort.

Lastly, my gratitude goes to all my siblings, parents, guardians, friends and classmates who have given me advice and support in completing my study.

Once again, we glorify Allah for His endless mercy on us one of which is enabling us to successfully round off the efforts of writing this thesis. Alhamdulillah

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ABBREVIATIONS

EDT	Expectancy Disconfirmation Theory
SERVQUAL	Service Quality
EFA	Exploratory Factor Analysis
KPDNHEP	Ministry of Domestic Trade and Consumer Affairs
MCMC	Malaysian Communications and Multimedia Commission
MDEC	Malaysia Digital Economy Corporation



CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF STUDY

Technology together with its adoption have seen substantial changes recently, and it is improving both how people act and how apps are utilized (Merritt & Zhao, 2022). One of the impacts is a hybrid of e-commerce and social media, known as social commerce. For years, shops throughout the world have used social media as a communication and promotion platform due to its unrivalled reach (Statista, 2022). Moreover, online sellers may now showcase their items more interactively such as through live streaming (Ng et al., 2023). Live-streaming shopping is a business strategy in which influencers or retailers use web video streaming to market their products (Shien et al., 2023), which includes video content, real-time conversation (Hung & Yapp, 2022), and purchasing. E-commerce operations and transactions are carried out through live-streaming videos on multiple platforms like social media or online merchants to provide people with a way to watch them and communicate with them (Ng et al., 2022). In general, Lu (2021) describes live streaming as a simultaneous, in-the-moment connection between viewers and streamers.

Nowadays, social media platforms like Facebook, Instagram (Hung & Yapp, 2022), YouTube, and TikTok actively utilize live streaming (Merritt & Zhao, 2022). The utilization of these platforms has facilitated enhanced connectivity and interactivity between brands, organizations, and their respective audiences (Shien et al., 2023). Since live streaming has risen in popularity, which now ranks second only to e-commerce in Southeast Asia, countries like Malaysia have eclipsed in-store retail. The percentage of active online social networking users in the nation has increased along with the growing internet penetration rate of 83% in Malaysia. According to the data collected by Statista, the number of Malaysians using various social media sites as of April 2021 is close to 26 million. At the same time, it increased significantly in

January 2022, with almost 91.7% of Malaysians being frequent users of social media. In contrast to the figure in 2016, as social media members made up over 62% of Malaysia's total population, this marked a rise of about 30% (Statista, 2022). Therefore, Malaysia has become the fourth largest market for social commerce internationally and an ideal platform to increase one's business sales (Deziel, 2022).

However, live streaming on social commerce allows users to feel a presence (Wongsunopparat & Deng, 2021) by using technology that can broadcast visuals (Ahmadi & Hudrasyah, 2022) and music to other devices in real-time locations. It comprises developing a live-streaming area, live-streaming technology, and infrastructure to enable real-time participation, entertainment (Wang et al., 2022), social activities (Wongsunopparat & Deng, 2021), and business with smooth affordability movements (Xu et al., 2020). In contrast with electronic commerce, live-streaming shopping allows viewers to express concerns through the question mark screen, to which online retailers may then react live in real-time, but typical social commerce buyers have to leave the product webpage to contact the seller directly (Wongsunopparat & Deng, 2021). Furthermore, the streamer provides customers with highly customized support and help via current time live broadcasting, resulting in the potential to significantly affect customers' buying behaviour. This is unlike traditional social commerce where sellers cannot generally assist buyers with products and the frequent absence of person-to-person interactions prompts customers to distrust sellers' trustworthiness; hence, internet purchasing has a higher perceived risk. Thus, trade, social interactions, and hedonic considerations have all been seamlessly incorporated into live-streaming shopping.

1.2 LIVE STREAMING SHOPPING AMONG SOCIAL MEDIA USERS IN KLANG VALLEY

Customer satisfaction is crucial in convincing people to make purchases and drive them to buy more products or make repeat purchases (Nugraheni et al., 2022.). Merritt and Zhao (2022) provide a more detailed definition, describing the satisfaction of

customers like their emotional reaction to their experiences in addition to the assumption of the services and the service received. Specific benefits of live-streaming trading include the customers' better understanding of the item presented through streaming commerce since the streamer can convey important product details to the viewers (Wongsunopparat & Deng, 2021), and minimizing the need for them to explore further information (Lin et al., 2023). In addition, customers who use live-streaming shopping may see items in real time, ask questions (Lin et al., 2023), and observe them being presented from various angles (Merritt & Zhao, 2022). Based on several marketing researches, the success of mobile commerce platforms, information quality, and customer trust are all positively correlated with e-commerce use and satisfaction (Ma, 2021).

In terms of online commerce, customers consider their personal devices as virtual community stakeholders, and when a live chat option is not accessible, they are typically disappointed with the social aspect of their experience. While screen readers and magnification software are already available, live-streaming shopping has the chance to provide an advanced experience (Wongsunopparat & Deng, 2021) and feeling of satisfaction from being able to talk about colour, taste, texture, and fit, as well as assist in colour matching and wardrobe construction. The advantages of live-streaming shopping include timeliness and interactivity, making it more appealing than traditional online purchasing techniques. Therefore, live-streaming shopping offers the best experiences with high levels of customer satisfaction with the potential to influence and build loyalty (Merritt & Zhao, 2022).

Malaysia, according to data from social media statistics, recorded a population of approximately 32.98 million. With over 30.25 million users, social media has a significant role in Malaysia (Amurthalingam, 2023). Marketers have invested heavily in social media video advertising, and most of them are satisfied with the rewards garnered from their multi-media marketing investment. The fast development of digital technology defines the aggressive worldwide marketing campaign to enhance the industry. Likewise, social media is a useful tool for marketers to create marketing plans to attract young customers as they use it more and more (Shien et al., 2023). For instance, Facebook is among the most popular social media platforms in Malaysia, according to the number of users who consume a large amount of content, with 88.7% of all users. Instagram comes in second after Facebook with regards to social media

usage in Malaysia, with 79.3%, followed by TikTok, which has profiles from about 53.8% of all users. Instagram is a popular site for presenting many of the products that small companies use to market their goods daily (Amurthalingam, 2023). It is a complete package and a central location for anything you can find out about the planet, whether it is to relax, read the news, or see what is being talked about. As a result, currently, people in Malaysia use social commerce live streaming as one of the best solutions for shopping online.

The sharing of virtual rewards boosts customer satisfaction because the reactions consumers receive from the streamer's actions have a positive emotional impact, boosting purchasing intentions (Lim et al., 2022). As customers have been found to enjoy the shopping experience provided by them with ease (Ahsanti et al., 2022), entertainment and fun, the sensation of joy, pleasure, and enthusiasm will substantially influence their behaviour and will encourage them to purchase. If the users enjoy the quality of service experience in utilizing live-streaming shopping to acquire things online, they will consider live-streaming shopping as more profitable and efficient for them (Lin et al., 2023).

According to the research by Ahmadi and Hudrasyah (2022), one of the websites with the quickest daily growth in short videos around the world is TikTok. In a TikTok live-streaming session (TikTok LIVE), viewers or potential customers could question the presenter directly about the merchandise in the comment area. They might add the item to their basket and check out later if they decide not to move forward with the transaction. In reality, TikTok and live merchants may provide a lot of special incentives (Ahmadi & Hudrasyah, 2022). Because of the increasing number of daily active users, the Malaysian social commerce industry has various potentials, particularly on Facebook, Instagram, and TikTok. Due to social commerce's massive user growth, there is a huge opportunity for sellers to include live streaming in their marketing plan.

In general, people nowadays seek faster work and convenience; therefore, they will try something that will conveniently meet their demands (Lin et al., 2023). Thus, e-service quality impacts customer satisfaction which then affects purchase intention while the e-service's quality affects the satisfaction of consumer online, and thus, significantly impacts the loyalty of the web base (Lim et al., 2022). Regardless of e-

service quality, information quality may be the decided variable to assure customers. If consumers receive a product that is of poor quality, they will be dissatisfied and lose trust in the seller.

1.3 PROBLEM STATEMENT

Consumer satisfaction is an essential metric that reflects the likelihood of customers having favourable thoughts about the services offered (Bhalerao, 2020). This can assist businesses to enhance profits and emphasize their market strengths (Yu, 2022). Furthermore, it is critical to persuade customers to buy items and encourage them to make repeated purchases (Nugraheni et al., 2022). Live streaming has existed in social commerce as the complement prior to e-commerce, which provided full services by holding live events and displaying specifics of customer-requested commodities (Mamakou et al., 2023). However, the satisfaction of the customers is strongly referred to as service quality and when they obtain high-quality service (Ma, 2021). As a result, prioritizing consumer demands to present items comprehensively, providing optimum service that can cause contentment and increasing customer satisfaction in live streaming are mandatory.

In online commerce, customers research and do discuss colour, feel, texture, and product fit, and assist with colour matching when they live stream their purchasing to get the best products. But in fact, a recording from the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) in Malaysia reported a 112.5% rise in issues last year, compared to 5,416 issues in 2019, as a result of the transition from traditional physical store transactions to online platforms, while 2,997 incidents of counterfeit goods were recorded between 2017 and 2020 (Nathan & Ghazali, 2021). As a result, buyers might get counterfeit or poor-quality products through live-stream purchasing, resulting in dissatisfaction. Several studies (Tzeng et al., 2020; Xu et al., 2020; Zhang et al., 2020) have emphasized that product quality and information are the main effect variables in reaching customer satisfaction. To come up with a high-level customer satisfaction, customers must have the best possible live-streaming purchasing experience when the product meets their quality expectations. Thus,

offering the same product as seen during live streaming is critical since consumer expectations begin when they watch it and it influences their satisfaction when they see the same product, and vice versa.

On the other hand, in an Octopus survey conducted in the final quarter of 2022, 16% of Malaysian customers made online purchases via live-streaming. This is considered as a big number of customers who have purchased through social commerce during the pandemic. Unfortunately, the proportion of persons who made online purchases through live streaming declined near the end of the year 2022 since most activities returned to normal and fewer customers purchased through social commerce (Malaysia: Share of Live Streaming Shoppers 2022, 2023). However, in today's competitive environment, maintaining current customers has become the most difficult task (Likhitha, 2022). The studies conducted by ELBadrawy et al. (2020) and Laosuraphon and Nuangjamnong (2022) examined TikTok and live-streaming platforms in distinct regions, which are Egypt and Thailand, respectively. The findings indicate that service, information quality, product quality, and argumentation which were mediated by trust, affect customer satisfaction (ELBadrawy et al., 2020). However, multiple variables can impact consumer satisfaction with a product, assuming that their expectations are met when they receive the actual product (Likhitha, 2022). On the contrary, this may result in customer dissatisfaction or even a loss of trust in the seller (Geysler, 2023). As previously stated, the quality of counterfeit goods and information are common issues that are created by sellers' lack of attention while conducting live streaming. Considering the lack of quality information and poor product perception, which lead to dissatisfaction, the frequency of repeat transactions may decrease, damaging the seller (Purwanto, 2022). Finally, customers lose trust in the seller and item information provided during live streaming.

Aside from the huge trend of shopping through social commerce, Bustoni and Tjhin (2023) found that 37% of Instagram users who experienced making purchases on Instagram live-streaming decided not to make repeat purchases via Instagram live-streaming. Almost half of the users stated that the information supplied by the presenter on Instagram Live has low quality as it is inaccurate and incomplete. Although Ma's (2021) and Deng et al.'s (2021) researches show the quality of service, information, product, and argumentation have an impact on customer satisfaction, elements of information quality are risky for consumers. If the vendor mistakenly

gives incorrect or insufficient information, the information's quality will additionally degrade (Bustoni & Tjhin, 2023). However, customers may only learn about products through product descriptions provided by the hosts or sellers who are live broadcasting on Instagram Live. Accordingly, customers put their trust in the sellers' information about the products. When customers' trust is broken by inaccurate information by the sellers, it may affect and create distance on their trust and satisfaction towards the sellers.

To summarize, to attain the highest level of customer satisfaction through live-streaming shopping, businesses have to analyze various variables that may impact customer satisfaction. Furthermore, to fill a vacuum and update research on live-streaming shopping via social commerce, this study narrows the research aims. Thus, the purpose of this study is to investigate how e-service quality, information quality, perceived product quality, and trust (IVs) affect customer satisfaction (DV).

1.4 RESEARCH QUESTIONS

The following research questions must be investigated in light of the problem descriptions and study objectives.

1. What is the influence of e-service quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley?
2. What is the influence of information quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley?
3. What is the influence of perceived product quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley?
4. What is the influence of trust towards customers' satisfaction on live streaming shopping among social media users in Klang Valley?

1.5 RESEARCH OBJECTIVE

The objective of this study was to examine the elements which influence consumer satisfaction with social media live-streaming shopping in Klang Valley.

The study aims to achieve the following particular research objectives

1. To examine the influence of e-service quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley.
2. To examine the influence of information quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley.
3. To examine the influence of perceived product quality towards customers' satisfaction on live streaming shopping among social media users in Klang Valley.
4. To examine the influence of trust towards customers' satisfaction on live streaming shopping among social media users in Klang Valley.

1.6 SIGNIFICANT OF STUDY

The primary objective of this research is to investigate the factors which influence consumer satisfaction in live-streaming commerce among social media users in Klang Valley. Theoretically, this study will benefit policy-makers, sellers, or even customers to fulfil their demands while selling or buying the products through live streaming, especially on social media. Practically, the findings of this study could help e-commerce or social commerce application creators or clients evaluate and implement features that promote user engagement.

1.6.1 Theoretical Contribution

The focus of this research is to use the Expectancy Disconfirmation Theory (EDT) to offer research on the determinants of factors that impact customer satisfaction when purchasing from live streaming. This study will assess the impact that trust, information quality, perceived product quality, and e-service quality can have on a customer's level of satisfaction during an online purchase.

Since the decrease in the number of live-streaming consumers in Malaysia in 2022, marketers and online businesses that drive live-streaming commerce as one of their main market share platforms need to identify the factors that may boost and sustain their business. A previous study that covers the factors influencing purchase intention on social commerce on TikTok live-streaming was done by Ahmadi and Hudraysiah (2022). It is found that the most significant impact on purchase intention is interaction while attitudes about items have a favourable impact. In comparison, the research by Ng et al. (2022) considers the motivations from serendipitous, emotive, and cognitive viewpoints to assess the growth of user pleasure and cognitive assimilation through live streaming. The findings suggest that the perceived surprise, presentation quality, and social presence of live-streaming purchases may increase customer satisfaction and cognitive integration through consumer values.

A limited number of research regarding consumer satisfaction has been conducted on social commerce, especially in Klang Valley, Malaysia. One of the studies done is by Ma (2021) who examined metrics for customer satisfaction with live-streaming shopping by combining the information systems success model, argument quality theory, media richness theory, and source credibility model. Another research is done by Ng et al. (2022) that focuses on the rise in consumer satisfaction and cognitive absorption from live streaming. This study considers the drivers of perceived serendipity, affective, and cognitive views. Both of these studies found that the quality of the information, host services, and other arguments can satisfy customers who shop through live-streaming shopping. Thus, this research is carried

out to serve as a reference for those involved in live-streaming purchasing, particularly on social media.

1.6.2 Practical Contribution

Live streaming has increased in popularity in most parts of the world, which may increase the engagement between seller and customer. This commerce innovation allows customers to go online to watch informative and reliable streamers about product offerings. Moreover, the engagement with customers is more direct and immediate, and it stimulates consumer purchase decisions through a variety of promotional activities, resulting in faster and more effective traffic. As internet technologies have advanced and become more widely adopted, live streaming shopping has risen dramatically. One of the results is social commerce, which integrates social networking with e-commerce. As a result, social media platforms such as Facebook, Instagram, and TikTok are actively promoting live streaming as both an advertising platform and a social commerce innovation to attract more millennials.

