YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

A STUDY OF CUSTOMER SATISFACTION
ON
DR. CAKE ONLINE CAKERY

WIN MON THANT
MBA II – 75
MBA 23rd BATCH

DECEMBER, 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

A STUDY OF CUSTOMER SATISFACTION
ON
DR. CAKE ONLINE CAKERY

WIN MON THANT
MBA II 75
MBA 23rd BATCH

DECEMBER, 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

A STUDY OF CUSTOMER SATISFACTION
ON
DR. CAKE ONLINE CAKERY

ACADEMIC YEAR (2017 – 2019)

Supervised by: **Submitted by:**

Dr. Myint Myint Kyi   Win Mon Thant
Professor   MBA II – 75
Department of Management Studies   MBA 23rd Batch
Yangon University of Economics   2017 – 2019

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

A STUDY OF CUSTOMER SATISFACTION
ON
DR. CAKE ONLINE CAKERY

A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for the degree of Master of Business Administration (MBA)

Supervised by: **Submitted by:**

Dr. Myint Myint Kyi   Win Mon Thant
Professor   MBA II – 75
Department of Management Studies   MBA 23rd Batch
Yangon University of Economics   2017 – 2019

ACCEPTANCE

       This is to certify that the thesis entitled "**A Study of Customer Satisfaction on Dr. Cake Online Cakery**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

……………
(Chairman)
Dr. Tin Win
Rector
Yangon University of Economics

……………	……………
(Supervisor)	(Examiner)

……………	……………
(Examiner)	(Examiner)

DECEMBER, 2019

ABSTRACT

The aims of this paper is to investigate factors influencing the customer satisfaction on Dr. Cake Online Cakery and to analyze the relationship between customer satisfaction and customer loyalty on Dr. Cake Online Cakery. To perform the analysis, a survey is conducted with 147 customers who have at least one time buying experience of cake from Dr. Cake Online Cakery. Primary data is collected by delivering structured questionnaires to respondents via online. The findings of this research indicate that service quality, product quality and system quality are significantly influencing on customer satisfaction. Customer satisfaction is significantly influencing on customer loyalty. The firm should communicate well to potential customers and frequent customers, timely explanation for any order delay or issues to become better on customer satisfaction and customer loyalty.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

Bakery business is a rapidly growing business in our country. It yields job chances to the home bakers. They can now easily provide food with the readymade food items which require less labor and time.

Dr. Cake Online Cakery is one of the online bakery that specializes in production of customized cakes especially birthday cakes throughout Myanmar. Dr. Cake Cakery has started its operation since 2018 June in Yangon . Nowadays, Bakery products are common in use and very important for our society. Current study aims to investigate the consumer satisfaction towards the bakery products of Dr. Cake Online Cakery.

Every business organization`s success depends on the satisfaction of the customers. Whenever a business is about to begin, customers always get "first" and then the profit. Those companies that are following to satisfy the customers fully will keep in the top position in a market. Today's business company has known that customer satisfaction is the key factor for the success of the business and simutaneously it plays an important role to grow the market value. Usually, consumers are those people who buy goods and services from the market or business that touch their needs and wants. Customers purchase products to meet their expectations in terms of money. Therefore, firms should situte their pricing with the quality of the product that brings the customer and keep the long-term association.

The firm make sure that they are serving full service, similar to their financial value. This improves the number of consumers and maintains the lifelong relationship between the customer and the organization. And the frequent customer will help to attract the potential customers by sharing the information about the products and services of the companies. Satisfaction means to feel satisfied after what the person desired. It is needing much effort or skill to accomplish to know whether the customers are satisfied with the availability of the product or services. So, giving satisfaction to the customers is difficult task, for this different factor is needed to be taken into careful thoughts. Nowadays, competition can be observed between the business firms and marketplaces everywhere and has been one of the demanding tasks for the competitors. Though it seems to be difficult in the growing market, competitors are expanding their marketing channels successfully.

One of the important feature to make sure the notice of the customers is to give the best and the most commending products at this competing market. If a customer's satisfaction is obtained, then it is sure that customer loyalty will also come along with it. Additionally, when there is no customer, a business organization would not exist. In order to improve the quantity of the customers, improvement of customer's satisfaction is very important. In terms of attaining business goals, these two terms are the main facts. Hence, the connection of customers and the business organization is, therefore, the most important key factor.

