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THE INFLUENCE OF E-SERVICE QUALITY, PRICE, PRODUCT QUALITY, AND INFORMATION QUALITY ON CUSTOMER SATISFACTION IN ONLINE SHOPPING AMONG GENERATION Z IN SELANGOR

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Abstract:

The rise of online retail has revolutionized the global retail sector, with developing nations like Malaysia being drastically impacted. As the technology of high-speed internet grows, numerous mobile phone users are buying and selling items through their phones and the development of digital payment systems has made online shopping an integral part of consumers' lives. The online shopping platforms like Shopee, Lazada and TikTok Shop have played a major part in making online shopping even more easily accessible, convenient, and efficient for Malaysian consumers. The study sample size was larger than the minimum to increase the reliability of the data and decrease the likelihood of incomplete or unusable responses. 451 valid responses were successfully secured and analysed.

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Introduction

The rise of online retail has revolutionized the global retail sector, with developing nations like Malaysia being drastically impacted. As the technology of high-speed internet grows, numerous mobile phone users are buying and selling items through their phones and the development of digital payment systems has made online shopping an integral part of consumers' lives. The online shopping platforms like Shopee, Lazada and TikTok Shop have played a major part in making online shopping even more easily accessible, convenient, and efficient for Malaysian consumers.

With the ever-changing digital landscape, Customer Satisfaction has emerged as one of the most crucial aspects that guide the success of E-commerce businesses. Happy customers are more likely to return to a platform, become loyal and recommend the platform to others. Hence, the importance of comprehending the factors that impact the satisfaction of the customers is critical to enhance the quality of services and remain competitive in the e-retailing industry.

A number of critical factors affecting customer satisfaction in online shopping have been identified, such as e-service quality, product quality, information quality and price. The efficiency, reliability, ease of use in an online shopping platform defines the e-service quality. Product quality is an indication of whether purchased goods are up to the customer's expectations or not. Information quality refers to the accuracy, clarity, and completeness of the information about the product offered by the platform. In the meanwhile, price is a significant factor in influencing the perception of value for money and affordability by consumers.

The impact of these elements can, however, vary from one target group to another and one geographical area to the other. Generation Z consumers in Selangor, Malaysia are a very tech-savvy generation, known to be regular ecommerce users with different expectations of the online shopping experience. Although these four are key factors that are important in their role

as a large consumer group, few studies have specifically looked at their interactions as a package on customer satisfaction.

Hence, the objective of this study is to investigate the relationship between e-service quality, product quality, information quality and price to customer satisfaction of Generation Z consumers in Selangor, Malaysia. The results are expected to give e-commerce providers insights to help them enhance service delivery and improve customer satisfaction in a very competitive online environment.

Literature Review

Customer Satisfaction

Customer satisfaction is one of the key elements that help to ensure the success of any online business. Happy users will be more likely to return to the website, refer it to friends and family, and become brand loyal. Conversely, if customers are not happy with their experiences, they are less likely to return to the platform and provide negative reviews, affecting the platform's reputation. Thus, it is crucial to understand those factors that contribute to customer satisfaction to be able to retain them and hence improve the performance of the business in the online arene.

E- Service Quality

E-service quality is the assessment of the overall performance of an online shopping platform in providing efficient, reliable and user-friendly service to the customers. It involves elements like the ease of navigation, system response, product search, transaction efficiency and usability of the website. With a high e-service quality platform, users will be able to finish the shopping process without confusion and technical problems. A poor e-service quality, like slow loading web page or complicated checkout, can have a negative impact on user experience and customer satisfaction.

Product Quality

Product quality is the degree to which the product received corresponds with the customer's expectations as stated on the web page. This covers (but is not limited to) durability, functionality, consistency, and look of the product versus images and specifications on platform. There is no touch and feel of the product online, so digital descriptions and reviews are critical to online shopping. When the product received is not what was expected or not good, it might cause the customer to feel disappointed, return the item and lose faith in the platform.

Information Quality

Information quality is the degree of accuracy, clarity, completeness and relevance of the information offered on eCommerce websites. This is product descriptions, specifications, pricing information, customer reviews and promotional information. Customers can feel confident in buying with high-quality information. Conversely, any information that is ambiguous, confusing or incomplete can lead to customer confusion and a loss of trust, which can impact customer satisfaction.