This study is of the highest priority as it aims to offer business entities an in-depth understanding of the variables that continue to have a substantial influence and require emphasis. Consequently, this knowledge can enable businesses to adapt their strategies effectively, thereby enhancing customer satisfaction and fostering customer loyalty. Moreover, this research enables business entities to identify the variables with a greater impact. Consequently, they can allocate their resources effectively to enhance these areas, thereby avoiding unnecessary expenditures on aspects that do not significantly contribute to customer satisfaction. This could potentially lead to cost savings and a competitive edge over industry rivals. Furthermore, for the customer, the findings of this study insight into the various factors that can influence their satisfaction with live-streaming shopping. Therefore, these findings will benefit stakeholders in updating their references regarding social commerce in Malaysia, especially Klang Valley.

1.7 THE ORGANIZATION OF THE CHAPTERS

The first chapter of the dissertation provides context for the study, as well as an explanation of the particular aspects that may affect consumer satisfaction in live-streaming shopping among social media users that will be investigated. The chapter identifies research objectives and research questions that are required, revealing the difficulties or holes in the area that the study seeks to find. The chapter then discusses the study's importance and defines various essential key terms.

The second chapter of the study reviews existing literature to investigate previous research on the issue. Furthermore, following extensive literature reviews, this chapter analyzes the major aspects that impact customer satisfaction concerning live-streaming shopping. It represents the theoretical framework and the proposed model to be employed after the chapter, generated from assumptions drawn from previous research.

The third chapter of the dissertation describes the methodology that will be used for the intended study and includes the technique, sample size, research instrument data collecting, and analysis processes.

The fourth chapter of the study presents the empirical findings and utilises SPSS for data analysis. Collecting, screening and analyzing the data respondents are done early to gain dependable variables for analysis. Finally, the data was analyzed by multiple methods such as exploratory factor analysis (EFA), reliability analysis and multiple regression analysis.

Lastly, chapter five summarizes the main findings from the valuable sections of the statistical analysis of this study, which consists of descriptive analysis, exploratory factor analysis (EFA), reliability analysis, and multiple regression analysis. Also, the implications and limitations of the study are discussed together with some recommendations for future studies. Closed with the conclusion concludes the analysis of this study.

1.8 DEFINITION OF KEY TERMS

Customer Satisfaction is defined as a consumer reaction, particularly consumption experience, to the evaluation of the perceived gap between past expectations and the perceived actual performance of the product after acquisition (Kanning & Bergman, 2021).

E-Service Quality is referred to as the degree to which a website makes it possible to browse, buy, and get services seamlessly and effectively (Kang, 2021).

Information Quality is defined as the information characteristics that define the content quality of customer reviews. The validity, relevance, consistency, timeliness, and completeness of the information may be considered while evaluating its quality (Jiang et al., 2021).

Perceived Product Quality may be defined as subjective assessments that customers make about a brand, a product, or the performance of both which speak to its inside quality (Diaz et al., 2020).

Trust represents customer confidence in making decisions in the face of uncertainty especially in online shopping (Ariesty & Sari, 2021).

Live Streaming Shopping is a sort of video streaming technology that enables consumers to broadcast live material in real-time and have access to products and services from anywhere on their devices (Chen, 2021).

1.9 CHAPTER SUMMARY

This chapter consists firstly of the background of the research. The problem statement is then covered, which mentions that the purpose of this study is to identify the issues and strive to close any gaps in customer loyalty and satisfaction with the quality of e-services in live-streaming purchasing in Klang Valley. This chapter also lists research

objectives that must be achieved through investigation, followed by research questions that must be clarified. The significance of research has been extensively covered. Thus, for the benefit of the reader, important historical and statistical data related to the research are also presented.



CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Nowadays, there are numerous innovative methods to socialize, and shopping is no longer considered to be a major social activity. According to the current survey, Internet consumers seek not only information and items, but also satisfying experiences and emotions (Sarangapani et al., 2022). Live streaming is considered to be the most recent advertising strategies to hit e-commerce businesses (Ling et al., 2022). This chapter discusses some factors that affect customer satisfaction through online shopping, currently in social media live-streaming shopping.

2.2 CUSTOMER SATISFACTION

Customer satisfaction defined as the emotional response experienced by customers when they compare their expectations with the perceived outcome or performance of a product, which can either be a positive feeling or a sense of disappointment (Kotler and Keller 2012). Simply, as per the EDT (Expectancy Disconfirmation Theory) model, customer satisfaction extends beyond their limited expectation of products or services. Instead of considering other variables, the very first step in gaining the trust of customers to the products and services offered by a business is to ensure that their perceived information is satisfactory (Elkhani & Bakri, 2012). Customer satisfaction refers to the degree of coherence between buyers' expectations and their perception of product performance (Kotler & Armstrong, 2012).

Ling, A., Subramaniam, T., & Nordin, N. E. (2022) discovered that Knowledge Satisfaction is the most important element impacting the purchasing

intention of Generation Z livestream purchasers, followed by Expertise, Attraction, Trust, and lastly Entertainment Gratification (Ling et al., 2022). Live Streaming is a feature that enables the creator of the content to capture video content in real-time, which can be accessed by other users. Additionally, future followers can engage in live streaming through comment sections and provide feedback, thus encouraging an interactive experience between the host and the audience (Ahmadi & Hudrasyah, 2022). However, product uncertainty in online markets is a direct result of the sellers. Consumers are also worried about whether the seller has properly taken into account their unique demands and selected a product that suits their criteria. Hence, lowering seller uncertainty may greatly impact a big impact on lowering product uncertainty. Several studies have found that trust in online markets is based on beliefs in the seller's trustworthiness, which includes three dimensions: integrity, expertise, and friendliness. Building an intimate relationship and cultivating trust with the seller is an excellent way to reduce seller uncertainty (Lu & Chen, 2021).

However, customer satisfaction is the primary aim of every organization, and in today's competitive environment, maintaining current customers has become the most difficult task (Likhitha, 2022). Therefore, a satisfied consumer would suggest the goods or services to others, promoting positive word-of-mouth. To do so, it is critical for livestream marketers to satisfy their consumers since it may keep them loyal and make more frequent purchases. After all, consumer satisfaction may assist to enhance the business profitability and highlight its edge in the marketplace (Yu, 2022). Based on marketing research, the success of mobile commerce platforms, information quality, and customer trust are all positively correlated with e-commerce use and satisfaction (Ma, 2021). It was supported by a previous study that found that Customer satisfaction is crucial in convincing customers to make purchases and will drive people to buy products or make repeat purchases (Nugraheni et al., 2022). However, an increased level of customer satisfaction has the potential to boost the profitability of the company (Yuan et al., 2021).

2.3 E-SERVICE QUALITY

In the digital era, technology has become an essential element of society, which is highly mobilised and prefers instant and practical things. In response to the rapid expansion of e-commerce, many new e-commerce-based firms have emerged and continue to grow, leading the e-commerce industry's business development to compete intensely (Purwanto, 2022). According to Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000), e-service quality involves the level to which a website enables the integrated and experienced process of shopping, purchasing, and service delivery. However, Gronroos, Heinonen, Isoniemi, and Lindholm created the NetOffer plan for the virtual marketplace in 2000. The core service is the heart of their business model. This core service is turned into an Internet service by adding a service concept, customer participation, and communication. By making it easy for people to talk to each other on the Internet, marketers help customers buy and use goods and services that are available on the Internet (Ojasalo, 2010).

Services in terms of digital settings are carried out slightly differently than services in traditional retail systems. Boyer et al. (2001) suggest that electronic services (e-services) present an unusual prospect for enterprises to introduce fresh approaches for designing service strategies and developing new services (Ojasalo, 2010). In detail, the quality of service while buying offline or via the live stream feature is decided by the seller's attitude towards consumers who ask questions via the chat function and the seller's capacity to give thorough information that may be shared with the public (Listianayanti et al., 2023). Ojasalo (2010) defined E-service as the electronic delivery of services to prospective customers. An e-service operation is one in which all or a portion of the contact between the service provider and the consumer takes place through the Internet. Also, it refers to a customer's interaction with a service provider through a specific electronic channel without the assistance of a human (Listianayanti et al., 2023).

E-service is more adaptable than self-service, which is limited by place. In terms of electronic services, customers can quickly obtain these services at home or anywhere via the Internet (Ojasalo, 2010). Because of this condition, each e-commerce firm must be more cautious and innovative in developing and deciding its

competitive strategy to preserve consumer loyalty and become a market leader (Purwanto, 2022). There are several significant distinctions between traditional and e-services and self-service and e-service. Traditional service is limited by distance and operating hours, but e-service has significantly reduced these limitations. In self-service operations, consumers must travel to an employment centre, such as a cash register, to obtain the service (Ojasalo, 2010). Hence, various e-commerce firms are now striving to give enticing promotional offers such as cashback, free delivery, discounts, points, and others (Purwanto, 2022).

Purwanto (2022) covers e-service quality has a positive and significant effect on e-satisfaction. The most profitable online retailers nowadays understand that a high level of e-service quality is required to get a competitive edge in the online market (Listianayanti et al., 2023). Hence, e-service quality has a considerable positive influence on e-satisfaction. Customers today are also concerned about the services they receive from live-stream sellers. Better service quality will provide customers with a better livestream buying experience, thereby increasing their level of happiness (Yu, 2022). This finding is supporting earlier studies indicating that the quality of service that leads to customer satisfaction is a company's success in growing customer loyalty to the company's products or services. Additionally, the higher the e-service quality provided by the online shop, the greater the e-satisfaction of consumers in utilizing electronic services at the online shop as an online shopping site. ELBadrawy et al. (2020) investigated the important service quality on Facebook, one of the social commerce platforms utilized in Egypt, and discovered that the overall service quality is greatly favourably affected. Customer satisfaction, in turn, influences the customer's inclination to buy on Facebook. Because customer satisfaction has the greatest influence on purchase intent, the higher the quality of service provided, the more satisfied the consumer will be and the more likely they will shop on Facebook.

2.4 INFORMATION QUALITY

In the context of an online marketplace, high-quality information offered by online merchants on live streaming shopping can foster understanding between enterprises

and the satisfaction of consumer requests (Zhang et al., 2020). According to the Information Systems (IS) success model proposed by DeLone and McLean (2003), information quality is defined as the consumers' assessment of the quality of the information provided by the seller. Additionally, information quality may be assessed based on the terms of its validity, relevance, consistency, timeliness, and completeness (Delone & Mclean, 2003). The efficiency of presentation is significant to users and influences their decision to accept information and make a purchase (Ng et al., 2022). In addition, customers are more likely to feel connected to and trust e-retailers if they can constantly access support, such as relevant information, beneficial ideas (Zang et al., 2020), interesting, and involving high-quality presentation which encourages a sense of mental participation, from e-retailers on live streaming purchase (Ng et al., 2022). As a result, users' satisfaction and beliefs about the persuasive subject of cognitive absorption may change. The information demands of viewers may be met and their utilitarian values can be appealed to with a high-quality presentation that contains full, comprehensible, and correct information (Ng et al., 2022).

However, the high-quality information offered by e-retailers on live-streaming purchases may lead to mutual understanding and the fulfilment of customer requests, which is beneficial for the improvement of products or services and the progression of customer relationships (Zhang et al., 2020). When it comes to livestream commerce, viewers respect a good presentation since it may help them with their practical demands, which is one of the primary factors of livestream purchasing. Viewers are happier if the live streaming programme provides them with pertinent and valuable information (Ng et al., 2022; Zang et al., 2020). When compared to traditional e-commerce shopping, e-commerce live streaming allows a large number of customers to obtain important information at the same time with less time and effort. Second, shoppers receive most of their information via engaging with shops on live-streaming purchases. Customers may see an authentic product display and a sales scenario in real time, which increases information credibility. Third, high intensity frequently indicates more information cues (product picture, written description, real-time video, and e-retailer explanations) and sensory channels (seeing, hearing, etc.) that can stimulate the consumers' senses (Zhang et al., 2020). Providing customers with a greater quantity and quality of information can lead to improved decision-making and increased satisfaction, as they can make more informed judgements and make

purchasing decisions more efficiently (Yu, 2022). Therefore, direct product observation, truthful responses to a range of inquiries regarding the product, a clear presentation of the product's characteristics, and the live streamer's usage experiences may all considerably increase customers' satisfaction with the product (Ng et al., 2022).

Foremost, the authenticity of information and the perceived value of a product minimize perceived risks and promote trust in the transaction (Zhang et al., 2020). Live streaming shopping delivers high-quality information with task-relevant signals such as review comments, pictures, videos, and audio, extensive product displays (Zhang, 2023), and real-time interactivity. As a result, the information quality affects viewers to alter or update their knowledge of a product's perceived worth as individuals Xu et al. (2020).

2.5 PERCEIVED PRODUCT QUALITY

Product quality is the key concern of customers when purchasing anything online. Even if people buy online, they will believe that the goods they receive are of the same quality as those offered in stores. By doing so, live-stream consumers will be certain of the product's quality (Yu, 2022.). Following Zeithaml's (1988) claim that product quality is defined as contingent upon either extrinsic cues, which refer to external quality, or intrinsic cues, which pertain to the internal quality of a product. It examines the perceptions of customers for extrinsic indications, including but not limited to warranty, brand, country of origin, and price (Zeithaml et al., 1988). In terms of product quality dimensions refer to the complete set of product attributes that possess the ability to meet the consumer's expectations. The assessment of a product's quality can be conducted based on several dimensions, such as performance, features, reliability, compliance, durability, serviceability, aesthetics, and perceived quality when customers perceive the product. Afterwards, when a product meets the expectations of clients, they tend to perceive it as of higher quality and acceptable, leading to a higher level of satisfaction (Kotler & Armstrong, 2012).

Live streaming is growing as an innovative method for presenting products, offering unique advantages such as showcasing products from multiple angles, engaging with consumers through product demonstrations in trials by host streamers, and providing real-time responses to consumer inquiries (Zhang, 2023). Ensuring product quality is an essential aspect of e-commerce as it maintains customer satisfaction while reducing the risks and costs associated with replacement to maintain customer satisfaction while reducing the risks and costs incurred from replacing defective products. If the consistency of the company's products is weak, it can break customer buying behaviour (Yuan et al., 2021). It is also claimed by Sambo et al. (2022) that consumer satisfaction and product quality are major influences. This indicates that when product quality improves, so does customer satisfaction and that any decrease in customer satisfaction may be linked to a decrease in product quality. In line with Kotler & Armstrong (2012) that stated the correlation between a product's quality and customer satisfaction and value is a crucial factor that influences the performance of a service or product.

When consumers buy products online, product quality is undeniably a key issue. The foremost sensory face of shopping in an actual store is regarded as a crucial experience that raises the consumer's perception of the quality and tangibility of the product (Zhang, 2023). However, customers can spend most of their time searching and comparing one and another product with different enterprises to get their best product quality. Quality efforts should not only focus on fulfilling specifications and removing faults but also on ensuring the reliability of the product upon it reaches the consumer's hands (Othman et al., 2022). As a result, if the quality of the goods that livestream shoppers received met their expectations, their satisfaction level would stay high, and this may damage their next repurchase intention towards the brand. Thus, improving perceptions of product quality encourages satisfaction among customers. High quality can be considered to have been achieved by a company when it can produce items for its customers that either satisfy or go above and beyond their expectations. If a business consistently delivers great products or services, it will build a stronger reputation in the marketplace (Fiqqih, 2023).

