

AUTHORITY ENFORCEMENT AND CUSTOMERS’ LOYALTY IN ONLINE PURCHASING: ISLAMIC PRACTICES AS A MODERATOR IN MALAYSIA

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Abstract: *The research was designed to fill the gap in the existing body of knowledge regarding authority enforcement towards online purchasing and achieving customers’ loyalty through satisfactions based on marketers’ activities such as promotional, communication, quality of product and delivery time frame. While customers’ satisfactions will be determined for customer’s rights. In addition, this research extended previous effort done in an online context by providing evidences that achieving customers’ loyalty by improving authority enforcement, with role of Islamic practices moderating the customers’ loyalty. Probability sampling will use to select respondents with previous online purchase experience. Correlation and hierarchical regression was used to analyse the direct and indirect relationship between authority enforcement, customers’ loyalty and role of Islamic practices while pre-test was used to see the initial effectiveness of regression. Finally, the research highlights the significant effect of customers’ loyalty on the authority enforcement towards online purchase.*

Keywords: *Islamic practices, loyalty, authority, online purchasing and Malaysia*

Introduction

The main objective of this study is to investigate businesses on issues of customer’s loyalty towards online purchasing in Malaysia. In addition, Flavian and Guinalieu (2006) asserted that the levels of trust will be determined the intention of individual to return to a web site and stay loyal, however, the perceptions of security and privacy will also have affection. The lesson of risk and perceive trust of consumer can be generated by word of mouth. The “Theory of planned behaviour” as (George, 2004) studies was relating to security and privacy issues impacting on intention online purchasing and found that the development of positive attitudes can be build when the more trustworthy on a site through believed. George (2004) says also able to make a link between trustworthiness in the belief of the internet and the belief of consumers to buy online with their abilities. Therefore, risk of levels perceived of behavioural perspective either

a consumer becomes a non-buyer or buyer to the web could be determined (Schoenbachler and Gordon, 2002). The links between trust and risk perceived were also have been identified where the trust in potential customers can be increase and lead to a reduction of risk perceived which can be extracted from a marketing planning perspective (Harridge-March, 2006).

In addition, Oliver and Swan (1989) said the researchers also have shown that satisfaction is positively related to disconfirmation. Therefore, if customers experience at the greater levels of satisfaction that means customers have receive more benefits than they expected from a transformation. According to Boshoff (2007) the service recovery literature shows that disconfirmation model is appropriate in recovery situations. In line to that, the understanding of satisfaction with remedies is important because the customer satisfaction with service failure recovery and has a greater impact on overall satisfaction than does any other individual aspect of the outcome of the service delivery. Therefore, the loyalty among consumers and to uphold the confidence are important elements to ensure the success of business. Finally, in the concept of justice to put pricing on products for all parties is also important to ensure all dealings are conducted with fairness. The existing or new products and/or services should be informed to present and potential customers by doing promotion in persuading customers on product trial or purchase so that they could change their behaviour, to remind customers on the product's benefits, brand, or company by developing favourable attitudes of the product (Kotler and Armstrong, 2004).

Furthermore, the local authorities are the important entrusted entity on behalf of the government for guiding the delivery activities of goods and services at the national and local or regional levels (Mansour, 2008). In Malaysia, according to Ahmad Fadzli et. al. (2013), the role of the local authority is becoming more crucial to contribute greatly to the quality of life of residents in the local communities as a business, demographics and events have been changing at a fast pace to constitute a significant component of the contemporary economies. In fact, a very comprehensive set of responsibilities and functions which cover the aspects of the public, environmental and social development of the residents have been outlined by the local authorities in the Local Government Act of 1976. Although the local governments cannot rectify a business entity, the process can be improved to make it more efficient (Gordon, 2005). Information can be obtained from various external and internal sources as they constitute the interlink in the chain of perceptions which permits organizations' actions to adapt in the environment (Hambrick, 1981).

In addition, the consumer perceptions relating to the payment process security are referred in e-commerce security, however, throughout the transaction process all personal information are acquired by mechanisms for the transmission and storage (Chang and Chen, 2009). This definition is differing from the former research in which the security of payments made by credit card and the privacy of shared information are included, Wolfinbarger and Gilly, (2003) argued the factor of security and privacy are bundled as one in which includes the privacy of shared information and the security of payments made by credit card.

