

Customer Satisfaction Towards Online Shopping in Jordan

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ABSTRACT

Electronic marketing is a great revolution in the age of globalization. The use of technology like digital device for better marketing result is online shopping and marketing. A seller are developing strategies to satisfy online shopper's demand. Various researching customer behavior in the scope of online shopping to see which element can influence them toward online shopping. This research to examine the satisfaction customer in online shopping trading and how it can encourage WOM strategy in marketing of the product and service. The respondent is among society with vary background due it can show the different opinion about the satisfy in online shopping. The data collection will based on questionnaire and measure by Likert scale data. Thus, the final result was analyzed using SmartPLS along the research. The result concluded that all the variable are significant toward customer satisfaction and it can allow WOM strategy as a tool to advertised the product and service.

Keywords: *on-line shopping trading, word of mouth, communication, descriptive, marketing.*

I. INTRODUCTION

In Jordan, the number of the users of the internet has also reached a high level. In fact, the number is approximated at 5.7 million users, which represents 73.6 percent of the population in Jordan (TRC, 2016). This rapid growth in the number of the internet users has allowed new business forms to emerge to provide new richness and enjoyment to the customers. According to Çelik (2011), the number of online shopping websites has increased rapidly; specifically in the e-retailing world and E-retailers also believe that website services present an essential strategy for success and provide huge marketing opportunities. Despite the fact that online shopping phenomenon in Jordan is considered in its early stages, Jordanian and Middle East shoppers can access a large number of regional websites, such as Open Souq, Sukar, Khasanati, Hadaya VIP, and other international websites, including Amazon.com, Alibaba and others (Al-Debei et al., 2015).

On-line shopping is a process where the consumer buys the good or service from a seller without intermediary over the internet. Shoppers can buy various items around the world and it can be done in a couple of minutes. Shoppers just need to visit web stores from the comfort of their homes and shop as they sit in front of the computer. Hence, buyer can make transactions where ever they stay unless they have an internet connection. Many of people choose to use online shopping for convenience purposes. On-line shopping allows the buyer to browse through endless possibility, even offers the good that unavailable in stores.

In the past few years, on-line shopping platform are growth rapidly even the seller already has their own shop. It is one of the ways for seller to compete with competitors. Hence it also shows that the customer prefers more on-line shopping rather than go to the shop. While buying through on-line shop, the customer allows to give their feedback about the item in comment section. It one of the communications between seller and customer. This way can call as 'word of mouth' where other customer can refer to the comment to describe the item. It also can influence the customer to buy the item.

Since the consumer in online shopping is increasing, but what the factor or perception can satisfied them to buy in online shopping. The customer attitudes can be changes by demographic, site design or security reason thus this research will analyze the content of online shopping trading information that effect customers' willingness to shopping through online.

The objective of this research is to analyze the adoption of on-line shopping trading among people in various backgrounds. To investigate the relationship between convenience and adoption of on-line shopping among the people. To investigate whether the component (variable) in the online shopping the platform can influence customer satisfaction in online shopping trading, and to determine how the variable can influence the customer through the word of mouth.

II. LITERATURE REVIEW

Online shopping trading is related to trading through the internet where the customer only sees the item by using pictures or videos made by the seller. Otherwise, the element and characteristics of the platform can be a factor in customer satisfaction. Customer satisfaction can create truthful comments and advertised to other customers through WOM.

In the early 1970s, George Silverman who is a psychologist created a theory called a “teleconferenced peer influence group”. The groups were designed to attract physicians to talk about new pharmaceutical products. However, Silverman noticed an interesting phenomenon, where skeptics’ opinions on a drug were affected by the positive opinion from one or two of their peers. It very strange because even those people who had a bad experience with the drug can change their opinion after a positive review about that drug with their peers. This situation derives introduced WOM to the world.

Theoretical Word of mouth communication is one of the marketing where it related to consumer behavior in marketing communication such as advertising. In order to adopt the proper strategy, sellers need to understand the role of WOM while consumers make a decision purchase and at the same time understand which elements can make WOM conversation the most attractive form of communication.

According to Arndt (1967), Word of Mouth (WOM) is defined as oral, person to person communication between a receiver and a communicator, whom the receives as non-commercial concerning a brand, a product, or a service. In fact, WOM is more important and relevant for service consumers because services are difficult to evaluate prior to purchase and are perceived as being highly risky. The consumer will engage in WOM conversation with the purpose of gaining more information that will eventually reduce the risk and help them (customer) to understand the service prior to consumption.