2.6 TRUST

Building and sustaining long-lasting relationships in online commerce with the target audience depends on gaining and keeping customer trust (Lin & Nuangjamnong, 2022). Trust is becoming increasingly vital because there are higher degrees of risk in e-commerce than in conventional commerce due to product information described online (Laosuraphon & Nuangjamnong, 2022). Trust was defined in Silviana's study as an aspect of integrity, morality, and conformance to Islamic values. Additional research indicates that trust builds through the customer's interaction with the company, thus it may give many opportunities for consumers to evaluate the company's competencies, policies, and integrity (Silviana et al., 2022). Shien's (2023) study also revealed that perceived trust (includes products and host streamer trust) has the most influence on purchase intent (Shien et al., 2023), which the streamer should concentrate on developing trust to be effective in encouraging customers to purchase through the live stream (Lu & Chen, 2021).

In terms of streamers, live streaming allows sellers to showcase their goods differently, increasing manners, which can increase customers' sentiments and feelings, resulting in increased product confidence (Lin & Nuangjamnong, 2022). In Listianayanti's (2023) study, E-Trust is depicted as a product with the capacity to apply a quality system that analyzes consumer behaviour in offline buying. One of the best methods to interact with viewers is through live streaming, which is also how influencers win their trust (Lin & Nuangjamnong, 2022). During a live stream, streamers may quickly learn the customer demand for the product and improve the presenting approach based on the audience's real-time suggestions. Consumers may obtain an exact response from the streamer instead of searching through a large number of words and images on the website (Tian et al., 2023). While, products are shown through live streaming shopping, audiences can more clearly understand the products and streamers through visual communication. This significantly reduces the distance between the audience, the streamer, and the product (Lu & Chen, 2021).

For customers, trust is also an essential factor that must be highlighted to make a purchasing choice. It is demonstrated by acts or behaviour towards the company's integrity and reliability in meeting future consumer expectations. Likewise, it is seen

as a crucial component, and it has a strong positive significant association with service quality, with a high correlation impact. The highest levels of trust favourably impact the total service quality variable (ELBadrawy et al., 2020). Other studies revealed that customer trust has a favourable and significant impact on consumer engagement. This shows that to increase user involvement, platforms, goods, and services must increase consumer trust (Lin & Nuangjamnong, 2022). In addition, another study's finding shows that respondents frequently react positively when asked about the category "Online Trust." (Ahsanti et al., 2022). Undeniable that building trust is the first step in developing a connection between live streaming services and users (Lu & Chen, 2021).

2.7 THEORY UNDERPINNING

2.7.1 Service Quality

The SERVQUAL model for recording and evaluating customer impressions of service quality was created for the first time by Zeithaml, Parasuraman, and Berry in 1988. The SERVQUAL model is a conceptual framework that measures the discrepancy between customers' expectations and evaluations of service quality through a multi-item scale. Because the consumer's assessment of an organization's overall worth differs from the objective metrics, perceived service quality is correlated with satisfaction. The comparison between expectations and perceptions of performance also includes the customer's attitude, which is connected but does not equal contentment (ELBadrawy et al., 2020). DeLone and McLean (2004) claimed that service quality involves the comprehensive additional services supplied by retailers or service providers.

Several scholars have set out to determine the characteristics of a service that are crucial for the assessment of its quality. Grönroos (1984) conducted a study to assess service quality dimensions, focusing on functional quality and technical quality. Rust and Oliver (1994) stated a tripartite framework consisting of service product, service delivery, and service environment. Parasuraman, Zeithaml and Berry (1988) initiated their research on Service Quality by examining ten sectors empirically. Their

objective was to develop and enhance SERVQUAL, which is a multiple-item tool used to measure customers' overall evaluation of a company's Service Quality. This dimension is the most widely utilized dimension of traditional service quality among all the available dimensions. The validity of the five dimensions of SERVQUAL has been established in the context of traditional service settings. The process of scale enhancement resulted in a reduction of the original ten dimensions into a set of five dimensions, such as tangibles, reliability, responsiveness, assurance, and empathy. This set is generally referred to as SERVQUAL (Zeithaml et al., 1988). The impact of service quality on customer satisfaction and subsequent purchase intention is crucial (ELBadrawy et al., 2020).

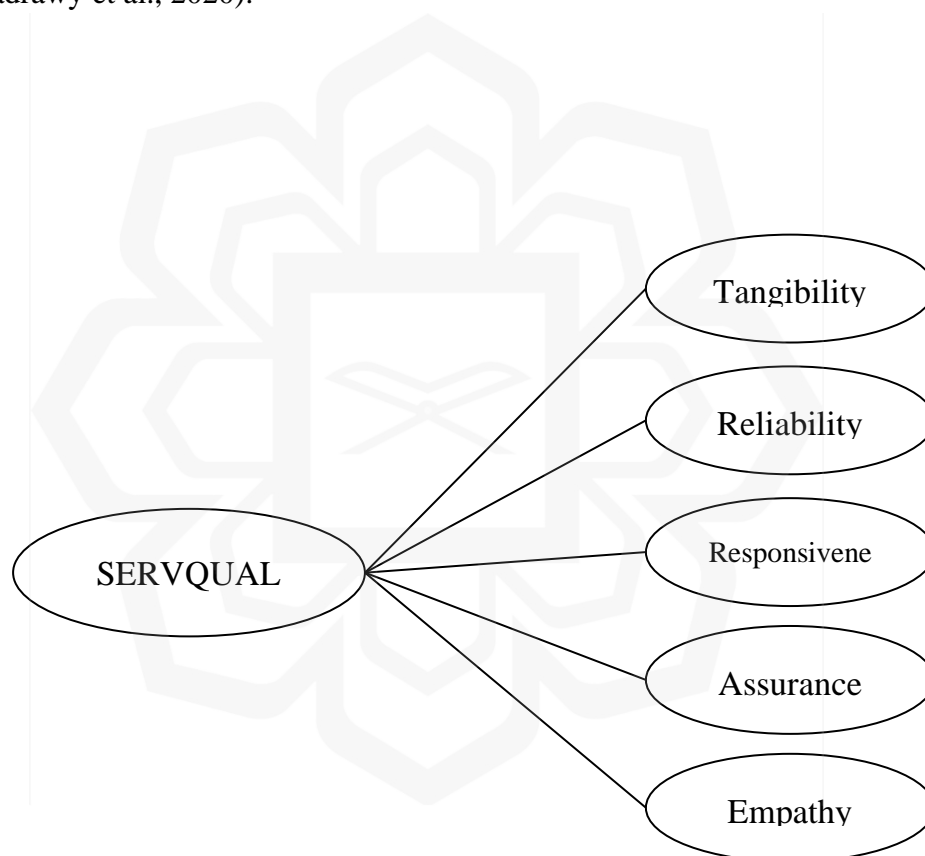


Figure 2.1 Service Quality (SERVQUAL)

Source: The SERVQUAL model adopted from Parasuraman et al. (1988)

Five Dimensions of Service Quality

1. Tangibility: includes actual advantages or services, modern technology-equipped amenities like high-speed internet or the most up-to-date

computers, staff (such as receptionists and security guards), a hard copy of any service agreements between the client and the service provider, and more lucidly written documents or materials like the FDR opening form, service charge voucher, etc.

2. Reliability: explains the methods for problem-solving that should be effective for the customer while taking up little time and without bothering customers,
3. Responsiveness: It describes the employees' eagerness and readiness to assist. As a result, service providers can deliver a particular and suitable item to the consumer that will meet their addiction to pleasure.
4. Assurance: The combination of two factors, mainly knowledge or personnel manners. There is a saying that consumer trust and confidence are primarily dependent on those facts of assurance, which means that if employees are more knowledgeable and have enough courtesy to maintain various types of customers, then customer trust and confidence develop or inspire positively, and thus it should be stated that confidence is always short term, whereas trust is always long term.
5. Empathy: to assess customer care and individual attention, as well as employees who maintain the company's service quality by providing dedicated service understanding customer needs, and attempting to provide service with heart-felt satisfaction as much as possible in response to customer demand or desires.

2.7.2 Expectancy Disconfirmation Theory (EDT)

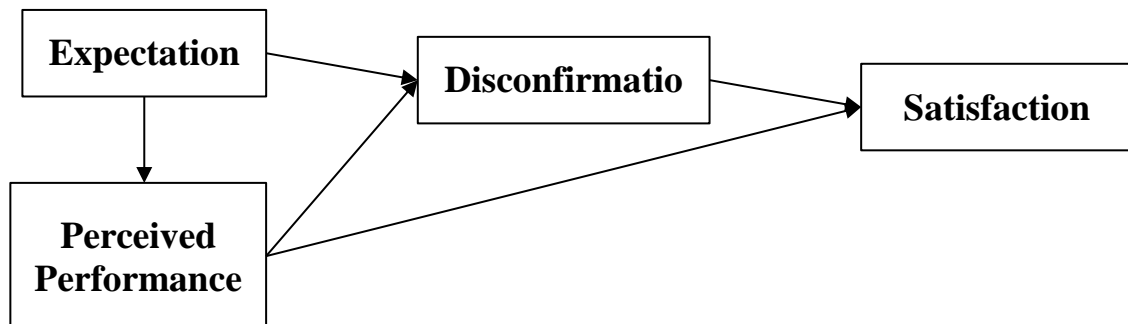


Figure 2.2 Expectancy Disconfirmation Theory (EDT)

Expectancy Disconfirmation Theory (EDT) can evaluate customer satisfaction based on the gap between consumer expectations and actual experiences with perceived products or services (Elkhani & Bakri, 2012). When a product or service's performance falls below the client's expectations, negative disconfirmation occurs, resulting in customer dissatisfaction. If the perceived performance of a certain product or service is beyond the consumer's satisfaction, positive disconfirmation results in customer satisfaction. Therefore, it is essential to acquire the trust of its shoppers. Additionally, a business must first achieve its perceptions of its products or services; as a result, positive disconfirmation will happen and result in satisfaction (Yu, 2022).

The Expectation Disconfirmation Theory (EDT), as indicated in Figure 2.1, was used in this study to assess customer satisfaction with social media live-streaming shopping in Klang Valley. In this study, Customer satisfaction is measured regarding some factors, such as e-service quality, information quality, perceived product quality and customer trust. If these factors are beyond customer expectation, they would be satisfied with having social commerce. Contrasting with that, there will be possible dissatisfaction when the factors are below customers' anticipation while live streaming shopping. However, this EDT model defines customer satisfaction as more than just meeting their product or service expectations. Rather than these characteristics,

satisfying consumers based on perceived information is the first step in gaining trust in the products and services offered by businesses (Elkhani & Bakri, 2012).

2.8 THEORETICAL FRAMEWOK

2.8.1 E-Service Quality

The idea of service quality in e-commerce (e-service quality) was possibly defined based on Internet marketing and the traditional service quality literature. Rust and Lemon (2001) define the function of service online (Santos, 2003). The actual basic terms of e-service are to provide consumers with a superior experience in terms of interactive information flow. Several chances occur as a result of the Internet's immediate and two-way communication contact with clients. They include real-time adjustments to the company's product depending on feedback from customers. Van Riel et al. (2001) proposed a conceptual framework for a cyberspace service. The e-service offering model comprises five distinct components. The aforementioned components include core services, facilitating services, supporting services, complementary services, and the user interface (Santos, 2003). The argument posits that the e-service strategy should prioritize the interactive exchange of information between the customer and the firm (Ojasalo, 2010). The fundamental essence of e-service lies in delivering customers with an enhanced experience in terms of the interactive exchange of information. The internet's capacity for immediate and reciprocal communication with customers presents numerous potential advantages. One of the strategies firms employ is the implementation of real-time adjustments to their offerings, which are informed by customer feedback (Zhang et al., 2005).

The extant literature analysis indicates that several e-service quality dimensions are consistently referenced in the majority of studies investigating this phenomenon. It can be proposed that eight quality dimensions are critically important in the realm of e-services. The factors under consideration are ease of use, website design and appearance, personalization, information, responsiveness, communication, security, and reliability. The dimensions of quality have an impact on both the pre-

existing expectations of the customer regarding the service and their subsequent experiences (Ojasalo, 2010). While previous studies in recent years have covered several essential dimensions for online commerce sellers, Salome et al. (2022) conducted a re-examination of e-service dimensions. The e-service quality of online channels can be assessed based on five key dimensions, including reliability, security, fulfilment, ease of use, and responsiveness. The aforementioned dimensions have the potential to serve as effective tools for managers of online services to improve the overall customer service experience. Furthermore, the study's identified dimensions can offer guidance to managers regarding the crucial factors to prioritize in enhancing the delivery of e-services (Salome et al., 2022). To be more accurate, the dimensions of electronic service quality have a positive impact on the overall quality of service, which in turn improves customer satisfaction and loyalty. Inadequate service quality, however, causes disadvantageous affective and behavioural responses and results in customer loss. The dissatisfaction experienced by consumers during shopping breaks may arise from the disconfirmation that the retail environment is not as controllable as anticipated (Tzeng et al., 2020).

2.8.2 Past Research Model

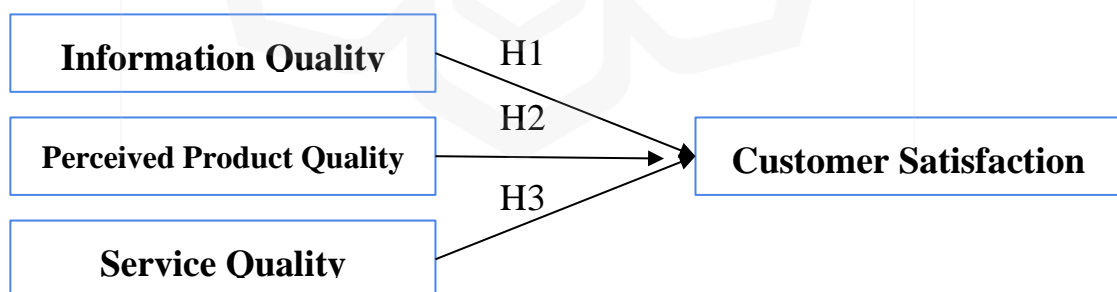


Figure 2.3 Past Researches Conceptual Framework

Source: Yu, P. R. (2022). Conceptual Framework developed to measure Customer Satisfaction towards Live Streaming Shopping.

Several researchers undertake research regarding consumer satisfaction. For instance, previous research studies investigating the elements impacting consumer satisfaction with live-streaming purchases helped to establish the conceptual framework above. Yu (2022) examined the factors that affect customer satisfaction while purchasing products in live streaming. Customer satisfaction stands as a dependent variable and is affected by independent variables such as service quality, informational quality, and perceived product quality. However, knowing how satisfied consumers are is critical for customers or businesses who perform online buying. Many independent variables impact customer happiness, such as service quality, informational factors influencing consumer quality, perceived product quality, trust, and others. Another research in 2021 utilizes the above model to analyze customer satisfaction with other factors such as Product Quality, E-Service Quality, and Brand Image (Yuan et al., 2021). Thus, the model is improved to analyze the relationship between customer satisfaction and the factors that influence it.

2.9 HYPHOTHESIS DEVELOPMENT

2.9.1 E-Service Quality and Customer Satisfaction

Nowadays, the Internet and social media are regarded as two of the most important digital marketing platforms. Customer evaluations of online purchasing are an important concern for researchers and practitioners, particularly those working in the sector of e-commerce (ELBadrawy et al., 2020). E-service quality has become one of the most essential factors to do so. According to Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000), e-service quality involves the level to which a website enables the integrated and experienced process of shopping, purchasing, and service delivery. However, several previous research studies have shown that service quality is strongly connected with consumer satisfaction in e-commerce. Bhalerao, 2020; Yuan et al., (2021); and Silviana et al., (2022); discovered that e-service quality significantly affects customer satisfaction while using e-commerce platforms. In detail, Ma (2021) discovered in a previous research study that service quality in that study relates to the help offered by Live Streamers.