Gap in The Literature

Many scholars currently forwarded that the customers' satisfaction will also directly affected by the products and service quality. According to Zeithaml et al. (2002) all believe that quite difficult to interpret the satisfaction of customer in using the online business because there is no a proper standard measurement to evaluate on their expectation prior the online business and

enables scholars to further support the online quality. Muslim practices among Muslim businessmen will be influenced by the religious disciplines and Orawit (2016) suggesting that all business transactions in any fields have to apply Islamic law because it may help to monitoring the producer's responsibility and also the business movement. The expectation of this study is mainly concerned about the customers' loyalty to a specific brand in online business which might affecting by customers' satisfaction through their online purchase experience.

However, online transaction is an important mechanism for almost all businesses which could help them to reduce promotional cost and other cost related to business planning. Porter (2008) stated that "the Internet would break a pattern that had held since Edison invented the phonograph". In order to achieve customers' loyalty, the marketers have to play an important role to give a trust to their customers. Customers' trust in online shopping is the main issue for all businesses involved in online transactions, to get customers loyalty they have to ensure the customers doing repurchase. Alnasser, M. S. A. (2014) asserted the trust is one of the most important factor of existing barriers that affecting online process which was very slow for the electronic commerce adoption in some countries. Selnes, F. (1993) founds to satisfy customer needs has shown great improvement in the relationship between product performance and customer loyalty through satisfaction, however, to make customers loyal is only on the short-term rather than long-term loyalty (Dube and Mute, 1998). However, Alonso (2000) further explained that loyalty is measured through relationship and duration is also found to be positively related to satisfaction.

In addition, the perception of Muslim consumers towards the Islamic practices in business compliance among traders in Malaysia will be determined through the observation of their own sense based on background factors that correlate with the level of knowledge, education, age and place of residence. Majority of consumers do not trust online shopping because they consider the Internet as a fertile ground for fraud. The principles of administration in Islamic is called providing a positive and detailed method for implementation (Muhammad A. Al-Buraey, 2001). In line to that, the missing of Islamic values in the human activities including the administrative development, administrative reform, and administrative vitality need to be reinstated (Muhammad A. Al-Buraey, 2001). Thus, to determine the level of awareness in Islamic injunctions, a thorough study of this nature among the Malaysian especially predominant Muslim community is very important need to be done as Malaysia is one of the Islamic country. The Muslim communities' economy is very grateful based on their progress level in economy development indication showing by each Muslim community (Muhammad A. Al-Buraey, 2001).

Furthermore, according to science, to develop ethical beliefs in consumers especially the trust and consumer perceptions are important elements in service diversification, the service ethics marketers on their commitments must be made during the service encounters. In line to that, there are inconsistent results been found between perceived behaviour control and actual behaviour relationship. Many scholars have studied in different societies of work ethic concept and the major source of work ethics is about religion that been found. It is reasonable to assume that consumers concerns are vary as to these perceptions. Thus, consumers' perceptions will affect the customers' concern towards unethical experiences shown by the marketers through the quality of ethical treatment offered prior service encounters. Chen & Tan (2004) noted there are also factors playing an important role in impeding customers to shop online such as concerns, download time, unfamiliarity with the medium, security and privacy. In addition,

based on Alnasser, M. S. A. (2014) research, the moderating role of risk perception related to online shopping is an important topic that has not received enough consideration in the literature.

However, other important elements of internet ethical such as accuracy, deception and dishonesty pertaining to the marketing issues are been tended to ignore by previous researchers (Román, 2010). The uncertainty losses of monetary incurred on the web site is while interacting, it is also dealing with security (Biswas and Biswas, 2004; and Román, 2007). Due to acquiring consumers transaction-oriented information, financial or personal which potentially malicious to individuals indirectly, its make many e-shoppers concerned by breaching technological data protection devices (Sarel and Marmorstein, 2006). The consumer perceptions relating to the payment process security are referred in e-commerce security, however, throughout the transaction process all personal information are acquired by mechanisms for the transmission and storage (Chang and Chen, 2009). This definition is differing from the former research in which the security of payments made by credit card and the privacy of shared information are included, Wolfenbarger and Gilly, (2003) argued the factor of security and privacy are bundled as one in which includes the privacy of shared information and the security of payments made by credit card.