When it comes to online trading, the seller are quite vested in type of product sell for the site, review count and the speed of payment processing. It a crucial element where the online sites must be easy to use by the customer especially for the new customer. The easier website or application is to use the more customer you will reach. It can give good experience during the online shopping and also it can attract a much broader range of customer. If the site is difficult to navigate the user will switch and stop by from the sites.

In the digital trading, it only take a second for a consumer to form an initial impression about the site. The impression determines whether the consumer keep going to the browse or neglect the application. The impact of consumer’s opinion is design of the website if the design of the website is appealing with creative the consumer will create satisfied about the business. It a convenience of the user in on-line trading is an on-line site with full of detail information regarding the product and service affect customer satisfaction. If the sites are lack information, the customer will switch the sites to other sites that more convenient for them. Sites design including the graphic and image also important to attract the customer to have interested to explore the sites.

Informative is a important aspect to focus where the consumer will refer the description about the good due in online shopping trading. Less of information will derive consumer change or neglect the website. Complete information can help them along the process buying to make a decision. Information about the product and service is also an important variable in on-line shopping trading. The truthfulness of the information can determine the credibility of the sites. Customers will get more benefit from the full information conducted on the sites. More information provided in the sites can allow customer satisfaction to buy through the sites.

E-commerce security is a critical aspect to focus on it. Online shopping security is a concern for those who make purchase on the online business. It not a good sign if the consumer afraid or doubt with the level of information secure by the application of the business. It can incur lose if not take serious to the security. Thus, online shopping users will face a high risk of breach of personal information. Therefore, the drop in security in shopping on-line is worthy of note due security refers to security technology like privacy, verification, and others. Sellers need to give more attention to ensure the prospective consumer while make transactions are safe every time.

Another important variable is communication related to openness, quality of information, and response by the seller. The quality of response refers to how fast and regularity of communication by the seller in a case. An online trading system is important to build trust among the customer. Communication is more trustful rather than WOM advertising or information provided on the sites.

According to Kotler (2003), Customer satisfaction is someone’s feeling either like or dislike a product after comparing the actual performance with the expected performance of the product. Customer satisfaction is a important in any business however satisfied by customer in online trading can analyze by the loyalty to buy the product. Hence the consumer buy through online the website and application must be high quality to derive customer satisfaction. The satisfaction commitment can affect on-line shopping or E-commerce that can encourage the occurrence of communication is Word of Mouth.

Electronic word of mouth (E-WOM) is communication through on-line shopping trading and containing positive and negative made by the customer through media. E-WOM is a result based on the review and recommendation about the product and service in the sites. Other peoples’ experience and thought about the product and service are an important of information for other consumer. It can be related due the though came from consumer perspective. Usually it more trustworthy than

promotion made by seller or the paid media. Even by reading written for strangers is a reason to customer to along their path to buy the product. Public reviews are match with word of mouth recommendation that are often invisible to brands, which it refer to a person though and comment rather than a promotion by the seller. Word of mouth has a rare effect were indirectly it can provide brand loyalty where research by Wharton School of business stated that customer are between 16% to 24% more loyal on the average. This kind of strategy created by customer satisfaction thought.

III. METHODOLOGY

The research methodology, is aimed to resolve the purpose of the study and answer the research objective. The research design will be discussed, the process of forming a questionnaire, a method to carry out and obtain data be indicated. Research nature is the structure of a study and it is an instrument that builds up the research study with the mixture of all vital elements together. The research design is used for this research is descriptive. Descriptive research is a concern for describing the component or element that can influence customers to shopping through on-line. This research are conducting with specific prediction narration of fact and component that can descriptive the customer satisfaction in on-line shopping trading. The process to collect the data is through survey questionnaire. The question get from survey and main element in online shopping trading. Lot of research made to establish the question that can came out the aim of this research.

The target population of respondents is indefinite. Everyone can be a respondent and the reason for choosing a respondent, in general, is because every people are interested in new technology and they have a different background. Shopping on-line is a common situation now day and from this research, we can determine the factor that can influence them to buy on-line. Thus, the seller also can know which part in the on-line platform will influence them to buy. Around 95 people with various backgrounds are selected to be a sample in this research. The respondent is selected based on convenient sampling. Various background can determine the factor people prefer on-line shopping trading rather than a shop.

This research is using questionnaires for data collection procedures. Each set of questionnaires will consist of 30 questions in total and the survey will be separated into three main parts. In part A, the questions are mainly related to demographic information includes gender, age, income, on-line store and courier prefer by respondents. Part B content with five variable questions which four main questions related to the independent and one main question related to the mediating variable. Last, part C relate to open and ending question, where this part needs opinion and recommendation from the respondent about the on-line shopping trading. All the questions were convenient to determine the dependent variable. The respondent required to answer all parts of the question by using an on-line survey.