Although it is slightly different, the study covered by Deng et al. (2021) found that customer satisfaction towards live streaming shopping on TikTok depends on the product's meeting with the customer's expectations, professionalism can only raise consumers' recognition of online celebrities, not how satisfied they are with the product itself. However, it was in contrast with Yu's (2022) result's study that states that service quality was the most significant aspect that might impact consumer satisfaction with live stream buying. When customers appreciate the excellent service the sellers offer, their purchasing experience increases and their satisfaction level rises, which may assist the sellers in converting them into loyal customers (Purwanto, 2022; Listianayanti et al., 2023; Sabri et al., 2022; Khan et al., 2019; Tzeng et al., 2020; Lim, 2019). In addition, the higher the e-service quality provided by the online shop, the greater the e-satisfaction of consumers in utilizing electronic services at the online shop as an online shopping site. This means that providing high-quality e-services on a website or online store application may boost e-satisfaction and foster e-loyalty. Hereby the hypothesis is formulated as below:

H1: E-Service Quality positively influences customer satisfaction in live-streaming shopping among social media users.

2.9.2 Information Quality and Customer Satisfaction

Online commerce known as e-commerce continues to develop, providing customers with more comprehensive information through live-streaming shopping, reducing their worries about the product the seller provides. According to a research, information quality is a factor that influences how satisfied live stream customers are (Yu, 2022). Since online customers are unable to see and touch the actual product, detailed and understandable information should be provided to them, it has been explained that a higher level of information quality will have a significant impact on customer satisfaction. The quality scale of the information is evaluated based on its accuracy, reliability, comprehensiveness, pertinence, and coherence (DeLone & McLean, 2003). Thus, as information quality improves, customer satisfaction improves, which is consistent with research that shows information quality is

positively connected with customer satisfaction (Ma, 2021; Xu et al., 2020; Tzeng et al., 2020; Wiranti & Wibasuri, 2020; Ng et al., 2022).

The early study shows results which support previous findings, that information and service quality are significant indicators of customer satisfaction with live-stream purchasing (Ma, 2021). Additionally, the role of information quality in online commerce is a top priority for customers (Rahayu et al., 2020). The reason for such an occurrence is the prevalence of unreliable information that consumers face, which can significantly influence their shopping experience depending on the quality and availability of information (Ariesty & Sari, 2021). The quality of information is a significant factor in determining the quality of e-commerce or websites. Additionally, it is imperative that the information provided by the application is consistently updated, and that the service description is more precise. These findings show the influence of information quality and service quality in the IS success model on consumer satisfaction with m-commerce.

According to previous research, the following is proposed:

H2: Information Quality positively influences customer satisfaction in live-streaming shopping among social media users.

2.9.3 Perceived Product Quality and Customer Satisfaction

Discussing the relationship between customer satisfaction and perceived product quality among customers of e-commerce is essential. While consumers buy products online, product quality is undeniably a key issue. In line with previous studies done by Yuan et al., (2021) discovered that perceived product quality is one of the characteristics that might influence the degree of satisfaction among live stream consumers. However, in the context of live streaming, customers expect that products promoted through live streaming, particularly by the host streamers, should possess the same level of quality as advertised (Tzeng et al., 2020). In addition, Deng et al. (2021) found in their study that several aspects might satisfy customers while purchasing online in TikTok live streaming, such as product factors, degree matching factors, quality factors, and services. However, satisfaction with live streaming in

social commerce depends on the product's meeting with the customer's expectations (Laosuraphon & Nuangjamnong, 2022), therefore professionalism can only raise consumers' recognition of online celebrities, not how satisfied they are with the product itself.

Other studies, such as Sambo et al. (2022) that claimed customer satisfaction and product quality are significant influences (Yu, 2022; Chen et al., 2020; Ng et al., 2022; Zhang et al., 2020; Othman et al., 2022). That statement posits that there exists a positive correlation between the quality of a product and the level of satisfaction experienced by the customer. Furthermore, any decrease in the level of customer satisfaction can be attributed to a corresponding reduction in the quality of the product. This finding corroborates the theory posited by Kotler and Keller (2012) which suggests that the degree of customer satisfaction is contingent upon the extent to which customers perceive that the quality of the product meets or surpasses their expectations. Thus, consumer satisfaction is influenced significantly and positively by perceived product quality. As a result, if the quality of the goods that live stream shoppers received met their expectations, their satisfaction level would stay high, and this may damage their repurchase intention.

In line with these studies, the hypothesis is developed below:

H3: Perceived Product Quality positively influences customer satisfaction in live-streaming shopping among social media users.

2.9.4 Trust and Customer Satisfaction

According to several previous marketing researches, customer trust was positively correlated with e-commerce use and satisfaction (Ma, 2021; Rahayu et al., 2020). It was supported by previous studies that trust and Customer satisfaction are crucial in convincing customers to make purchases and will drive people to buy products or make repeat purchases (Nugraheni et al., 2022; Merritt & Zhao 2022; Yu, 2022; Rouiba et al., 2021; Ariesty & Sari, 2021; Hutagaol & Jamaluddin, 2022). However, when customers notice the live streaming, it provokes emotional responses such as satisfaction, intrigue, and enthusiasm for the vendor and their products. Therefore,

trust and satisfaction are essential for maintaining a long-term perspective on interactions and lowering the perceived risk of opportunistic behavior. If there is an effective correlation between trust and satisfaction, both parties will gain enough value from their contact to be motivated to keep the relationship going (Silviana et al., 2022). Likewise, during live streaming, vendors may create fraternal contact with customers and represent themselves as good sellers. As a result, there is customer trust in the merchant and his items. Consumers are sure that the product information they will order, receive, and utilize will satisfy their expectations (Yudha et al., 2022).

Hence, the hypothesis is as below:

H4: Trust positively influences customer satisfaction in live-streaming shopping among social media users.

2.10 CONCEPTUAL FRAMEWORK

The conceptual framework was constructed utilizing prior research, theoretical principles, and testing literature. The conceptual framework depicted in Figure 2.4 is formulated based on empirical observation and logical explanations, encompassing all relevant concepts of this study. It means to investigate the influences of independent variables namely e-service quality, information quality, perceived product quality, and trust on customer satisfaction towards the context of social commerce in Malaysia (social media live streaming shopping). In detail, the E-service quality model examines the H1 (E-Service Quality and Customer Satisfaction), assessed based on five key dimensions, including reliability, security, fulfilment, ease of use, and responsiveness. Other hypotheses H2, H3, and H4 are analyzed by Expectancy Disconfirmation Theory (EDT) to know the way they influence customer satisfaction in live streaming shopping, especially among Malaysian customers.

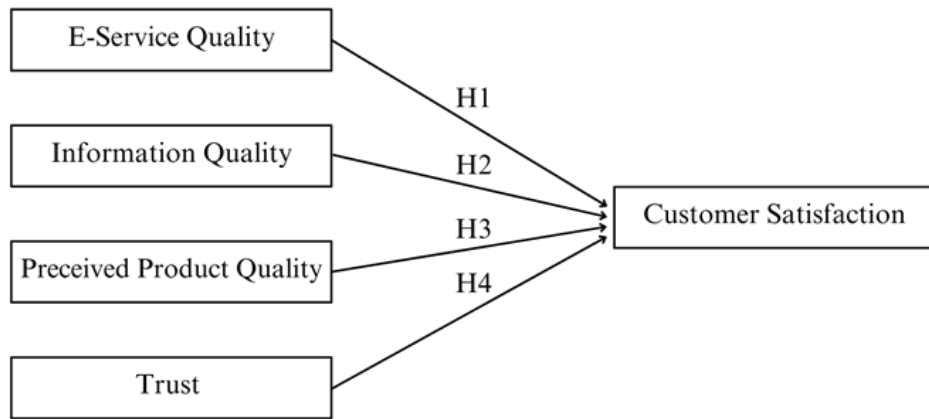


Figure 2.4 Conceptual Framework

Source: Developed for the Research

In summary, according to the theory, literature, and utilizing prior research the hypothesis formulated for this study below;

Table 2.1 Hypothesis Summary

<p>Hypothesis 1: E-Service Quality positively influences customer satisfaction in live-streaming shopping among social media users.</p>
<p>Hypothesis 2: Information Quality positively influences customer satisfaction in live-streaming shopping among social media users.</p>
<p>Hypothesis 3: Perceived Product Quality positively influences customer satisfaction in live-streaming shopping among social media users.</p>
<p>Hypothesis 4: Trust positively influences customer satisfaction in live-streaming shopping among</p>

social media users.

2.11 CHAPTER SUMMARY

This chapter concentrated on earlier studies and research in the context of the dimensions of the objective of the study, such as e-service quality, information quality, perceived product quality, and trust in customer satisfaction. This chapter begins with a detailed literature study on the dependent variable customer satisfaction, followed by the detail on independent variables. Then, the significant relationship between the concepts has been explained in this chapter along with the hypotheses proposed. Finally, a conceptual framework has been provided illustrating the connection between these components.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Chapter three of this research discusses the research methodology, research design, and sampling strategy that determine the study's sample size. This chapter provides a comprehensive overview of the data collection process, followed by a description of the research variables and the tools employed for their measurement. The tools that will be suggested for use in the analysis of the research data are at the end of this chapter.

3.2 RESEARCH APPROACH

This study follows a deductive methodology that focuses on developing hypotheses informed by current theory and then choosing an appropriate research tool to test the hypotheses (Bryman, 2008). The process begins with selecting a theory, followed by the formation of hypotheses, the use of statistical methods to test them, and finally, the results, which will either validate or refute the hypotheses.

3.3 RESEARCH DESIGN

This research design, frequently referred to as a master plan or a fundamental roadmap, identifies the research techniques to be applied throughout the data collection and analysis phases (Kothari, 2004). An existing research design or plan is a prerequisite for data collection and analysis in a research project. The term "research design" refers to the systematic and strategic planning of the methodologies that will be employed to gather the necessary information and the techniques that will be

utilized in their subsequent analysis (Sam & Daniel, 2011). There are two primary categories of research methodology approaches: quantitative and qualitative. Quantitative research is employed to collect data for statistical analysis (Kothari, 2004). The quantitative approach involves the formulation of specific hypotheses and objectives, which are subsequently investigated through the collection and analysis of data from a population. This analysis is focused on studying the variables that are relevant to the formulated hypotheses. The methodology typically involves the utilisation of methodologies such as experimentation and surveying, followed by the gathering of data and statistical analysis. Hence, the present study employs quantitative research methodology to identify the variables that impact customer satisfaction with live-streaming services in Klang Valley.

In addition, the present study employs both descriptive and causal research methodologies. The descriptive study aims to provide an understanding of the demographic characteristics and contextual factors of the participants. Causal research is utilized to determine the causal relationship between variables and investigate the impact of e-service quality, information quality, perceived product quality, and trust on customer satisfaction in the context of social media live streaming.

3.4 SAMPLING AND POPULATION

A sample design refers to a precise and structured approach to acquiring a representative sample from a particular population. The term pertains to the methodology or approach that a researcher would employ when choosing elements for the sample. The determination of the sample design precedes data collection (Kothari, 2004). The term "population" pertains to the collective attributes of the complete group of individuals for whom the data is required (Sam & Daniel, 2011). On the other hand, "sampling" involves choosing a subset of participants that accurately represents the entire population (Pandey, 2015). This study concentrates on the population of customers who have experience purchasing items on social commerce platforms, specifically in Klang Valley Malaysia. Malaysia is a big country and Klang Valley is a Malaysian region centred on Kuala Lumpur and encompasses the

surrounding cities and villages in Selangor. The population is calculated and recorded near 10 million people surrounding Klang Valley in 2023. It was chosen as the research area because of its diverse demographic and socioeconomic origins. Moreover, there were also customers of many nationalities and states, as well as those with unique cultures and backgrounds (Osman & Binti Ismail, 2022). Hence, The Klang Valley was selected since it is proposed to represent all customers in Malaysia.

Likewise, the demographic of live-streaming customers aged between 18 and 47 years old. These live-streaming customers are committed to social commerce, such as live-streaming platforms Facebook, TikTok and Instagram experienced in Klang Valley. The concept behind choosing this particular demographic is their ability to produce earnings, which consequently leads to an increased purchasing capacity for live stream shopping. Additionally, the present study incorporated participants of both genders; male and female.

3.4.1 Sample Size

According to the data from social media statistics for Malaysia, social media has a significant part in Malaysian society, with around 30.25 million social media users out of the 32.98 million populations (Amurthalingam, 2023). Facebook is the most popular platform followed by Instagram and TikTok as the most extensively used application, (AsiaPac, 2022). Therefore, the sample size of the respondents is customers who had experiences of live streaming shopping in Klang Valley. Likewise, to narrow down the sample size to a large population, the samples in this study was Generation Z respondents who were at least 18 years old, which is considered mature, independent and have the ability to produce earnings, which consequently leads to an increased purchasing capacity for live stream shopping. The last one is Generation Y with a maximum that is 47 years old as the active generation of Facebook users and will represent the elder generation about this innovative transaction of live streaming shopping.

The sample size should be neither too large nor excessively small. It should be perfect. An ideal sample meets the characteristics of efficiency, representativeness,

dependability, and flexibility (Kothari, 2004). For an appropriate sample size, previous studies used a limited sample size in live streaming consumers due to the large population. This study focuses on Klang Valley a population of almost 10 million people which consists of Kuala Lumpur, Gombak Petaling, and Hulu Langkat. To determine the appropriate sample size, Krejcie and Morgan's (1970) guidelines were followed in the current study. The numbers of a sample size from a certain demographic are listed in a table that Krejcie and Morgan provide in their study. The formula used in this table to calculate sample size was made available by the National Education Association's research division (Krejcie & Morgan, 1970). The sample size is shown in the Table below;

Table 3.1: A Formula for Calculating Sample Size from a Given Population.

N	S
±10.000.000	384

Source: Krejcie & Morgan, (1970)

N: Population size

S: Sample size

In detail, Klang Valley area will have ±10 million residents overall in 2023 (N > 1000000). Based on (Krejcie & Morgan, 1970), a total of 384 response samples is sufficient. Therefore, 384 responses were required from Klang Valley respondents to complete the data of this study.

3.4.2 Sampling Technique

There are two basic sampling designs, such as probability sampling and non-probability. There are four nonprobability sampling techniques; convenience sampling, judgment sampling, quota sampling, and snowball sampling (Kothari, 2004). This study utilized convenience sampling, which is a non-probability sampling method that involves selecting participants based on their accessibility and convenience for the purpose of data collection. This method is preferred over other sampling techniques due to its ease of implementation. In this study, the method of convenience sampling with a prerequisite question was employed to select the target respondents. Likewise, several past studies have used this sampling technique to select their samples (Yu, 2022 and Ma, 2021).

The questionnaire was disseminated via the Internet utilizing a non-probability sampling method known as convenience sampling. However, this research only requires experienced respondents who do live-streaming shopping on social commerce in Klang Valley who answer the questionnaire to ensure the reliability and validity of the data analysis. Therefore, the sampling is relevant to the research question which will enable the researcher to answer the research question.

3.5 RESEARCH INSTRUMENT

According to Kothari (2004), a questionnaire is a set of questions arranged in a predetermined order and presented in a form or series of forms. The forms distribution will be conducted electronically, sent directly to respondents and in other ways. The question is one of the ways to measure the influence of independent variables such as e-service quality, information quality, perceived product quality, and trust on dependent variable customer satisfaction.

3.5.1 Questionnaire Design

In the present study, the use of questionnaires is primary in collecting data from the sample units. The questionnaire contains a set of questions that are relevant to the research objectives, which require the respondent to answer accordingly (Kothari, 2004). The questionnaire item measures were adapted from numerous studies to match the demands of this study. In detail, the objective of adaptation is to adapt more effectively to the demands of a new population, location, language, method, or any combination of these (Mohler et al., 2016). Any aspect of a question, questionnaire, or instrument can be adapted in terms of content, structure, answer scales, or visual presentation. When conducting new studies, researchers typically edit questions from previous studies and employ these modified versions (Wong et al., 2012). The questionnaires structured consisting of three sections. The first section is an introduction to asking responder screening questions; if they are users and have experience with live streaming transactions, they frequently order and are familiar with the platform utilized. The second section focuses on the measurement constructs, which include customer satisfaction, e-service quality, information quality, perceived product quality, and trust in social commerce. The third section is demographic questions. A summary of the research will be given in the first part. The constructions of this study will be measured in the second portion. The last section will cover the respondents' demographics, including gender, age, marital status, race, monthly income, and general question.