Furthering, authority enforcement in online businesses is also an important factor to avoid negative perception towards customers' decisions to purchase. According to National Consumer Complaints Centre (NCCC) there are a lot of upsetting complaints related to the consumers' rights such as poor customer service, hidden charges, difficulty claiming refunds, violation to personal property etc. According to Yusuf al-Qaradawi (1960) in Islam the supply and demand act in the natural laws is permitted and freely to get respond by the market. Lately, quite number of people loses thousands of moneys because of scam callers and it is shows that there are seems no protection on the consumers' database. Trading is accepted and no prohibited in Islam except to those who are involving with injustice, cheating, making exorbitant profits, or promoting of something related to haram (Yusuf al-Qaradawi, 1960).

Therefore, the trust has become a major issue to security and privacy in the growth of the Internet and the complications of e-commerce for both vendors and customers. Indeed, if the morality was disregarded, as a result problem arise in business; and at certain extent the regulations have failed due to disclosed by these business-related problems, and business ethics will be contributed by those interest.

Theoretical Background

The successful implementation of online has a significant impact on the performance of a firm in upstream procurement (customers), operations (inter-organizational cooperation) and internal supports (Zhu, 2004). Recently, in Malaysia there are many service deliveries have received complaints stemming from the public service delivery in general the status is dissatisfactory. However, the aspect of driven to process is useful in the whole consumption experience as generalized and it enables to assess at each stage in observing unique elements during the measurement of examining an important process to reach customer satisfaction (Oliver, 1980). The Internet shopping is a web site in virtual space, there are three aspects in measuring the attitude to the web site as suggested which are the degree of usefulness and informativeness of information provided by web site to the visitor, the degree of entertainment in web site that shows on how meeting the emotional necessity and desire of the visitor, and the

degree of organizations' web site that shows on how it provides the visitor's desired information and product/service in prompt way and convenient.

Therefore, there is a positive effect of customer satisfaction on customer loyalty. In time, the satisfaction has turned into the loyalty. According to Berman and Evans (2010) research, in the long run, only the most satisfied customers will stay as the loyal customers. It is evidently proved in prior researches that there is a positive relationship between satisfaction and loyalty. Further, customer's expected outcome is lesser than when customer's perceived experience and have a positive disconfirmation results according to disconfirmation literature. In addition, Oliver and Swan (1989) said the researchers also have shown that satisfaction is positively related to disconfirmation. Therefore, if customers experience at the greater levels of satisfaction that means customers have receive more benefits than they expected from a transformation. The service recovery literature shows that disconfirmation model is appropriate in recovery situations. In line to that, the understanding of satisfaction with remedies is important because the customer satisfaction with service failure recovery and has a grater impact on overall satisfaction than does any other individual aspect of the outcome of the service delivery.

Public Complaints Bureau (2010) Annual Report showed, several aspects related to dis-satisfactory service provided were identified as the main reasons that been cited for complaints and apart of it is conducting business without a license. Local authorities are the important entrusted entity on behalf of the government for the delivery activities of goods and services at the national and local or regional level (Mansour, 2008). Ahmad Fadzli et. al (2013) reported the role of the local authority is becoming more crucial to contribute greatly to the quality of life of the residents in the local communities as they constitute a significant component of contemporary economies. Apparently, (Huang et al., 2008; Lai et al., 2012; and Yeh et al., 2012) stated that knowledge development and customers' satisfaction are important matters for an e-business implementation process.

In this context, frequent scanning from the local authorities are needed to ensure the firms keep abreast with current information's and take advantage in positioning their product and service. Beal (2000) argued that the firm are being monitored at the different kind of environmental aspects, and in doing so, the firms might keep in touch with trends and events which affecting their survival. Hence, this leads to the conceptual research framework (as shown in Figure 1) was underpinned by the theory of reasoned action (TRA) and the theory of universal values structure and taking into consideration the moderator effect of Islamic Practices as follows:

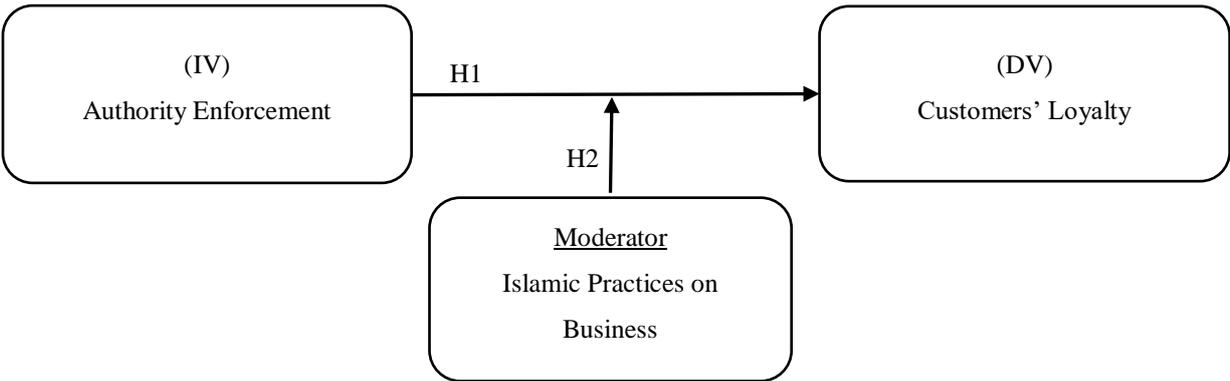


Figure 1: Theoretical framework

Customers' Loyalty

Recently many scholars forwarded that the customers' satisfaction will also directly affected by the products and service quality. In addition to the expectation, this study is mainly concerned about the customers' satisfaction on their online purchase. Zeithaml et al. (2002) stated all believe that quite difficult to interpret the satisfaction of customer in using the online business because there's no a standard measurement to evaluate on their expectation prior the online business and enable scholars to further support the e-service quality. Flavian and Guinalieu (2006) asserted that the levels of trust will be determined the intention of individual to return to a web site and stay loyal, however, the perceptions of security and privacy will also have affection. Furthermore, in the traditional areas of marketing, the customers' satisfaction will have promised to lead their loyalty in choosing the originality of good or services and indirectly will do repurchase to some other good or service without influenced by the environment or marketing approaches, repetitive purchase of the same brand will happen (Oliver, 1999). Recently, researches carried out an indication that the customers' satisfaction with their online business has a positive effect on their loyalty.

In the context of Malaysia, the consumer behaviour has been changed the interest of growing based on the driver of online re-patronage intention (ORI) determination. There is a witness in this recent decade and according to Ling et al. (2011) finding in online shopping behaviour which the major directional has change from beginning by the younger generation especially. In addition of Malaysian behaviour and attitude, the target market makes the retailers reluctant to use online as a retailing channel because they still uncertain and unknown (Cheng and Ken, 2010). This is evident when a survey conducted by Malaysian Communications and Multimedia Commission (Skmm.gov.my, 2013) the online services or goods ordering by the internet users aimed to purchasing at 10.4 per cent and information finding of services or goods is 2.0 per cent. Therefore, there is a big opportunity for business to expand their activities by use online as a channel to target their customers.

Authority Enforcement

The important elements of internet ethical such as accuracy, deception and dishonesty pertaining to the marketing issues are been tended to ignore by previous researchers (Román, 2010). The uncertainty losses of monetary incurred on the web site is while interacting, it is also dealing with security (Biswas and Biswas, 2004; and Román, 2007). Due to acquiring consumers transaction-oriented information, financial or personal which potentially malicious to individuals indirectly, its make many e-shoppers concerned by breaching technological data protection devices (Sarel and Marmorstein, 2006).

Therefore, authority enforcement in online businesses is an important factor to avoid negative perception towards customers' decisions to purchase. According to National Consumer Complaints Centre (NCCC) there are a lot of upsetting complaints related to the consumers' rights such as poor customer service, hidden charges, difficulty claiming refunds, violation to personal property etc. Lately, quite number of people loses thousands of moneys because of scam callers and it is shows that there are seems no protection on the consumers' database. Therefore, according to Chryssides & Kaler (1993) if the morality was disregarded, as a result problem arise in business; and at certain extent the regulations have failed due to disclosed by these business-related problems, and business ethics will be contributed by those interest.