The scale of measurement is a tool that assists to differentiate how respondents choose the variable in this research. In order to examine each variable of the scale, data will be collected by the research and analyzed those data to determine the statistical inferences survey. The data collected were analyzed by using Likert scale data to determine the main factor of a variable that can influence customer satisfaction in online shopping trading. Likert scale data will show the rank of choices made by respondents related to the variable that can influence customer satisfaction. The scale data refer to 1: Strongly disagree, 2: Disagree, 3: Natural, 4: Agree, 5: Strongly agree. The final result analysed by using pilot test (CSV) for this research. Following the data collection, the data will be integrated into the SmartPLS application for reliability check. Lastly, the questionnaire will be adjusted based on the outcome of the pilot test and circulated if the objective of this.

IV. FINDINGS & DISCUSSION

This analysis is based on demographic which determine the consumer detail and choice related in online shopping trading and analyze the variable and measurement factor of satisfied consumer in shopping through online.

A. Demographic

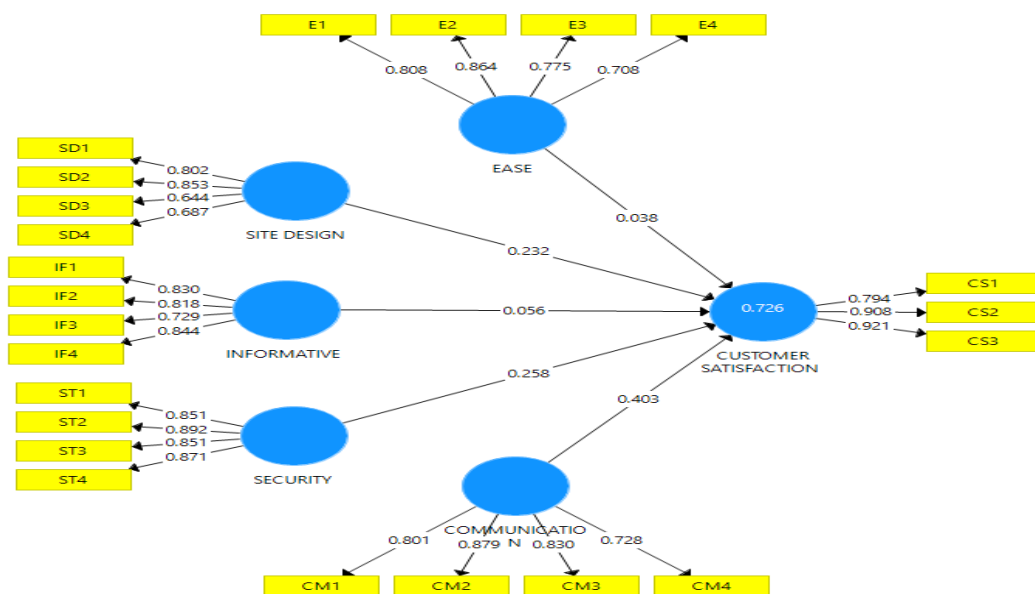
Table 1. Demographic Results

Item	Question	Frequency	Percentage
Gender	Male	30	31.6
	Female	65	68.4
Age	Below 19 years	1	1.1
	20 - 29 years	76	80
	30 - 39 years	13	13.7

	40- 49 years	2	2.1
	50 - 59 years	2	2.1
	> Above 60	1	1.1
Monthly income	< JOD 1,000	63	66.3
	JOD2,000 - JOD2,999	29	30.5
	JOD3,000 - JOD3,999	2	2.1
	JOD4,000 - JOD4,999	1	1.1
Online Store	Tawjihi.jo	4	4.2
	Open Souq	80	84.2
	Aliexpress.com	10	10.5
	Other:	1	1.1

The statistic in table 1 show that, most of the respondent came out from female respondent where female are higher than male with 68.4% and 31.6% respectively. it shows female most interesting to shopping through online rather than male. There can be various factor why female like to shopping online one of the example is it quite easy due they just click on the their device to buy and don't have to go to shop. Online trading will refer to new generation to use only a small number can show the old generation using this kind of technology. For this research, most of respondent came from youth respondent where statistic show respondent age 20-29 years old most common with this trading. It show 20-29 years old is higher than which stated 80% rather than respondent came from >above 60 only 1.1%. It can be youth generation most attract with this trend and it can show the changing environment in business. Monthly income also can give factor of online trading. However, for this research show income <JOD 1,999 is higher than JOD4, 000 - JOD4,999 which 66.3% and 1.1% respectively. Based on the research process most of the respondent came from student. From that we can assume, student use this online trading to full fill their need and desire in study and lifestyle. It because the price in online trading is cheaper than the shop. They can save their money otherwise can fulfil their need. Most of respondents prefer online store by respondent is Open Souq rather than Tawjihi.jo where is stated 84% and 4.2 % respectively. As we know Open Souq offer various product with low price and lot of quality of the product. Hence the respondent came from middle group, it can help respondent to fulfil their need and want by shopping online.