The Likert scale is used in this study, which is often referred to as the interval scale and is often used in the field of information systems research. In this study, all measurements were assessed using a 5-point Likert scale that ranged from 1 (indicating strong disagreement) to 5 (indicating strong agreement). This scale was chosen for its convenience in allowing participants to easily comprehend and articulate the entire set of scale descriptors (ELBadrawy et al., 2020).

Table 3.2: Measurement Items

Variables	Statements	Sources
Customer Satisfaction	I believe I have had good buying experiences with live streams.	(Yu, 2022)
	I am satisfied with my purchase experience with the live streaming.	
	I believe that shopping from live streamers is a wise decision.	
	If I had to do it over again, I would make my most recent online purchase via live streaming.	
E-Service Quality	The item I ordered through live broadcasting arrived on schedule.	(Tzeng, Ertz, Jo, & Sarigollu, 2021)
	Live stream offers me both customer service and assistance before my purchases and after it is completed.	
	In my opinion, it is easy to place orders through live streaming on social media platforms.	
	It's simple to pay for items purchased while watching live streaming.	

	Live streamers generally provide returns and refunds.	
Information Quality	The streamer's content (such as product, brand, and usage experience) is trusted.	Xu, X., Wu, J.-H., & Li, Q. (2020).
	The information presented by the live streamer is clearly easy to understand.	
	The online retailer offers fresh and relevant product information.	
	I received accurate and complete information about the product.	
Perceived Product Quality	I'm quite satisfied with the live streamer's product quality.	(Yu, 2022)
	The products I purchased from the live streamer have a worthy quality.	
	I received a product that demonstrated the level of quality I found in a physical store.	
	My expectations were met by the things I bought from the live streamer's channel.	
Trust	I believe that live streaming can help me make purchasing choices.	Ma, Y. (2021)

	I believe that the broadcasters who engage in live streaming shopping are reliable.	
	I believe live-streaming shopping offers a quality guarantee for products that are purchased.	
	I believe most of the products revealed in Live streaming are honest.	

3.6 DATA COLLECTION METHOD

Data collection is gathering data and measuring information systematically, allowing respondents to answer research questions, test hypotheses, and assess the outcome. In this study, the data collection is gathered by respondents answering a question that is widespread electronically. The collection process was conducted from October to November 2023 in Klang Valley. The data was then analysed between December 2023 and January 2024 using SPSS, which included descriptive analysis, exploratory factor analysis (EFA), reliability analysis, and multiple regression analysis.

3.6.1 Primary Data Collection

The data used in the research are categorized into two, namely primary data and secondary data. Primary data refers to information that is gathered for the first time and therefore possesses an original character (Pandey, 2015). In contrast, secondary data refers to information that has been previously gathered by another individual or entity and has undergone statistical analysis (Kothari, 2004). The techniques used for gathering primary and secondary data convey dissimilarities, as primary data requires

the original collection, whereas secondary data involves the compilation of pre-existing information. Primary data is used in this current study. Various primary data sources are available, including surveys, interviews, questionnaires, experiments, and observations. The primary data in this study is obtained from respondents through the employing of the questionnaire survey method.

3.6.2 Data Collection Tools

Due to primary data being required in this study, questionnaire tools are used for data collection. A questionnaire is an organized gathering of questions that are presented to a section of individuals within a population to obtain the desired information (Pandey, 2015). Additionally, the web platform is used to share questionnaires and gather data. Social media platforms including WhatsApp, Facebook, Telegram, and Instagram are used to collect the data. This is due to the widespread usage of these social media platforms, making it simple for researchers to get data from the intended sample populations. Aside from giving respondents enough time to provide thoughtful responses, electronically gathering data questionnaires allows additional respondents who are difficult to contact to be reached more readily.

3.7 DATA ANALYSIS

The obtained data will be analyzed using statistical analysis software, namely SPSS. Afterwards, the following analyses will be carried out: descriptive statistics analysis, reliability analysis, exploratory factor analysis, and multiple regression analysis.

3.7.1 Pilot Study

This study used a pilot study to determine the reliability of items before distributing them to respondents. A pilot method was utilised to test survey questions with a limited sample size to see if the survey format satisfied the study objectives and was

easily understood by the respondents. The purpose of pilot testing is to determine the reliability and applicability of data gathering so that future research instruments may be used effectively (Kothari, 2004).

3.7.2 Descriptive Analysis

In research, descriptive analysis is typically used to summarize the essential properties of the data (Kothari, 2004). Furthermore, descriptive analysis is extensively utilized by researchers during data analysis to acquire important information on the features of a certain group of people (Sam & Daniel, 2011). To explore the data more clearly, the frequency and percentages of each variable may be estimated and tabulated, so it can be displayed in the form of tables, bar charts, histograms, pictograms, and pie charts.

In this study, descriptive analysis was utilized to examine the demographics of the data collected. Descriptive analysis aided the researcher in gathering adequate demographic information from the study's respondents. Additionally, appropriate descriptive analytic techniques in SPSS will be used, such as central tendency measures such as variance and standard deviation.

3.7.3 Exploratory Factor Analysis (EFA)

Exploratory factor analysis (EFA) has been widely employed by scholars and researchers for many years. It has several benefits for academicians, including helping them grasp theories, explore scale validity, and examine variables for additional statistical analysis (Pandey, 2015). The utilization of exploratory factor analysis involves the examination of significant variables with the aim of constructing a model from a considerably extensive combination of dimensions. This approach is advantageous when the researcher lacks any preconceived ideas regarding the number or configuration of the factors. However, exploratory factor analysis was utilized in this study because it allows the researcher to manageably reduce the number of components before moving on to additional analyses conducted using SPSS software.

3.7.4 Reliability Analysis

In order to ensure the consistency of measures, it is necessary to subject a questionnaire to reliability analysis. The researcher can ensure the appropriateness of the findings and the ability to draw conclusions and make decisions based on the questionnaire results by conducting a reliability analysis of the questionnaires (Kothari, 2004). Reliability in statistical analysis is about the consistency between numerous measurements of the variable. The Cronbach's α statistic is a frequently used approach for evaluating reliability (Sam & Daniel, 2011). For each variable in the current investigation, Cronbach's Alpha coefficient value will be generated in order to assess the internal consistency of the measurement items. A minimum threshold of .60 is typically recommended to calculate Cronbach's α , which is measured on a scale of 0-1. A score of 0 indicates a lack of consistency, while a score of 1 indicates complete consistency (Yu, 2022).

3.7.5 Multiple Regression Analysis

Multiple regression analysis is a type of predictive analysis that examines the association between one dependent variable and two or more independent variables (Kothari, 2004). Simple linear regression is expanded upon in this form of study. To achieve its goals, the current study will use multiple regression analysis to determine the relationship between the independent variables and independent variables. The current research relies on multiple linear regression analysis to examine the potential influence of four independent variables, namely e-service quality, information quality, perceived product quality, and trust, on the dependent variable of customer satisfaction among social media users in Klang Valley.

3.8 SUMMARY

The current section provides a comprehensive analysis of the methodology that will be employed to carry out a research study on various factors that impact customer satisfaction in the context of social commerce. The selection of the research methodology was informed by the existing literature. The present chapter has clarified the quantitative research approach. Subsequently, the research methodology was elucidated in a sequential manner, utilizing a questionnaire. Furthermore, the chapter has provided a comprehensive description of the sampling procedure, encompassing both the sampling size and sampling technique. Furthermore, the subsequent chapters have provided substantial explanation of the methods of data collection and the design of questionnaires. These have been followed by a discussion on the procurement and development of the items that are intended to be utilized in the questionnaire. The present chapter has comprehensively addressed the methods adopted for data analysis.

CHAPTER FOUR

DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the empirical findings of the study, which was conducted using SPSS for data analysis. For the purpose of elucidating the data analysis and study findings, this chapter has a distinct component. The purpose of the data screening segment, which comes first, is to find any missing data so that analysis may proceed. The gathered data is next subjected to descriptive analysis using SPSS to determine the demographic data of the respondents. This is followed by exploratory factor analysis (EFA), reliability analysis and multiple regression analysis.

4.2 PILOT STUDY

For this study, a pilot study was implemented to evaluate both the importance of item purification as well as the degree of validity and reliability of the survey items. The pilot study analyzed all IV and DV items using a small sample size. A sample size of 30 was selected at random to conduct a pilot test before doing field research with a larger sample size. The pilot study's reliability coefficients exceeded 0.7, demonstrating dependability for large-scale data collection. The specifics are as follows.

Table 4.1 Reliability Coefficients for the Pilot Study

n=30

Constructs	Number of items	Case Valid	Cronbach's Alpha
CS	4	30	,792
ESQ	5	30	,788
IQ	4	30	,838
PPQ	4	30	,910
CT	4	30	,906

4.3 DESCRIPTIVE ANALYSIS

4.3.1 Descriptive of Demographic Respondents

To determine an appropriate sample size, this study followed Krejcie and Morgan's (1970) guidelines. 384 respondents participated and met the respondent requirements for this research. In this study, descriptive analysis was utilized to examine the demographics of the data collected. This section describes the respondent's demographic data including gender, age, race, monthly income, product category and frequency of customers purchasing products via live-streaming commerce in a month. The report in general as below;

Table 4.2 Demographic of Respondents

Statistic Descriptive (n = 384; items = 21)

Demographic	Frequency	Percentage (%)
-------------	-----------	----------------

Number of Respondents	384	
Gender		
Male	100	26%
Female	284	74%
Age		
18-22 years old	254	66,1%
23-27 years old	92	24%
28-32 years old	16	4,2%
33-37 years old	15	3,9%
38-42 years old	2	0,5%
43-47 years old	5	1,3%
Marital Status		
Single	354	92,2%
Married	23	6%
Divorced	7	1,8%
Race		
Malay	259	67,4%
Indian	14	3,6%
Chinese	63	16,4%
Others	46	12%
Monthly Income		
<RM 1000	283	73,7%
RM1001-RM2000	42	10,9%
RM2001-RM3000	33	8,6%
>RM4000	26	6,8%
Product Category		
Beauty Product	102	26,6%
Clothing	145	37,8%
Food & Beverage	64	16,7%

Electric Products	53	13,8%
Others	20	5,2%

Frequency Purchasing

Never	4	1%
1-3 times	302	78,6%
4-6 times	63	16,4%
7-9 times	7	1,8%
>10 times	8	2,1%

The analysis was carried out with SPSS and is explained in detail as follows;

4.3.1.1 Gender

Table 4.3 Gender

Gender	Frequency	Per cent	Cumulative Percent
Male	100	26	26
Female	284	74	100
Total	384	100	

According to the data mentioned above, the respondents for this research are both Gender, male and female. However, 26% of the 384 respondents are male, with exactly 100 respondents, while the rest, or 74% of respondents, or around 284

respondents, are female. Hence, more female respondents than male respondents participated in this study.

4.3.1.2 Ages

Table 4.4 Ages

Age Group	Frequency	Percent	Cumulative Percent
18-22 years old	254	66,1	66,1
23-27 years old	92	24	90,1
28-32 years old	16	4,2	94,3
33-37 years old	15	3,9	98,2
38-42 years old	2	,5	98,7
43-47 years old	5	1,3	100
Total	384	100	

The age range of the respondents, which spans from 18 to 47 years old, is shown in the table 4.4. In this study, there are six age categories of respondents, and the majority of them fall into the younger category. In particular, the majority of research participants about 66.1% or 254 responses overall were between the ages of 18 and 22. The second group of respondents, including 92 individuals or 24%, were those between the ages of 23 and 27. The final two categories had the fewest respondents only 0.5 percent and 1.3 percent while the third and fourth groups had very equal

numbers 4,2% and 3.9% of the total. This means that younger persons, primarily between the ages of 18 and 22, make up the majority of research participants.

4.3.1.3 Marital Status

Table 4.5 Marital Status

Status	Frequency	Percent	Cumulative Frequency
Single	354	92,2	92,2
Married	23	6	98,2
Divorce	7	1,8	100
Total	384	100	

The above-mentioned data illustrates the marital status of the research participants. It is evident that nearly all of the participants in this study who completed the questionnaire are unmarried or single. Merely 6% of the respondents are married, 1,8% are divorced, and the remaining respondents are single. 92,2% of them are single and have made purchases through live streaming.

4.3.1.4 Race

Table 4.6 Race

Race	Frequency	Per cent	Cumulative Percent
Malay	259	67,4	67,8
Indian	14	3,6	71,5
Chinese	63	16,4	88
Others	48	12,5	100
Total	284	100	

For this study, race is one of the variables used to establish the demographic. More than half of the participants in this research are Malays, as it was designed with customers with live streaming experiences as well as its target audience. There are four categories for race, though, with Malays making up the largest group with 67,4% or 259 out of 384 respondents. Chinese people come in second with 16,4% of the total number of participants. Indians make up the lowest percentage of the group with 3,6%, followed by others or those from Thailand, Indonesia, the Philippines, and many others, with 12%. Hence, Malays participated in this study at the highest rate.

4.3.1.5 Monthly Incomes

Table 4.7 Monthly Incomes

Monthly Income	Frequency	Percent	Cumulative Percent
-----------------------	------------------	----------------	-------------------------------

<RM1000	283	73,7	73,7
RM1001-RM2000	42	10,9	84,6
RM2001-3000	33	8,6	93,2
>RM4000	26	6,8	100
Total	384	100	

The monthly income of the respondents was recorded in the statistics above. The respondents' monthly income is represented by four group types. However, the majority of respondents (283 out of 384), or 73.7% of the total, had monthly incomes of less than RM 1000. Because more than half of the respondents were Generation Z or young generation, they were students in senior high school or university, so their monthly income is lower than the elder generation, who have a stable monthly income. Furthermore, 42 respondents (10,9%) earned between RM 1001 and RM 2000 per month, however, just 8,6 % and 6,8% of them earn between RM 2001 and RM 3000 and more than RM 4000 per month.

4.3.1.6 Product Category

Table 4.8 Products Categories

Product	Frequency	Percent	Cumulative Percent
Beauty Product	102	26,6	26,6
Clothing	145	37,8	64,3

Food & Beverages	64	16,7	81
Electric Product	53	13,8	94,8
Others	20	5,2	100
Total	384	100	

Products are divided into five categories in the questionnaire since live-streaming shopping offers a variety of products. As a result, at 37.8%, clothing was the category that survey participants selected the most, followed by cosmetic goods with 26.6% of the total. There is a minor variation in the percentages between the food and beverage and electric goods categories (16.7% and 13.8%). In contrast, a number of other categories such as toys, satisfaction, shoes, and tools had the lowest number selected by the respondents. Thus, the majority of respondents choose to use live streaming shopping while making online purchases of clothing.

4.3.1.7 Frequency of Purchasing Through Live Streaming Commerce per Month

Table 4.9 Frequency of Purchasing

Frerency of Purchasing	Frequency	Percent	Cumulative Percent
Never	4	1	1
1-3 times	302	78,6	79,7
4-6 times	63	16,4	96,1

7-9 times	7	1,8	97,9
> 10 times	8	2,1	100
Total	384	100	

Based on the information shows in the table and figure above on each respondent's monthly purchase frequency. There were 302 respondents who, on average, carried out their monthly purchase routine 1 to 3 times. Only a small percentage of respondents shop live streaming frequently. Of the respondents, 16,4% purchased live streaming 4 to 6 times a month, compared to just 2.1% and 1.8% for more than 10 times and 7 to 9 times a month, respectively.

