

ABSTRACT

The purpose of this research is to investigate the levels of service quality dimension in terms of availability, completeness, speed of transaction, incentive, usability, and privacy and security. The study is also designed to assess the relationship of service quality dimension with online SST to overall customer satisfaction, word of mouth, and repurchase intention. In addition, the research objective is drawn to study differences in overall customer satisfaction levels among different customers' usage patterns. Furthermore, the study is also designed to assess the relationship of overall customer satisfaction to complaining behavior, and customer attributions.

In this study, the researcher uses the survey method and 416 sets of questionnaires as the instrument in primary data collection. The target population in this study is university students who use Internet/Online SST. The researcher uses judgement sampling as the sampling technique and the convenience samples are used for distribution of questionnaire. For data analysis, frequency distribution is used for descriptive statistics. Multiple Linear Regression is carried out to examine the relationship of service quality dimension to overall customer satisfaction, word of mouth, and repurchase intention. Whereas, to study differences in customer satisfaction level among difference customer's usage patterns, the Kruskal-Wallis Test is conducted. In Addition, Chi-Square Test is employed to assess the relationship of customer satisfaction to complaining behavior and customer attributions. The results indicate the following.

From the study, it can be concluded that respondents are delighted with the completeness, followed by speed of transaction, availability, usability, and interaction, whereas, they are merely satisfied with privacy&security, and incentive respectively. Incentive in terms of financial benefit and discount has the lowest mean score. This may be explained that respondents are satisfied with the current incentives but it is easy for them to defect or switch to a competitor with similar service but provides a different incentive.

From the Multiple Linear Regression analysis, there is a linear relationship of service quality dimension to overall customer satisfaction, repurchase intention, and word of mouth. It also indicates that the best predictors of overall customer satisfaction are availability, followed by speed of transaction, interaction, usability, and privacy and security. The respondents were likely to use the same company's SST in the future where they are satisfied with availability of service, speed of transaction, privacy and security, and usability. The respondents also would recommend the service to friends when they are satisfied with availability of service, speed of transaction, interaction, privacy and security, and usability. It shows that these dimensions may be particularly important for service firms because of the serious consequences they have for customer loyalty.

The Kruskal Wallis Test at 5% significant level shows that there is no evidence to say that satisfied customers and dissatisfied customers use the online SST more frequently or spent longer time than dissatisfied customers.

The Chi-square test at 5% significant level indicates that there is no significant relationship between variables of overall customer satisfaction and complaining behavior. The majority of respondents never complain about their bad experiences with online SST. Furthermore, the majority of complaining respondents complained by using e-mail.

The Chi-square test at 5% significant level shows that there is an association between customer satisfaction and customer attributions. It is not surprising that most of the respondents attributed the outcome to technology and a much smaller percentage of respondents attributed the outcome to themselves.

Based on the results, the researcher makes the recommendation for firms to improve the quality of service and motivate the usage of online SST. Further research project also are recommended in the last chapter.