1.1   Rationale of the Study

The importance of customers in the business operation is essential to always manage research about customers. There has always been the need for customer research before, during and after sales, because of changes that may occur in the business operation.

It has been shown by an author that "an organization that consistently satisfies its customers, get higher retention levels and greater profitability due to enlarge customer loyalty" (Wicks & Roethlein, 2009, p.83). For this reason every company works effectively and productively daily to get the compassion of customers by making them delight in order that they become loyal customers to their brands in order to increase sales and profit. When customers have good believe about a brand, they will always select to go for the brand, because consumers form their liking relative to perceptions and point of view about the brands competing in their minds. (Larreche, 1998, p. 152). To get these loyal customers, companies must design relationships with the customers. To create relationship with customers, companies need to manage research to answer questions on how the customers make their purchasing decision and whether they are delighted with what the organization gives to them as offer in terms of product quality, service quality, price, etc.

Thus customers will always choose a product or service that gives them highest satisfaction. But how will the organization know whether the consumers' buying habits have changed, or if they are well served? How will the organization know if competitors' brands are making better than theirs, which can trap their customers? With the inclined number of businesses and growing competitions today, each company wants to be the customers' first choice. To attain this, organizations need to answer the questions above

via continuous research in this area so as to guide the firms to their two objective of satisfying their customers and making profits.

Because customer satisfaction is the main factor of business part of today, their researchers are always maintaing research about the customers mainly on what associates to their satisfaction. Moreover, because this problem of satisfaction concerns the most uncertain stakeholder in the business environment (the customers), who endure the main character that remain the business in operation; and because satisfaction varies and changes among individuals, there is a need for continuous research in this area.

1.2   Objectives of the Study

The objectives of the study are:

1) To investigate factors influencing customer satisfaction on Dr. Cake Online Cakery.
2) To analyze the relationship between customer satisfaction and customer loyalty on Dr. Cake Online Cakery.

1.3   Scope and Method of the Study

This study covers the satisfaction and perception of users of Dr. Cake Cakery Facebook page. As for the method , Descriptive method has been used for this study. At the end of 2018, there are 237 customers who have at least one time buying experience at Dr. Cake Cakery. In this study, the sample size is 147 customers to conduct survey by using sample size calculator (Raosoft). The study also analyze customers of Dr. Cake Cakery who are whether satisfied or not after buying cakes. As for the method, both descriptive and analytical methods have been used. Questionnaire method is applied to collect primary data. To conduct the questionnaire method , structured questionnaire is used. Secondary data is gathered from relevant textbooks, previous research paper, journals and articles and internet websites.

1.4   Organization of the Study

This paper is organized by five different chapters. Chapter one consists of introduction, rationale of the study, objectives of the study. Chapter two is about the concept and theoretical background of customer satisfaction. Chapter three illustrates about the services provided by Dr. Cake Online Cakery. Chapter four presents the analysis of customer satisfaction on Dr. Cake Online Cakery. Finally, Chapter five is the

conclusion, showing findings, recommendations and suggestions and need for further research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter is theoretical background chapter. In order to present the underlying theoretical and methodological rationale for this study, this chapter highlights customer satisfaction. In this chapter, definition of customer satisfaction, service quality, product quality, information quality, system quality, customer loyalty, empirical studies and conceptual framework for this study have been explored through extensive review of books, articles, previous research paper, journals and web pages.

2.1   Factors Influencing Customer Satisfaction

In this study, factors which can influence on customer satisfaction are service quality, product quality, information quality and system quality.

2.1.1   Service Quality

Service Quality is a concentrated evaluation from the customer's perception of particular aspects of service, reliability, responsiveness, assurance, Empathy, tangibles, satisfaction on other hand is influenced by perceptions of service quality, product quality, and price as well as personal factors. Service quality influence to customer satisfaction by providing performance.(Bateson, J & Hoffman,K. 2000).