4.3.2 Descriptive of Measurement Items and Constructs

The measurement items for this study consist of dependent variable and independent variable items such as customer satisfaction, e-service service, information quality, perceived product quality and trust. The detail descriptive of the measurement items for this research as below;

Table 4.10 Measurement Items

Statistic Descriptive (items = 21)

Measurement Items	Mean	Std Deviation
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Customer Satisfaction

I believe I have had good buying

experiences with live streams	2,13	,854
I am satisfied with my purchase experience with the live streaming.	2,11	,769
I believe that shopping from live streamers is a wise decision.	2,34	,911
If I had to do it over again, I would make my most recent online purchase via live streaming.	2,51	1,001
E-Service Quality		
The item I ordered through live broadcasting arrived on schedule.	2,17	,804
Live Stream offers me both customer service and assistance before my purchase and after it is completed.	2,14	,832
In my opinion, it is easy to place orders via live streaming on social media platforms.	2,15	,933
It's simple to pay for items purchased while watching live streaming.	2,13	,905
Live streamers generally provide returns and refunds.	2,45	,941
Information Quality		
The streamer's content (such as product, brand, and usage experience) is trusted.	2,31	,805

The information presented by the live streamer is clearly easy to understand.	1,96	,767
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The online retailer offers fresh and relevant product information.	2,15	,768
--	------	------

I received accurate and complete information about the product.	2,23	,851
---	------	------

Perceived Product Quality

I'm quite satisfied with the live streamer's product's quality.	2,25	,830
---	------	------

The products I purchased from the live streamers have a worthy quality.	2,26	,819
---	------	------

I received a product that demonstrated the level of quality I found in a physical store.	2,36	,894
--	------	------

My expectations were met by the things I bought it from the live streamer's channel.	2,26	,818
--	------	------

Trust

I believe that live streaming can help me make purchasing choices.	2,08	,873
--	------	------

I believe that the broadcasters who engage in live-streaming shopping is reliable.	2,23	,832
--	------	------

I believe live-streaming shopping offers a quality guarantee for products that are purchased.	2,32	,870
---	------	------

I believe most of the products revealed
 Live streaming is honest. 2,46 ,887

The detailed descriptive statistics for the 21 measurement items used in this investigation are displayed in the table above. The statistics of the measurement items are described by the mean and standard deviation results, which are displayed. Every variable, however, has four components, except for customer service, which has five. The information quality item "The information presented by the live streamer is easy to understand" has the lowest mean of all, coming in at exactly 1,96, below 2,0, while the other 20 items had excellent mean values, over 2,00. With a mean and standard deviation of over 2,51 and 1001, the customer satisfaction assessment item "If I had to do it over again, I would make my most recent online purchase via live streaming" has the highest values. Thus, all measurement items are examined and explained in statistics before proceeding further as a determinant of the measurement results of this research.

4.4 EXPLORATORY FACTOR ANALYSIS (EFA)

In an Exploratory Factor Analysis (EFA), a collection of observable variables' patterns of correlations is attempted to be explained by underlying variables, or factors. The KMO and Bartlett's Test of the independent variables in this research as below:

Table 4.11 KMO and Bartlett's Test of the Independent Variables.

Kaiser-Meyen Olkin Measure of Sampling Adequacy		,949
Bartlett's Test of	Approx. Chi-Square	4518,301

Sphericity	df	210
	Sig.	,000

The Kaiser-Meyer-Olkin (KMO) test is one of the instruments used to measure the degree of partial correlation between variables. Specifically, a KMO level close to 1.0 is regarded as good, while a number less than 0.5 is deemed poor. The data above show the result of the KMO and Bartlett's Test of the independent variables in this research which are e-service quality, information quality, perceived product quality and customer trust. The result of Kaiser-Meyer-Olkin (KMO) is exactly 0,949 which is close to 1.0 and considered excellent since it passed above the range of 0,5.

Bartlett's Test of Sphericity is also applied to test the null hypothesis that the correlation matrix is an identity matrix. A significant statistical test (typically less than 0.05) demonstrates that the correlation matrix is not a defining matrix (derivation of the null hypothesis). Bartlett's test result in the level of significance is 0.000, which is lower than the p-value of 0.05. It also demonstrates that there is no correlation between the items. So that these factors may be continued, factor analysis can be used.

After verifying the KMO and Bartlett's tests, the researcher extracted data using principal component analysis and reduced it using varimax rotation. Because this survey included 384 respondents, a loading factor value of 0.3 or above is considered suitable. The table below provides an explanation of the total variance and factor loadings for all variables utilised in this study.

Table 4.12 Total Variance Explained

Factors	Initial Eigenvalues			Extract Sum of Squared Loadings		
	Total	% Variance	Cumulative%	Total	% Variance	Cumulative%

1	9,821	46,767	46,767	9,821	46,767	46,767
2	1,492	7,106	53,874	1,492	7,106	53,874
3	1,081	5,145	59,019	1,081	5,145	59,019

Extraction Method: Principal Component Analysis

The table 4.12 and 4.13 show the result that three factors had eigenvalues more than one. In conclusion, 21 items structures were found to explain 59,019 per cent of the variance in the data. The initial factors accounted for 46,767 variances and had an eigenvalue of 9,821. The item factor loading varied from 584 to 789. The second component accounted for 7,106 percent of the overall variance, with an eigenvalue of 1,492. Following, factor loading ranged from 525 to 768. Meanwhile, the last component recorded a variance of 5.145 percent with an eigenvalue of 1.081 and a loading factor ranging from 496 to 692. However, this study examines four factors and analyze the three most influence factors on customer satisfaction as DV.

Table 4.13 Rotated Component Matrixes

Items	Factor 1	Factor 2	Factor 3
CT4	,778		
CT3	,749		
PPQ3	,720		
CT2	,713		
PPQ1	,705		
PPQ4	,701		
PPQ2	,684		
IQ4	,701		
IQ1	,584		

CT1	,584	
ESQ3		,768
ESQ4		,710
CS4		,620
CS2		,602
CS3		,557
CS1		,525
IQ3		,692
IQ2		,671
ESQ1		,581
ESQ2		,538
ESQ5		,496

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization
 a. Rotation Converged in 9 iterations.

CS : Customer Satisfaction
 ESQ : E-Service Quality
 IQ : Information Quality
 PPQ : Perceived Product Quality
 CT : Customer Trust

4.5 RELIABILITY ANALYSIS

In statistical analysis, reliability refers to the consistency of multiple measurements of the variable. Cronbach's Alpha coefficient values will be calculated for each variable in the current investigation to analyze the internal consistency of the measurement items. Cronbach's alpha, which is measured on a scale of 0 to 1, is generally calculated

with a minimum value of 0.60 (Sam & Daniel, 2011). So, the variables are considered dependable if the variable calculation results are more than 0.60.

Table 4.14 Reliability Analysis

Cronbach's Alpha Based		
Cronbach's Alpha	on Standardized Items	N of Items
,941	,942	21

The best Cronbach's Alpha coefficient value for both the independent and dependent variables, as determined by the reliability test, is ,941. The figure as mentioned earlier was the outcome of examining each of the 21 items. All of the reliability results are more than 0.60, indicating that all items in each variable are acceptable and reliable. In detail of each variable as bellow:

Table 4.15 Cronbach's Alpha

Factor Label	Cronbach's Alpha	Spesification
Customer Satisfaction (CS)	,827	Reliable
E-Service Quality (ESQ)	,784	Reliable
Information Quality (IQ)	,792	Reliable

Perceived Products Quality (PPQ)	,880	Reliable
Customer Trust (CT)	,869	Reliable

The Cronbach's alphas for the extracted factors, as well as their labels and specifications, are provided in the Table. In detail, the result of Cronbach's Alpha for the dependent variable customer satisfaction (CS) is ,827, while the independent variable is ESQ 784; IQ 792; PPQ ,880 and CT ,869. All of the alphas were more than 0.60, indicating a high level of dependability. Because their indications were strongly connected and virtually equivalent, the factors were all reliable. To further understand the link between the independent and dependent variables, multiple regression analysis may be used to further analyze these trustworthy elements.

4.6 MULTIPLE REGRESSION ANALYSIS

Table 4.16 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766a	,586	,582	1,862

- a. Predictors: (Constant), Customer Trust, E-Service Quality, Information Quality, Perceived Product Quality

The result shown above is the model summary of the multiple regression analysis of this study. It shows the correlation coefficient value or R-value in this study is ,766 and the R square value is ,586 based on the results of the analysis between the independent factor and dependent variables. This value indicates a high level of correlation between the variables. However, the R square may explain 58.6% of the

variation in the dependent variable consumer satisfaction. Factors outside this study's scope impact the rest (42,4%) of the variance in customer satisfaction.

Table 4.17 Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1863,927	4	465,982	134,380	,000b
Residual	1314,237	379	3,468		
Total	3178,164	383			

- a. Dependent variable: Customer Satisfaction
- b. Predictors: (Constant), Customer Trust, E-Service Quality, Information Quality, Perceived Product Quality.

Table 4.14 shows that the F-value is 134,380 and the p-value is,000, both of which are below the 0.05 significant limit. As a result, the data shows that all independent factors (E-Service Quality, Information Quality, Perceived Product Quality, and Trust) have a major effect on the dependent variable, customer satisfaction. Furthermore, these independent variables contribute significantly to the variation in consumer satisfaction.

Table 4.18; Regression Analysis

	Unstandarized	Standarize		
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Model	Coefficients		d Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	,961	,376		2,556	,011
E-Service Quality	,324	,044	,316	7,403	,000
Information Quality	,078	,058	,068	1,341	,181
Perceived Product Quality	,175	,053	,175	,3,323	,001
Customer Trust	,328	,054	,334	6,074	,000

According to Table 4.15 the multi-regression equation can be developed as below;

$$\text{Customer Satisfaction} = 0,961 + 0,324 \text{ ESQ} + 0,78 \text{ IQ} + 0,175 \text{ PPQ} + 0,328 \text{ CT},$$

with;

ESQ : E-Service Quality

IQ : Information Quality

PPQ : Perceived Product Quality

CT : Customer Trust

Since there are more than two variables, multi-regression analysis is utilized to identify the connection between the independent factors and the dependent variable. The correlations between variables are investigated, with 95% of significant values accepted. The outcome of this analysis is depicted in the table above.

$$t \text{ table} = t (a/2 ; n-k-1) = t (0,05; (384-4-1)) = t (0,025; 379) = 1.966$$

Table 4.19: Summary of Significant Results between IVs and DVs

Hypothesis	β (Beta)	t-value	Sig.	Result
E-Service Quality positively influences customer satisfaction in live-streaming shopping among social media users.	,316	7,403 (>1.966)	0,000 <0,05	Supported
Information Quality positively influences customer satisfaction in live-streaming shopping among social media users.	,068	1,341 (<1.966)	0,181 >0,05	Not Supported
Perceived Product Quality positively influences customer satisfaction in live-streaming shopping among social media users.	,175	3,323 (>1.966)	0,001 <0,05	Supported
Trust positively influences customer satisfaction in live-streaming shopping among social media users.	,334	6,074 (>1.966)	0,000 <0,05	Supported

The table above shows the summary of the data analysis of the research and describes in detail as below:

Hypothesis 1: E-service quality positively influences customer satisfaction in live-streaming shopping among social media users.

The first hypothesis testing is between E-Service Quality and customer satisfaction. According to the data collected and analyzed in SPSS, the relationship between E-service quality and customer satisfaction was shown to be considerable. In detail, the outcome shows a beta (β) of ,316 and a t-value of 7,403 (>1.966). E-Service Quality, on the other hand, is statistically significant with $p=,000$, which is less than the 0.05 alpha threshold. As a result, Hypothesis 1 is supported.

Hypothesis 2: Information Quality positively influences customer satisfaction in live-streaming shopping among social media users.

The second hypothesis is the independent variable investigating the impact of information quality on customer satisfaction. In contrast to the advanced variable, there is no correlation between information quality and customer happiness. However, the findings revealed that the beta (β) was ,068, the t-value was 1,341 (1.966), and the alpha level was more than 0.05 (.181). Therefore, information quality is not supported as a factor influencing customer satisfaction.

Hypothesis 3: Perceived Product Quality positively influences customer satisfaction in live-streaming shopping among social media users.

The analysis of the third hypothesis, the impact of perceived product quality on customer satisfaction reveals considerable results. The beta (β) was ,175, the t-value was 3,323 (>1.966), and the alpha level was ,001 and less than 0,05. As a result, this independent variable statistically supported the dependent variable.

H4: Trust positively influences customer satisfaction in live-streaming shopping among social media users.

The last coefficient level between customer trust and their satisfaction (hypothesis fourth) also has a major impact. With a beta (β) of ,334, the t-value was 6,074 (>1.966), and the alpha level was ,000, which was below what was required (0,05). As a result, consumer trust has a huge impact on consumer satisfaction when acquiring items in live-streaming commerce.

4.7 CHAPTER SUMMARY

This chapter contains a comprehensive presentation of the analysis that was done on this study. To prepare the data for analysis, data screening was done first. Descriptive data analysis was then carried out. It displayed the respondents' comprehensive demographic information and statistical descriptive of measurement items of this study. In addition, the results of the exploratory factor analysis (EFA) and reliability analysis of the components were then presented. Furthermore, each variable's

components are legitimate and prepared for further investigation. In addition, a multiple regression analysis was run to test the theories. One of the four independent variables was rejected, according to the data analysis. The quality of the information fails to boost customer satisfaction while making purchases through social commerce live streaming. According to study findings, customer satisfaction with live streaming buying is influenced by e-service quality, perceived product quality, and trust. As a result, it is determined that three out of four factors improve or sustain customer satisfaction when conducting purchases via live streaming.



CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter presents the main findings from the valuable sections summarizing the statistical analysis of this study, which consists of descriptive analysis, exploratory factor analysis (EFA), reliability analysis, and multiple regression analysis. In addition, the implications and limitations of the study are discussed. In the following part of this chapter, some recommendations for future studies are made. The conclusion concludes the investigation of this study.

5.2 E-SERVICE QUALITY TO CUSTOMER SATISFACTION

Hypothesis 1: E-Service Quality positively influences customer satisfaction in live-streaming shopping among social media users.

Depending on the investigation has shown dependable independent and dependent variable items. The first hypothesis's number, measures e-service quality on customer satisfaction resulting in a good value. In specifics, the result displays a t-value of 7,403 (>1.966) and a beta (β) of,316. In addition, E-Service Quality has a statistically significant p-value of ,000 below the 0.05 alpha level. Thus, the first hypothesis is validated.

The first hypothesis's analysis result shows that the most significant factor influencing a customer's level of satisfaction when they shop lives streaming is the quality of the e-service. This finding, however, is consistent with earlier research by Yu (2022), found that e-service participated the most in influencing consumer satisfaction during live-streaming shopping. Another study (Bhalerao, 2020; Yuan et al., 2021; Silviana et al., 2022) discovered a significant positive relationship between

e-service quality and customer satisfaction. Nonetheless, while purchasing on social commerce, the host's excellent customer service will raise consumer satisfaction levels.

5.3 INFORMATION QUALITY TO CUSTOMER SATISFACTION

Hypothesis 2: Information Quality positively influences customer satisfaction in live-streaming shopping among social media users.

The influence of information quality on customer satisfaction is the focus of the second hypothesis. The impact of information quality on customer satisfaction, contrasts the first hypothesis (e-service quality) in the result. The outcome measurements showed that the alpha level was greater than 0.05 (,181), the t-value was 1,341 (1.966), and the beta (β) was ,068. Consequently, this theory is not taken into consideration as a factor influencing how satisfied customers are with live-streaming purchasing.