B. Variable and measurement



This statistic get from SmartPLS application. This framework will show the variable of measurement of this questions. This framework to measure the relationship of the variable with the dependent variable. For this research, there five independent variable to measure in this research. For the first variable is ease which related the easier use of website on the online shopping.

The statistic show only 0.038 data respondent choose the easier website can derive satisfied in online shopping. For the next variable is site design show 0.232 data agree the site design can affect the loyalty on the website. It due creative and modern design will attract the customer attention. Next is, informative provided by the website. Analysis show 0.056 data of respondent agree the information are important. Full information about the product can derive the customer satisfaction due the customer only refer to the information before the made the decision to purchase the product. Security is a crucial element in online trading. Seller need to give full focus on secure the detail information of the customer. The result show 0.258 data and high security can create customer satisfaction. The last element in contribute customer satisfaction is communication. Communication can came out high good effect on the satisfaction by the customer. It because communication can show the actual describe about the product and service. The result 0.403 data show communication is the one factor can derive to customer satisfaction.

C. Achievements of objective and Hypothesis

Table 2. Hypothesis Testing

Hypothesis	T Value	P Value	Significant	Result
H1 Ease -> customer satisfaction	0.571	0.568	Not Significant	Not accept
H2 Informative -> customer satisfaction	0.590	0.555	Not Significant	Net accept
H3 Site Design -> customer satisfaction	2.031	0.043	Significant	Accept
H4 Security -> customer satisfaction	2.681	0.008	Significant	Accept
H5 Communication -> customer satisfaction	3.518	0.000	Significant	Accept

Table 2 shows the value of significant of the ease is 0.568 greater than 0.05 so the ease site has no influence on the level of satisfaction of consumer shopping online. The result of this study is not support the purpose of the hypothesis.

Informative as the independent variable also not support the purpose of the study where Table 2 show the value of significant of informative is higher than 0.05 which is 0.555 respectively.

Then the value of significant of Site design is 0.043, smaller than 0.05. Thus the result of this study show that the site design has a significant influence on the level of satisfaction of consumer in online shopping. The result of this study show the existence of a site design influence toward customer satisfaction. An interest site design support the appearance of a retail online so consumer who visit the site will be keen to explore it. Good site design and neat can satisfy consumer in conducting transaction.

The data in Table 2 show the value of significant of the site security of 0.008 smaller than 0.05. It indicate that site security has a significant influence on the level of satisfaction of consumer shopping online. The result of this study are state that the security of the transaction in an online shopping system is an important factor to attract customer considering security a site that will effect on customer satisfaction. Security related consumer concerns over the risk of reducing the losses that may be encountered and make then unprotected from a side of privacy and security.

Table 2 also show value of significant of communication site of 0.000 is far smaller than 0.05. Thus this study indicate the communication have a significant to influence on the level of satisfaction. Consumer in online shopping. Communication in the website is the form of disclosure, provision information that is authentic, relevant, and quality as well as an adequate feedback system proven to encourage consumer satisfaction. This result is supporting the purpose of this research.

V. CONCLUSION & RECOMMENDATION

The final result of this research show that dimension from site design, security and information can influence the customer satisfaction due they have value of significant below 0.05 whereas the dimension of the ease and informative do not influence on customer satisfaction in online shopping. According to the framework customer satisfaction result in the hypothesis show even only two dimension are not significant to customer satisfaction, there three of dimension are significant with customer satisfaction. Thus it can derive the Word of Mouth (WOM) strategy especially in online trading. It because by those dimension or variable can define the actual of consumer thought. One of the most related affect the WOM is by communication. The statistic in SmartPLS also show the communication is highest element in WOM strategy.

Even the rating in online shopping trading is higher, improvement by day to day need to note to ensure the application and the product will get along with the modern era. As the result, all the seller in online trading should give fully concern about the security. Up to date the secure application must be done to ensure all the customer information save and confidential. To achieve all the variable on the customer satisfaction in online shopping trading, improvement need to note to easy site and informative site especially to seller who are distribute the site for trading. According to product information

seller should give attention on that element. They need to wisely promote the product choice like more size avail, more color and style. It also can attract the consumer attention to loyal to buy through the website or shop. For the ease site, more research and focus need to made to ensure the site is easier use even for new customer.

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