Service industry operators often evaluate the service quality provided to their customers in order to increase their service, to quickly recongnize problems, and to finer assess customer satisfaction . From the aspect of business administration, service quality is an attainment in customer service. It considers at each service encounter. Customers form service expectations from past incident, word of mouth and marketing communications. In general, customers differentiate perceived service with expected service, and which if the previous falls short of the latter the customers are disappointed. A business with excessive service quality will meet or beyond customer expectations as long as remaining economically competitive. Evidence from empirical studies indicates that better service quality improves profitability and lifelong economic competitiveness. Improvements to service quality may be attained by increasing operational procedures; recongnizing problems rapidly and systematically; initiating valid and trusty service performance measures and estimating customer satisfaction and other performance

results. 'SERVQUAL is a multi-dimensional research tool, designed to catch consumer expectations and perceptions of a service along the five dimensions(tangibles, reliability, responsiveness, assurance , empathy)that are constitute service quality.

A growing body of academic work was dedicated to examining the relationship between electronic service quality and consumer expectations, emphasizing primarily on online shopping. The concept of e-service quality is obtained from the service quality construct proposed by (Parasuraman, Zeithaml, and Berry, 1994). In spite of the fact that there are no allowable models and definitions of electronic service quality and its measurement, customer expectations verification concerning e-service quality was not even well described in the differentiation with those of ordinary service quality (Zeithaml, 1988). Customer expectations in an online shopping industry varies from those of the tangible market. Different from the service quality of the tangible market, which can be measured by testing customer's general expectations according to a firm's performance (Nasser et al., 2015). , customer expectation confirmation in the online shopping industry determined by the website service quality, especially concerning how well does the website indicates products and services, supplying the customer with applicable information in order to improve the potential of a purchase (Nasser et al., 2015). Therefore, customer expectations according to perceived service quality depend on confirmation or disconfirmation of the perceived service delivery, which accordingly heads to the meeting, exceeding, or failure to improve the customer satisfaction (Kim, 2012). Hence, it can be said that validation of customer expectations according to the website service quality can impact customer satisfaction.

2.1.2   Product Quality

Product Quality is the products are meeting the expectations and needs of the consumers and the consumers will be perceived and accounted that the selecting product which can be adequate or even high quality. If it is not met their expectation of requirement in the product then they will account that the product is inferior quality. This means that the quality of a product may be described as "its competency to meet the customer's needs and expectations". The class of features and characteristics of a commercial good which determine its desirability and which can be handled by a producer to meet certain basic needs. Most businesses that produce goods for sale have a product quality or assurance department that checks outgoing products for consumer sufficiency.

Flavio, Filho, and Bonney (2009), Golder, Mitra, and Moorman, (2012) supported Deming (1982) classical quality control of high-product quality hypothesis. Their judgements set up that production management functionaries should direct at measuring, understanding, and increasing production operation and material flow. Good and services can be produced in conformity to increased safety specifications to meet or beyond current consumer flavor and expectancy to improve revenue acquisitions for businesses. Feigenbaum (1991) and Flavio, Filho and Bonney (2009) contend for the adoption of the account of production control (PC). Their findings carry that production control concludes and administrates schedules, coordination, commands and monitor material flows and activities in production system in temporary measures to improve customer satisfaction and increase justifiable consumption (Zaifang & Xuening, 2010). Flavio et al. (2009) and Verhoef and Lemon, (2013) believed there is a way to equate product quality and quality control for repititious production systems on the production line to increase customer satisfaction.

2.1.3   Information Quality

A main goal for marketers is to keep consumers satisfied with their shopping experiences as customer satisfaction has a strong impact on consumers' purchase intention, loyalty, and repeat purchases (Rodgers et al., 2005). Information quality (IQ) operate an important role in enabling online consumers' purchase decisions in the lack of a chance to physically interact with products in the online environment (Wixom & Todd, 2005; Kim & Lennon, 2008). As such, IQ has been identified as one of the main factors contributing to online consumer satisfaction (DeLone & McLean, 1992; McKinney et al. 2002; DeLone & McLean, 2003; Wixom & Todd, 2005; Lin, 2007; Liu et al. 2008). Thus, it is critical to understand what leads to higher levels of consumer satisfaction with website information quality. Given the expressive and speedily increasing amount of business that consumers and firms are directing online (Hoffman and Novak, 1996), information is becoming an important advantage for setting up an active partnership between marketers and consumers (Salaün and Flores, 2001). Interactive websites are making the communication of information a key aspect of websites (Kim et al., 2003). In the context of electric-commerce, information quality mainly affects the success of online industry (DeLone and McLean, 2004) because it affects consumer decisions according to online shopping, including variety, content and design (Huizingh, 2000). Content applys to the information, features, or services displayed in websites, while design is the way in

which the content is presented to consumers (Ranganathan and Ganapathy, 2002). Current research has confirmed that information quality affects consumer confidence and loyalty; in particular, the website content and design influence consumer trust and loyalty (Floh and Treiblmaier, 2006; Mithas et al., 2006).