In addition, the profit figure is a bottom line of work of a private company and participative framework within a local area and the services security will be provided by local authority (Stewart, 1989). For example, the advantage of sustainable competitive is something to managing more successful way of resources and the companies should be strive towards to the objective than other means. The effectively and efficiently in directing resources will be a cultivation which is the success factor of key where “To be sustained in a period of time a firm has to allow out-perform of its rivals”. This will make the local authorities interest. The future direction of local authorities, Cochraine (1991) says, the offer of the alternative management theories on strategic choice must not by simply make. The economic and social processes are inextricably linked with the direction. Customer informations data can offer a competitive advantage and opportunity to all businesses and play a crucial role in supporting all activities in a business. By customers’ information data, businesses can study their unique preferences and behaviours, which later can specifically use for advertising and promotions target (Resnick and Montania, 2003). Privacy often appears in the marketing literature as customers’ concern on acquiring personal data and using its generated information (Castañeda and Montoro, 2007) and (Chang and Chen, 2009).

On the other hand, Security is defined as an extent to which a customer perceives a whole transaction, including payment methods, and instruments for storing and transmitting all confidential information safely (Chang and Chen, 2009). Ha and Stoel (2012) found that service quality, security (security of payments and privacy by given information) and privacy are positively related to service quality especially in the contexts of an online shopping (Wolfenbarger and Gilly, 2003). Yang et al. (2004) is also supported that security is an important element of dimensions of an online service quality. Yang et al. (2004) also report that the important dimensions of online service quality is security. Internet shopping site as an instrument for measurement and come with four dimensions:

- a) ease of use;
- b) aesthetic design;
- c) processing speed; and
- d) security.

In addition, Roca et al. (2009) reported that purchasing will safe when the security was practised and its helping the good reputation of service providers, thus, the tendency to believe the service providers by consumers will be bright. In other words, an online service provider with supported by an outstanding privacy policy and security are more likely will have higher perceived overall service quality. In short, meanwhile overall service quality was proposed to have four-factors such as second order construct which emanates from quality of network, privacy and security, technical support and customer service, and website support and information. Currently, the managers have vocabulary of local authority in using the new terms which are marketing and marketing management methods because all the while the profit-orientation of private sector will be based on marketing traditional which linked with management-speak. A part of growth of interest in popular management is using texts in the modern management techniques with this new vocabulary (Stoker, 1989; and Lowndes, 1990). The management philosophy of marketing is the organization’s goals to underpin the way to achieve the needs of customers. Its association with profit-generating activities, local authorities, and apparently a line to the social goals.

Furthermore, the firm can be most cost-effective manner in providing their services and also in maximizing the satisfaction of customers provided the local authority must plan and decide to

determine within modus operandi of public services and an ethical regulation. Thus, the debate on the recipient of local authority services and the customer are at the heart of debaters. Tam (2012) comments that: “A council assumption in the traditional will know what exactly people wants without asking them and a research of genuine commitment on regular customer must be replaced”. However, the local authorities not really sure on what and how they could provide the services and what is really wanted from the perspective of customers. The organization needs to integrate the marketing into the management planning and also throughout the organization process not only at the strategic level. Further comments from Haywood (1992) on the socially marketing responsible integration was “... A strategy needed by itself and suggestion from me which are planned, easily understood and logically consistent. The core values have identified that a part of a corporate culture which is review and development can be defined”.

However, in Malaysia there are many service deliveries have received complaints stemming from the public service delivery in general the status is dis-satisfactory. Public Complaints Bureau (2010) Annual Report showed, several aspects related to dis-satisfactory service provided were identified as the main reasons that been cited for complaints and a part of it is conducting business without a license. Local authorities are the important entrusted entity on behalf of the government for the delivery activities of goods and services at the national and local or regional level (Mansour, 2008). Ahmad Fadzli et. al (2013) reported the role of the local authority is becoming more crucial to contribute greatly to the quality of life of the residents in the local communities as they constitute a significant component of contemporary economies. Apparently, (Huang et al., 2008; Lai et al., 2012; and Yeh et al., 2012) stated that knowledge development and customers’ satisfaction are important matters for an e-business implementation process.