According to the study's findings, there is no evidence to back up the concept that a customer's level of satisfaction is influenced by the quality of the information they acquire. This finding stood opposite to the findings of a past study by Rahayu et al. (2020), which indicated that a key factor in determining consumer satisfaction is the quality of the information provided. The quality of the information may ensure that a consumer understands the product details before choosing to buy the necessary item. Furthermore, research by Yu (2022), Ma, 2021, Xu et al., 2020, Tzeng et al., 2020, and Ng et al., 2022 demonstrated the positive influence of quality information on customer satisfaction as well. Contrary to those findings, Bustoni, W., and Tjhin V.U. (2023) discovered that a substantial amount of Instagram users had direct experience with making purchases using Instagram live broadcasting and had made the decision to not do so repeatedly. The primary cause of the poor quality of the information provided by the presenter on Instagram Live is that it is inaccurate and incomplete. However, the customer's measure of satisfaction will decrease if the live streamer's explanation falls under their expectations in terms of quality. As a result,

this study confirmed the conclusion that the provided information from the seller is of considerably lower quality and not detailed.

5.4 PERCEIVED PRODUCT QUALITY TO CUSTOMER SATISFACTION

Hypothesis 3: Perceived Product Quality positively influences customer satisfaction in live-streaming shopping among social media users.

The third hypothesis, which concerns perceived product quality on consumer satisfaction. The data displayed a beta (β) of,175; a t-value of 3,323 (>1.966); and an alpha level of ,001, less than 0,05. This independent variable therefore provided statistical support for the dependent variable.

Perceived product quality emerges as one of the variables that might quantify customer satisfaction with live streaming purchasing via social commerce, according to the factor analysis's findings. This outcome also confirms earlier studies by Tzeng, S. Y., Ertz, M., Jo, M. S., & Sarigollu, E. (2020) and Zhang, M., Sun, L., Qin, F., & Wang, G. A. (2020) that identified one of the key influencing factors to achieve high levels of customer satisfaction was perceived product quality. Nevertheless, the quality of the products was a major factor that customers considered before making any purchases online. Since customers watch and engage with the host directly before choosing to purchase through live streaming, they expect the same product as they saw and were informed about online by the host with the product they received. Furthermore, their level of satisfaction would decrease if the product quality did not meet their expectations and vice versa (Yu, 2022). Hence, the factor that most strongly influenced a customer's degree of satisfaction during a live streaming purchase was their perception of the product's quality.

5.5 TRUST TO CUSTOMER SATISFACTION

Hypothesis 4: Trust positively influences customer satisfaction in live-streaming shopping among social media users.

There is also a significant positive influence from the last factor value (the fourth hypothesis) between consumer satisfaction and trust. The t-value was 6,074 (>1.966) with a beta (β) of,3334, and the alpha level was,000, which was less than the necessary (0,05). Therefore, when it comes to client satisfaction in live-streaming commerce, consumer trust plays a major role.

As the result examined customer trust on consumer satisfaction, it positively affected customer satisfaction. Customer trust includes trust to the seller and trust to items. Research from the past has shown that customer satisfaction and trust play a critical role in convinced consumers to buy products and encourage customer loyalty (Nugraheni et al., 2022; Merritt & Zhao 2022; Rouiba et al., 2021; Ariesty & Sari, 2021; Hutagaol & Jamaluddin, 2022). Nonetheless, the consumer will be convinced to purchase the product through this seller's live streaming if they place their trust in the seller during the product's information presentation. Stated differently, it might be claimed that the items also earned the trust of the buyers. As a means of maintaining customer trust and loyalty towards sellers, customer satisfaction will increase when customer trust is paid for with trusted products received.

5.6 IMPLICATIONS OF THE STUDY

5.6.1 Theoretical Implications

This research is a multi-theoretical study that employs SERVQUAL and Expectancy Disconfirmation Theory (EDT) to investigate social commerce by experimentally evaluating the factors that influence consumer satisfaction as DV. The respondents were of diverse demographic; therefore, the results of this study are representative of all customers in the Klang Valley. Based on statistical results, three out of four factors are proven to influence customer satisfaction when purchasing via live streaming

shopping. Theoretically, the factors met the theory dimensions and this result supported previous study that stated the customer satisfaction is influenced by e-service quality, perceived product quality, and trust to the seller and product. Unfortunately, information quality was not significant for this study, and the results were statistically below the minimum requirements. Some theoretical implications detail should be noted in this study are;

Firstly, the e-service quality is confirmed as one of the factors that enhance customer satisfaction in statistical and theoretical while purchasing products toward live streaming shopping. Undoubtedly, the interactivity between the seller and customer while broadcasting the product through live streaming has a huge impact for customer satisfaction. Aside from detailed products explained by the seller, it is important for sellers to ensure that customer questions regarding their concerns about the product are clearly explained. Furthermore, real-time communication between the seller and the customer lowers doubts about the items. Likewise, it can increase customer satisfaction with online service and enhance their shopping experience. When customers are satisfied with the broadcasters' services and thorough product details, they will return to the seller the next time they need something similar. Therefore, satisfaction results from perceptions of services and products that are higher than expected, as related to the referred theory.

Secondly, the perceived product quality is evidently a factor that influences and enhances customer satisfaction through live streaming shopping. Perceiving the product which was bought online will determine whether the customer is satisfied or not. Although the product was demonstrated from multiple angles by the seller in live streaming, the physical product will influence and determine customers' level of satisfaction. When consumers choose to buy something online, they always have certain expectations about the quality of the goods; hence, if the product falls under those expectations, their satisfaction will naturally decrease. Furthermore, the customer's opinion of the merchandise needs to be positive if they completed a survey on the items in the actual store. Hence, providing the reliable detail product during live streaming and maintaining the product quality should be on a top priority for sellers.

Additionally, trust is indicated as the factor that influences customer satisfaction in shopping through live streaming social commerce. As mentioned earlier, customer trust includes trust to the product and seller. When it comes to live streaming, consumer trust in the seller comes first since the seller plays a crucial role in encouraging consumer trust in the product offered. When consumers trust the seller and the seller broadcasts product details in real-time, customers will ultimately decide to buy the item because they will trust the seller's product details. However, preserving consumer trust is critical since rebuilding trust among customers after an unpleasant shopping experience is more difficult.

Finally, information quality is the only one of the four factors in statistical which not proven to influence customer satisfaction in purchasing products via live streaming shopping. This statement supports previous issues which found that several Instagram users in Malaysia decided not to make repeat purchases via live streaming on social commerce. The quality of information is most likely the reason for the decrease in consumer transactions via social commerce in Malaysia. However, the final result of this study shows the contrary conclusions from several research investigations that indicated information quality was a factor influencing customer satisfaction (Ma, 2021; Xu et al., 2020; Tzeng et al., 2020; Wiranti & Wibasuri, 2020; Ng et al., 2022). In theory, the information provided by the seller builds customer expectations and ends by the satisfaction of perceived product met or even higher than the expectations. It has been noted that a greater degree of information quality would have a big influence on customer satisfaction since customers who purchase products online cannot feel and touch the actual goods. However, the live streaming is led by different hosts, and the information quality offered may change as well. In this study, more than half of the participants were young generation, whose expectations may be greater when it comes to online commerce, and the host's personality can influence their prescription when watching live streaming shopping. Therefore, online merchants must prioritize the quality of their information because it helps customers match their needs to the goods on offer.

5.6.2 Practical Implications

This research is of the greatest significance since it strives to provide business entities with a thorough grasp of the variables that have a substantial influence and demand attention. Therefore, some practical implications are offered and enable them to improve their practices in maintaining customer satisfaction. Live streaming shopping is designed to ease consumers gaining information about their necessary items and no one else can engage more with customers except the host or salesperson themselves. Therefore, in order to guarantee that the customer is enjoying using their e-service, the seller should offer a skilled host with strong communication skills and knowledge of the product. However, the more reliable and pleasant the service provided to customers, the greater the customer satisfaction with it.

In order to meet customers' expectations regarding the goods, retailers must thus properly define it with consideration of how the product is perceived. Furthermore, the problem of counterfeit items is widespread these days. While purchasing online, some customers may encounter low quality or counterfeit items. As a result, a customer's primary concern while purchasing through live streaming is the quality of the goods, which also influences their overall level of satisfaction. In addition, gaining consumer trust and satisfaction is very important for sellers to uphold and develop a long-term perspective and reduce the perceived risk by customers in carrying out other transactions in the future. It is more difficult to regain a customer's trust when their trust is damaged by low-quality goods they receive through live broadcasting. Therefore, retailers need to maintain customer trust either in the seller or products.

In this study, information quality had the lowest influence on customer satisfaction in live-streaming commerce. In practice, the host of live streaming plays a key role in presenting product information and encouraging customers to trust the items offered. Focusing on the customer's request and comment is the appropriate activity to fulfil and disclose the detailed item requested. Customer demand for information should be given high priority during live-streaming buying. As a result, clear and understandable information must be provided to them.

5.6.3 Policy Implications

This research is also beneficial to various Malaysian policymakers. Since social commerce is evaluated as a communication tool in this study, the information supplied may be used by the Malaysian Communications and Multimedia Commission (MCMC) as a regulator for merging communications and multimedia business. The digital economy is also relevant to this research; another useful input for the Malaysia Digital Economy Corporation (MDEC), a government organization under the Ministry of Digital in Malaysia that oversees Malaysia's digital economy. Likewise, The Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) can utilize the results of this research as material for domestic trade in Malaysia for further improvements. However, various challenges and respondents' points of view have been well discussed in this study. As a consequence, the findings of this research can be evaluated and used to convey fresh information to policy makers in Malaysia and help them make improvements in their choices.

5.7 LIMITATIONS OF THE STUDY

In this research, three of the four factors were statistically proven to be supporting factors that influence customer satisfaction with live streaming shopping. However, due to many factors, this research has several limitations; nonetheless, it can be finished and enhanced for the next research. There is much to talk about when it comes to live streaming for shopping. While live-streaming shopping is available on several platforms, including Amazon, Shopee, Lazada, and many more, this study focused on live-streaming purchasing through social commerce platforms like Facebook, Instagram, and TikTok. As a result, if the study investigates other platforms, the outcome might be different.

The measurement items in this study are limited, for each measurement variable it is designed in only four or five questions. However, to obtain more reliable and detailed results from each variable, providing more measurement items is considered better. Additionally, the study's population was restricted to those who had

any experience with live streaming shopping in Malaysia's Klang Valley. Since Malaysia is a large country, the results may vary if the next study can investigate every area of the country. Furthermore, this study looked at the data questionnaire, which was mostly completed by women and young people. In conclusion, if the researcher can collect more data that balances gender and age groups, the perspective may be modified. Likewise, the first section of the questionnaire study did not cover the most popular social media sites utilised by customers to make purchases through live-streaming shopping. However, this study should identify the most beneficial platforms to develop and update information regarding social trading platforms. As a result, future studies should incorporate customer-favourite social media platforms.

Finally, this research is focused on determining the factors that influence customer satisfaction in four general variables. On the other hand, a variety of definitions of satisfying exist concerning live streaming purchasing. Many specific aspects of this subject may be examined in detail and that could have an impact on customer satisfaction. According to the present study's findings, out of these four criteria, more than 40% have the potential to affect the satisfaction of customers. To keep their customers loyal and expand their business, live-streaming shopping involves numerous stakeholders. As a result, future studies may uncover more variables.

5.8 RECOMMENDATIONS OF THE STUDY

According to the limitations mentioned previously, many recommendations are made following this study, which could motivate further researchers to do better. This research examines e-service quality, information quality, perceived product quality, and customer trust with each of the four measurement items. To obtain more reliable results, it is recommended for future research to add more measurement items to the questionnaire. Especially for information quality, the specific reason for rejecting this variable can be detected due to unclear information or errors in understanding customer questions, resulting in unreliable explanations. Likewise, this study focuses on only four characteristics that may impact customer satisfaction. Many factors might

impact customer satisfaction, both on the seller and platform sides. As a result, future studies should look at the elements that may have the greatest impact on customer satisfaction by seller type or platform.

In the case of the questionnaire, respondents must be screened in the very beginning; this research has filtered the respondents' demographics but not enough to filter the social media platforms most commonly used by consumers. It is critical to add a preferred social commerce platform because each platform will detect different services, as well as contrast and evaluate each of them. Therefore, recognizing social commerce platforms that are widely used by consumers is critical for comparing and assessing future research and stakeholders.

Considering Klang Valley's high rate of social commerce usage and online commerce users, a large sample size should be used to collect more data. As a reference, this study examines customer satisfaction with live-streaming purchasing via social commerce using data from 384 respondents as a point of reference of social commerce study. If future studies analyze many platforms of online commerce aside from social commerce, a big sample size is needed for the maximum results. In order to collect data, the research questionnaire is designed entirely in English. As a result, the majority of respondents are students and members of younger generations, while many other people in Malaysia have experience with live-streaming shopping but are less understanding of the questions asked. Therefore, it is strongly advised that researchers give their questionnaires in more than one language especially the local language, so that a large number of people may respond and have a greater understanding of the topics addressed.

Third, this study uses SPSS as the analytic program and data analysis tools, including descriptive analysis, exploratory factor analysis, reliability analysis, and multiple regression analysis. To provide fresh references and new perspectives on social commerce research, each analysis technique is provided with a unique set of results and perspectives for every variable. Nonetheless, a variety of methods and instruments are available to analyze this type of study, making it simpler for the researcher to conclude.

Lastly, it is also seen to be crucial to disclose any new variables and indicators that may have an impact on how satisfied live-streaming shoppers are. In addition to

improving a seller's business, discovering new value may provide fresh perspectives and renew seller references. More information on customer satisfaction with live streaming purchasing as well as improved insight and assessment for sellers will result from this.

5.9 CONCLUSION

In summary, the research objective has been to identify three variables that are scientifically proven to have a positive impact on customer satisfaction and one variable that is considered insignificant. Regarding the findings in more detail, the four hypotheses are discussed regarding three factors that were shown to be valid: e-service quality, perceived product quality, and trust. The information quality hypothesis is the final hypothesis that has not been proven to have a positive impact in influencing customer satisfaction with live streaming shopping. To conclude, e-service quality lead as the highest number in influencing factors while information quality as the least. However, the study's limitations were already pointed out, along with a suggestion for further investigating. Thus, future researchers may refer to this study, which can guide to better research, in order to expand and enhance the next study about live streaming purchasing on social commerce.

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APPENDICES

Appendix A: Questionnaires

Title: Factors Influencing Customer Satisfaction on Live Streaming Shopping Via Malaysia's Social Media Platforms

Dear Respondent,

I am a Master student in Science Marketing at IIUM. To fulfill the final assignment, a survey was conducted that focused on examining the factors that influence customer satisfaction in live-streaming shopping via Malaysian social media platforms such as Facebook, Instagram, and TikTok. The findings of this study are significantly significant for assisting sellers on social commerce platforms and improving the literature in this area.

Your participation in this survey is valuable to this research. Please understand that the confidentiality of your responses is guaranteed, and the data is solely used for academic purposes. Your kind cooperation is greatly appreciated.

Researcher

Section 1: Screening Questions

Live streaming shopping of social commerce such as Facebook, Instagram and TikTok allows their streamers to watch product showcases in real time and from multiple angles. This should reduce customer concerns about the product, in contrast, the number of customers purchasing products via live streaming has decreased in Malaysia. Therefore, this research will examine several factors that can influence customer satisfaction in live-streaming shopping.

If you have customers who have live-streaming shopping experiences in one of social commerce platforms like Facebook, Instagram or TikTok in the Klang Valley region, you can participate in this questionnaire.