Price

Price does not only mean the cost of the products, but it also means how customers feel the product is fairly priced, affordable and offers value for money. With online shopping, consumers are not required to visit various stores to check prices; they can simply compare prices on different stores online, which is why pricing is a key aspect of their decision-making. Perceived fairness in relation to the quality of the product and no hidden charges have a significant impact on satisfaction scores. Competitive prices are significant for consumers of Generation Z, who tend to be more price-sensitive, in terms of positive shopping experiences

Research Framework



Figure 1: Conceptual Framework

Methodology

The sampling design used in this study was designed to provide the respondents that are representative of the target population in this study. The focus of this study is Generation Z consumers in Selangor, Malaysia who have prior experience in online shopping. This group was chosen due to being high-engagement users of digital platforms and shopping apps (Shopee, Lazada, TikTok Shop) which are ideal to analyse the factors of customer satisfaction. With high penetration of Internet and also Online Shopping amongst young consumer populace in Selangor, the target population is believed to be large and spread around Selangor. Therefore, it is impossible to make a precise estimation of the exact size of the population. For statistical sampling purposes, however, the population is considered to be large.

A sample size was determined from the Krejcie and Morgan (1970) sampling table. A minimum of 370 respondents is needed for a population of around 10,000 or more at a 95% level of confidence and at a 5% margin of error. This gives the results a statistical validity and it is representative of the population.

The sample size was larger than the minimum to increase the reliability of the data and decrease the likelihood of incomplete or unusable responses. 451 valid responses were successfully secured and analysed. This number is larger than the recommended number, so it increases the

statistical power of the study and increases the generalisability of the findings.

The final questionnaire was divided into five main sections:

- **Section A:** Demographic profile of respondents, including gender, age, education level, employment status, income, and online shopping frequency.
- **Section B:** E-service quality
- **Section C:** Product quality
- **Section D:** Information quality
- **Section E:** Price
- **Section F:** Customer satisfaction

All constructs in Sections B to F were measured using multiple items and rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Discussion

In general, the findings lend strong support for the proposed theoretical framework and also indicate an important difference with respect to the impact of product quality compared to other factors.

Information Quality (IQR) significantly and positively affects consumers satisfaction with a product ($\beta = 0.399$), which indicates that the quality of information regarding a product plays the most important role in forming consumers' satisfaction with a product from Generation Z. The result mirrors the online behaviours of digital-native consumers who heavily depend on online description, reviews, and platform information prior to purchase. The result from a theoretical point of view is closely linked to the concept of Expectation Disconfirmation Theory (EDT) which states that satisfaction is created when the perceived performance falls within or above the consumers' expectation. This time, the high quality of information decreases uncertainty, thus improving the confidence of the decision and therefore satisfaction. Secondly, E-Service Quality ($\beta = 0.319$) has significant positive relationships with customer satisfaction. This means ease of use, efficiency, navigation, and reliability of transactions are all key elements to the shopping experience online. Seamless service delivery is expected to be a standard for Generation Z consumers, who are very comfortable with digital platforms. Efficient platforms and a streamlined shopping experience contribute to increased trust and satisfaction.

Thirdly, the price ($\beta = 0.218$) is also determined to have a positive effect on satisfaction with the product. This is indicative of the price-sensitivity of Generation Z consumers, especially the middle-income group. When it comes to satisfaction, fairness of pricing, affordability, discounts, and the perception of value for money are all significant factors. This result corroborates notions that consumers not only judge on the quality of the product and the service of online shopping experiences but also on the perceived economic value. However, the findings suggest that the importance of platform factors (information quality and e-service quality).

Conclusion

The overall findings of the study were consistent and clearly indicated the main factors for an online customer's satisfaction towards the online shopping industry among the Generation Z customers in Selangor, Malaysia. The results show that information quality is the most significant factor, followed by e-service quality and price, and product quality does not have a significant impact with other factors. The results here underscore the importance of Gen Z consumers for trustworthy information, platform performance, and price equity beyond attributes themselves. In conclusion, the study enhances the understanding of online consumer behaviour and offers valuable recommendations for e-commerce companies to optimize their online presence and boost customer satisfaction and market competitiveness.

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Ethics Statement: This study was conducted in accordance with ethical research standards. All procedures involving human participants were reviewed and approved by the Management and Science University Research Ethics Committee. Informed consents were obtained from all participants before data collection. Participation was voluntary and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes.

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