In this context, frequent scanning from the local authorities are needed to ensure the firms keep abreast with current information’s and take advantage in positioning their product and service. Beal (2000) argued that the firm are being monitored at the different kind of environmental aspects, and in doing so, the firms might keep in touch with trends and events which affecting their survival.

3.3 Islamic Practices Moderate the Relationship between Authority Enforcement and Customers’ Loyalty

The important elements of internet ethical such as accuracy, deception and dishonesty pertaining to the marketing issues are been tended to ignore by previous researchers (Román, 2010). The uncertainty losses of monetary incurred on the web site is while interacting, it is also dealing with security (Biswas and Biswas, 2004; and Román, 2007). Due to acquiring consumers transaction-oriented information, financial or personal which potentially malicious to individuals indirectly, its make many e-shoppers concerned by breaching technological data protection devices (Sarel and Marmorstein, 2006).

Thus, in order to achieve customers’ loyalty, the authority enforcement in online businesses is an important factor to avoid negative perception towards customers’ decisions to purchase. According to National Consumer Complaints Centre (NCCC) there are a lot of upsetting complaints related to the consumers’ rights such as poor customer service, hidden charges, difficulty claiming refunds, violation to personal property etc. Lately, quite number of people loses thousands of moneys because of scam callers and it is shows that there are seems no

protection on the consumers' database. Therefore, the trust has become a major issue to security and privacy in the growth of the Internet and the complications of e-commerce for both vendors and customers. Due to that, if the morality was disregarded, as a result problem arise in business; and at certain extent the regulations have failed due to disclosed by these business-related problems, and business ethics will be contributed by those interest. As such, the first hypotheses for this study as shown in figure 1 is as follows:

Hypotheses 1: *There is relationship between the Authority Enforcement and Customers' Loyalty.*

Islamic Practices

The Islamic state and Islamic law are the principles concept and social duties and social life are strongly emphasis by Islam accounts. The five pillars of Islam which are the duties of cardinal religious that prescribed very clear social implications. The Islamic law is known as shari'ah (the sourced by the Al-Quran) to all Muslims that prescribes code and governs the duties, behaviour and morals, individually and collectively for all aspects in life (Coulson, 1964; Terpstra and Sarathy, 1994; and Luqmani et al., 1987). Olayan and Karande (2000) in explaining the value that Muslims should hold the descriptions by shari'ah which include honesty, truth, social and the role of selling and buying, the role of men and women, and collective obligations and responsibilities. Wilson and Liu (2010) found that they are aversely risk to drives high-involvement and discerning behavioural traits.

In line with that, religion is playing an important role to support the culture in influencing consumers' beliefs, motivations and perceived values about products or services. However, for some people, it is unclear whether modernity and advancement contradict or correspond to any form of traditionalism including religion (Mutahhari, 1991). However, Fam et al. (2004) reported that religion is a guideline for the societies and individual's life which will reflect the values and attitudes. As such, the values and attitudes will help to shape the behaviours and practices of members in organizational cultures, for example, to deliver the right information to customers. Due to that, there is a strong relationship between greater concern for moral standards and religious persons' (Wiebe and Fleck, 1980). Thus, this should be conservative and must possess more traditional attitudes (Wilkes et al., 1986).

Therefore, the perception of Muslim consumers towards the Islamic practices in business compliance among traders in Malaysia will be determined through the observation of their own sense based on background factors that correlate with the level of knowledge, education, age and place of residence. Majority of consumers do not trust online shopping because they consider the Internet as a fertile ground for fraud. The principles of administration in Islamic is called providing a positive and detailed method for implementation (Muhammad A. Al-Buraey, 2001). Thus, to determine the level of awareness in Islamic injunctions, a thorough study of this nature among the Malaysian especially predominant Muslim community is very important need to be done as Malaysia is one of the Islamic country. The Muslim communities' economy is very grateful based on their progress level of economy development indication of each Muslim community (Muhammad A. Al-Buraey, 2001). As such, the second hypotheses as shown in figure 1 is as follows:

Hypotheses 2: *There are Islamic practices moderated the relationship between Authority Enforcement and Customers' Loyalty.*

Methodology

This study employs a descriptive correlational method in fulfilling the research objectives. The correlational research of this study is aimed to examine the existence of type and level of relationship between quantitative variables. According to Robson (1993), if there are highly correlated by more than two variables, the first variable scores could be utilized for the prediction of the second variable. This study is using a questionnaire by employing a survey method to obtain a good grasp of the customers' loyalty among the customers in the online business industry. To answer the research questions, this study employs a cross-sectional approach where data were gathered once. Self-administered questionnaires can eliminate interviewer bias that is commonly found in a personal interview method said Jobber (1989).