- Yes
- No

Section 2: Measurement Items

Customer Satisfaction

1. I believe I have had good buying experiences with live streams.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
2. I am satisfied with my purchase experience with the live streaming.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
3. I believe that shopping from live streamers is a wise decision.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
4. If I had to do it over again, I would make my most recent online purchase via live streaming.
 - Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

E-Service Quality

1. The item I ordered through live broadcasting arrived on schedule.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
2. Live Stream offers me both customer service and assistance before my purchase and after it is completed.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
3. In my opinion, it is easy to place orders via live streaming on social media platforms.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
4. It's simple to pay for items purchased while watching live streaming.
 - Strongly Agree
 - Agree

- Neutral
 - Disagree
 - Strongly Disagree
5. Live streamers generally provide returns and refunds.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

Information Quality

1. The streamer's content (such as product, brand, and usage experience) is trusted.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
2. The information presented by the live streamer is clearly easy to understand.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
3. The online retailer offers fresh and relevant product information.
- Strongly Agree
 - Agree
 - Neutral

- Disagree
 - Strongly Disagree
4. I received accurate and complete information about the product.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

Perceived Product Quality

1. I'm quite satisfied with the live streamer's product's quality.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
2. The products I purchased from the live streamer have a worthy quality.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
3. I received a product that demonstrated the level of quality I found in a physical store.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

4. My expectations were met by the things I bought from the live streamer's channel.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

Trust

1. I believe that live streaming can help me make purchasing choices.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
2. I believe that the broadcasters who engage in live-streaming shopping are reliable.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
3. I believe live-streaming shopping offers a quality guarantee for products that are purchased.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
4. I believe most of the products revealed in Live streaming are honest.
- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

Section 3: Demographic Profile and General Questions

1. Gender

- Male
- Female

2. Age

- 18 - 22 years old
- 23 - 27 years old
- 28 - 32 years old
- 33 - 37 years old
- 38 - 42 years old
- 43 - 48 years old

3. Marital Status

- Single
- Married
- Divorced

4. Race

- Malay
- Indian
- Chinese
- Others

5. Monthly Income

- <RM1000
- RM1001-2000

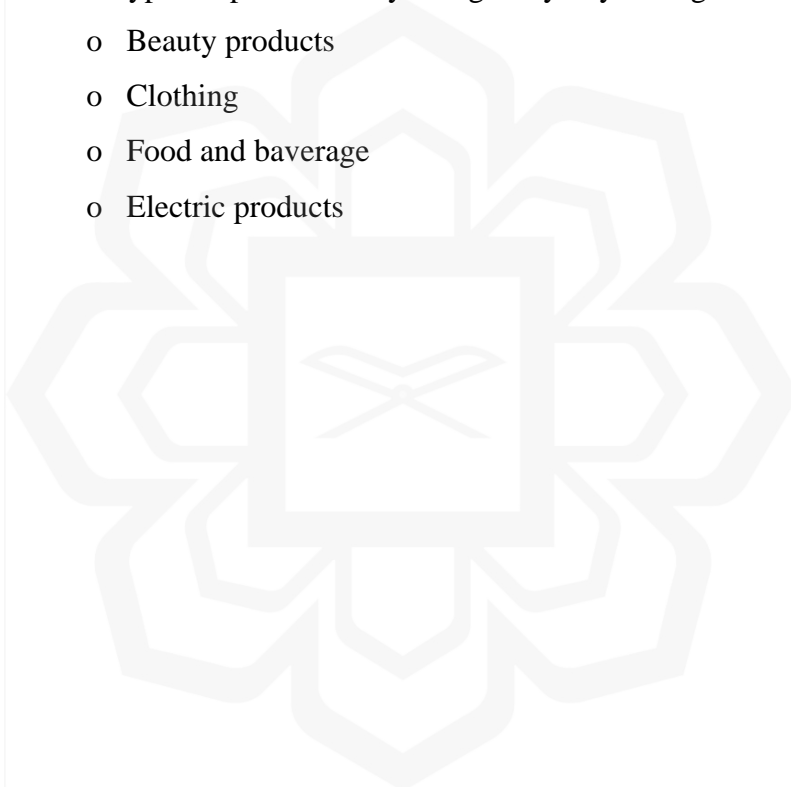
- o RM2001-3000
- o >4000

6. How often do you purchase products through social commerce in a month?

- o Never
- o 1-3 times
- o 4-6 times
- o 7-9 times
- o >10 times

7. What types of products do you regularly buy through social commerce?

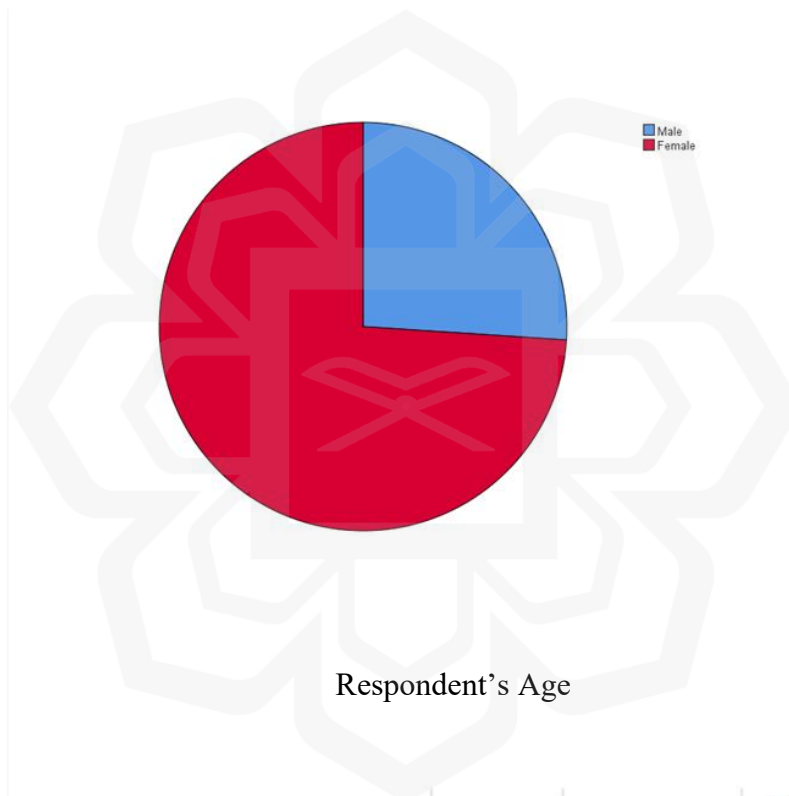
- o Beauty products
- o Clothing
- o Food and baverage
- o Electric products



Appendix B: Tables of SPSS

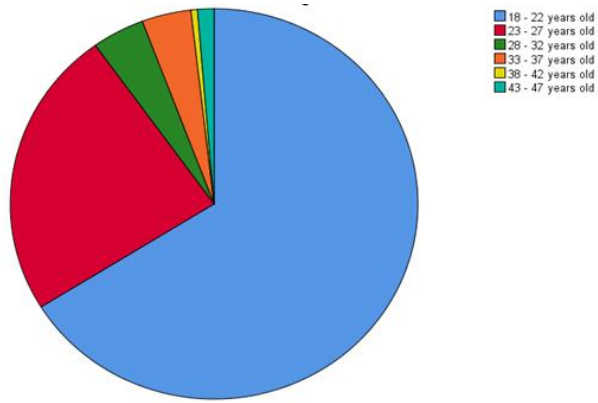
Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	26,0	26,0	26,0
	Female	284	74,0	74,0	100,0
	Total	384	100,0	100,0	



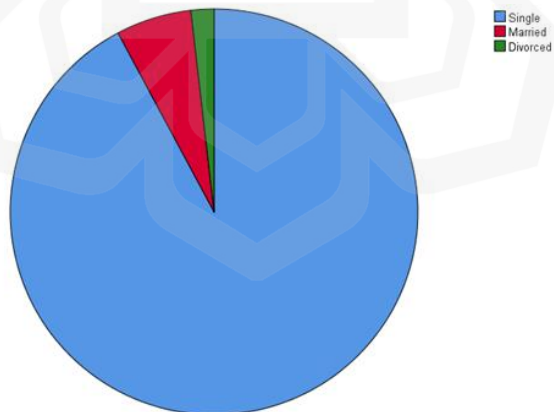
Respondent's Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 22 years old	254	66,1	66,1	66,1
	23 - 27 years old	92	24,0	24,0	90,1
	28 - 32 years old	16	4,2	4,2	94,3
	33 - 37 years old	15	3,9	3,9	98,2
	38 - 42 years old	2	,5	,5	98,7
	43 - 47 years old	5	1,3	1,3	100,0
	Total	384	100,0	100,0	



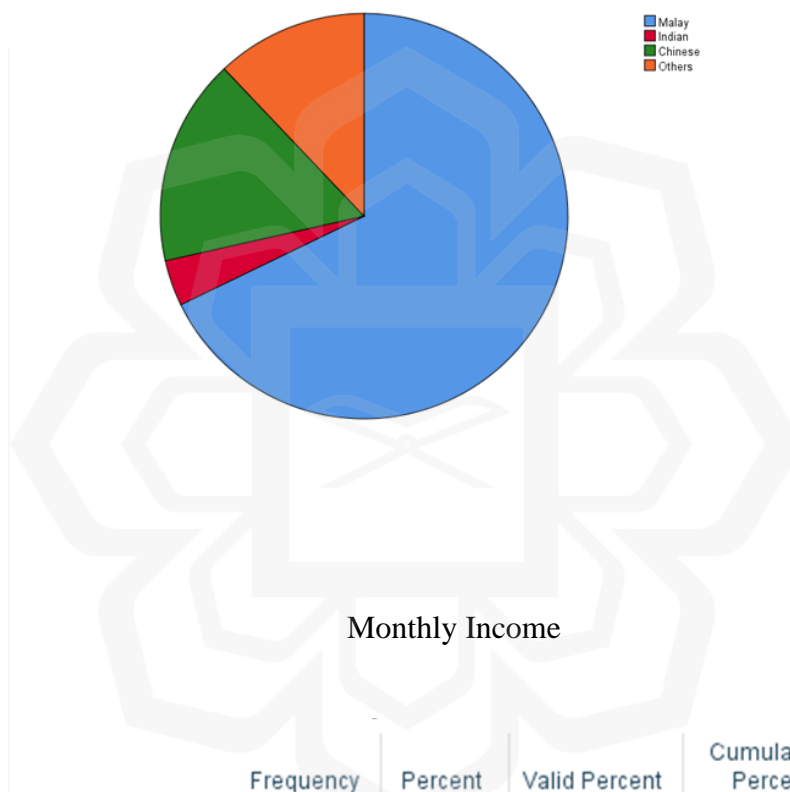
Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	354	92,2	92,2	92,2
	Married	23	6,0	6,0	98,2
	Divorced	7	1,8	1,8	100,0
	Total	384	100,0	100,0	



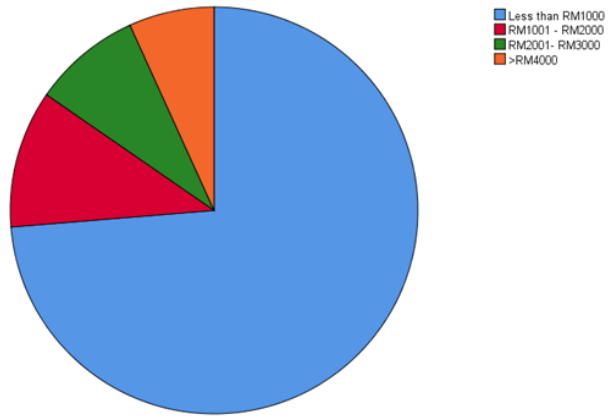
Respondent's Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	259	67,4	67,8	67,8
	Indian	14	3,6	3,7	71,5
	Chinese	63	16,4	16,5	88,0
	Others	46	12,0	12,0	100,0
	Total	382	99,5	100,0	
Missing	System	2	,5		
Total		384	100,0		



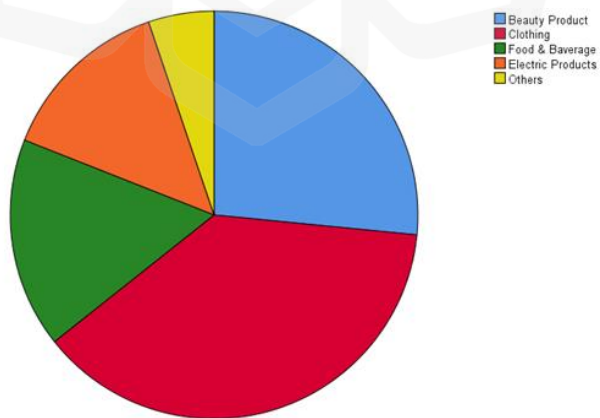
Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM1000	283	73,7	73,7	73,7
	RM1001 - RM2000	42	10,9	10,9	84,6
	RM2001- RM3000	33	8,6	8,6	93,2
	>RM4000	26	6,8	6,8	100,0
	Total	384	100,0	100,0	



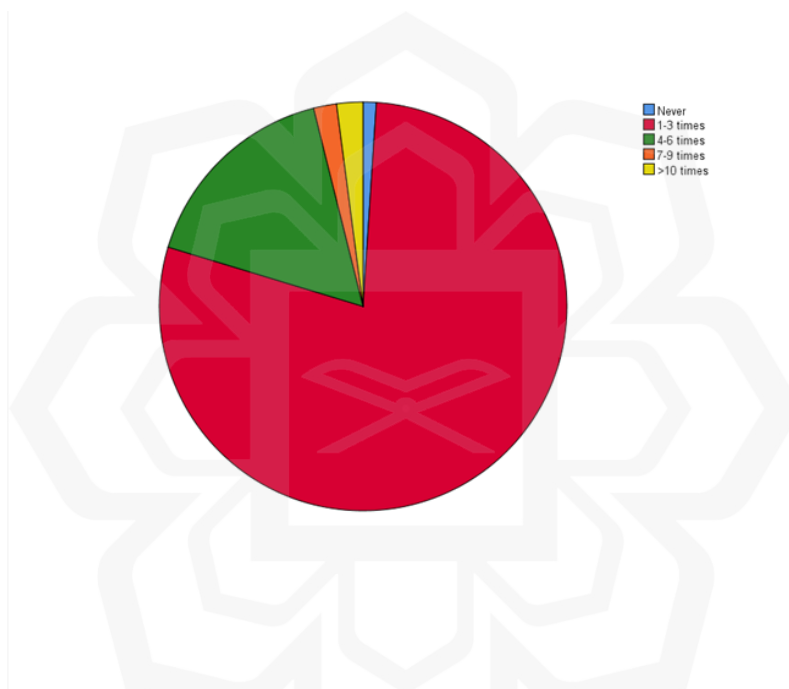
Product Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty Product	102	26,6	26,6	26,6
	Clothing	145	37,8	37,8	64,3
	Food & Beverage	64	16,7	16,7	81,0
	Electric Products	53	13,8	13,8	94,8
	Others	20	5,2	5,2	100,0
	Total	384	100,0	100,0	



Frequency Purchasing of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	4	1,0	1,0	1,0
	1-3 times	302	78,6	78,6	79,7
	4-6 times	63	16,4	16,4	96,1
	7-9 times	7	1,8	1,8	97,9
	>10 times	8	2,1	2,1	100,0
	Total	384	100,0	100,0	



KMO and Bartlett's Test of the Independent Variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,949
Bartlett's Test of Sphericity	Approx. Chi-Square	4518,301
	df	210
	Sig.	,000

Reliability Analysis

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,941	,942	21

Multiple Regression Analysis model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,766 ^a	,586	,582	1,862

a. Predictors: (Constant), Customer Trust , E-Service Quality , Information Quality , Perceived Product Quality

Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1863,927	4	465,982	134,380	,000 ^b
	Residual	1314,237	379	3,468		
	Total	3178,164	383			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Customer Trust , E-Service Quality , Information Quality , Perceived Product Quality

Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,961	,376		2,556	,011
	E-Service Quality	,324	,044	,316	7,403	,000
	Information Quality	,078	,058	,068	1,341	,181
	Perceived Product Quality	,175	,053	,175	3,323	,001
	Customer Trust	,328	,054	,334	6,074	,000

a. Dependent Variable: Customer Satisfaction