In line with that, the researcher is limiting the target sampling to the postgraduate students from public universities in Klang Valley as respondents and unlimited backgrounds from all over Malaysia. This study is mainly concerned with the customers' loyalty to a specific brand in online business in Malaysia. Therefore, this study is to identify the correlations between authority enforcement, customers' loyalty and Islamic practices in Malaysia. Thus, the male and female postgraduate students from public universities in Klang Valley are the respondents and unlimited backgrounds from all over Malaysia. The respondents must have purchase experiences at least five times in online shopping. The public universities involved in this study are from public universities in Klang Valley. Its where Universiti Utara Malaysia, University of Malaya, Universiti Teknologi Malaysia, and National Defence University of Malaysia with the numbers of postgraduate students 421, 2420, 5105, 4597 respectively, and the overall total of postgraduate students in this cluster is 12543 students. In fact, the online shoppers constitute a specific group of consumers (Brown and Buys, 2005). Therefore, Gay and Airasian (2003) said that a sample size of 400 should be adequate when the population size is about 5000 or more.

The specific questionnaire was developed for the purpose to achieve the objectives of the study. Thus, the survey questionnaire was made up of two main sections. The first section contained demographic questions such as marital status, age, level of education, monthly income, and on-line experience (e.g. experienced visiting on line shopping, the frequency and the duration). The following section concentrated on five dimensions which measure the factors influencing the e-business transactions which are authority enforcement, Islamic practices and customers' loyalty based on indicators identified and the questionnaire adapted and adopted from the psychometric properties that had been established by prior studies and were relevant to the present research. However, the survey questionnaire was divided into separate sections to minimize the lengthy appearance. This is to ensure the respondents are able to develop expectations of the questions in every section for completion of the survey conveniently and will be able to obtain their cooperation. Therefore, to ensure every question is fit to the research context (i.e., on line shopping) it was examined through its clarity and conciseness which would help to decrease the duration of time and effort to complete the entire questionnaire. To avoid the confusion to rule questions, the same questions are limited to a set of questions.

In addition, there were two types of sum-mated rating scales namely the semantic differential scale and Likert-type scale. However, in the study the semantic differential scale was used to measure the attitude towards on line shopping while a five-point Likert-type scale was used with other constructs. There are seven step scales generated revealed by extensive experiment to optimize the outcome through an equal alternative to be chosen by the respondents. The

researcher has taking pains in going through recommendations in developing a well-designed questionnaire. Bartholomew (1963) stated, to achieve efficacy studies the design creation of the questionnaire is the main goal in quantitative research. The computer programs which is Statistical Package for Social Science (SPSS 18.0) was used in conducting the statistical analysis of all data in present study. As suggested by Beauford, (1999), the variables' characteristics and research questions are selected by the data analysis methods. The various types of analysis were performed through the pre-test and the brief description pre-test result was stated earlier.

Recommendation and Conclusion

This study is developed to enhance and provide relevant information about the marketers' practices for customers' loyalty on e-business transactions in Malaysia. The findings of this study may also provide significant contributions for future research in the fields of e-business transactions, especially in the field of marketing practices related growth. Furthermore, Malaysia's online business is an important tool for most businesses for strategic reasons and cost saving. Thus, it may also have significance to the body of knowledge by demonstrating how customers' loyalty can succeed in the e-businesses in Malaysia.

Customers' trust in online shopping are the main issue for all businesses involved in online transactions, to get their customers loyal they have to ensure the customers doing repurchase. Alnasser et al. (2014) asserted that trust is one of the most important factor from the existing barriers that affecting online process which was very slow for the electronic commerce adoption in some countries. Selnes, F. (1993) founds that satisfying customer needs has shown great improvement in the relationship between product performance and customer loyalty through satisfaction.

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Notes

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