2.1.4   System Quality

System Quality focuses on the performance characteristics of the system under study by researching resource and investment utilization, reliability of devices or products, response times of employees, a device's ease of use, human factors, design controls and system accuracy. System quality is a measure of the information processing system itself, and focuses on the outcome of the interaction between the user and the system. In the atmosphere of Internet shopping, system quality is greatly characterized by the relationship between consumers and the website (e.g. Information finding, downloading, and making e-commerce transactions) (Jarvenpaa and Todd 1997). Usability principles originated in the human-computer interaction (HCI) deliver a set of important guidance for the website design. Nielsen (2000) draw out the basic usability principles and indicated four design principles mainly to the online environment, namely, navigation, response time, credibility, and content. Palmer (2002) realized the major of consistency, ease to use, clearness of interaction, ease of reading, design of information, speed and layout in website design, and indicated that a website with a high level of usability should bring about a desirable perception of its use and an intention to use the site. Building upon the usability research, navigation, ease of use, and response time are determined as the important dimensions of system quality.

Navigation deals with the ddevelopment of pages, the association of layout, and consistency of navigation tools. Usability researchers (Nielsen 2000) indicated that organization and navigation is necessary to outcomes. Madu and Madu (2002) propelled that consumers can be easily put off when the website is difficult to navigate. Jayawardhena and Foley (2000) endorsed that easy use of navigation is critical to increasing customer satisfaction of Internet shopping websites. During the information search stage, consumers can easily get "lost in space". Kateranttanakul (2002) therefore indicated several design guidelines for navigation efficacy. First, the website should unclog consumers to gain information in the fewest possible levels. Second, hyperlinks should be perpetually delivered on every web page. Third, the connection of hyperlink

demostration and the expected destination should be stated. Eventually, there should be no shattered hyperlink.

Ease of Use has been considered considerably in the context of IT adoption and diffusion (Davis et al. 1989), and it is one of the necessory measures for user satisfaction, system adoption, or IS success (Moore and Benbasat 1991). In EUC literatures, system quality has been described by ease of use, which is delineated as the level to which a system is "user- friendly" (Doll and Torkzadeh 1988). In the contexture of e-commerce, consumers may impose the websites based on how easy they are to use and how operative and efficient they are in helping them complete their tasks (Zeithaml et al. 2002).

Response Time (Accessibility) refers to the quickness of access and information downloading, and the availability and accessibility of the websites at all times. Within the EUC literature, the quickness with which a computer system responds has been resoned to be an main factor that affects the usability and emotional responses from users (Chin and Lee 2000). In the e-commerce context, Weinberg (2000) egged that consumer estimation of a website quality is not directly related to the perceived loading time of the web page. Turban and Gehrke (2000) suggested that page-loading speed was deserved as the most necessary consideration of successful website design. Therefore, we intimate that the speed of access and information downloading should have strong afffect on Internet shopping satisfaction.

In view of the conventional reports of despiteful attacks of security system of websites, consumers start to notice the level of security present when delivering sensitive information online. According to PriceWaterhouseCoopers, 79 percent of the respondents quoted security as a main barrier to Internet shopping. Theoretical research also suggested the importance of security. For instances, Limayem et al. (2000) showed that security concern has a significant affect on consumer intention to buy online. Devaraj et al. (2002) suggested that security has been a important issue in online purchases and an encumbrance to the compliance of online purchase. Therefore, in addition to the three key characters of system quality, security is offered as another main website feature that helps to improve consumer satisfaction in Internet shopping. In this study, security refers to the website's ability in protecting consumer personal information collected from its electronic transactions from unauthorized use or disclosure.

2.2   Customer Satisfaction

Customer satisfaction has been one of the highest insturments for a going business. Customer satisfaction is circumscribed as an overall appraisal based on the total purchase and utilization experience with the tangible or intangible products over time (Fornell, Johnson, Anderson, Cha & Bryant 1996). With marketing, customer satisfaction also comes along with it which measures it catches on the expectation of the customer on how the goods and services are being accelerated by the companies. Applied information on how to do customers further satisfied is therefore, a crucial outcome (Oliver 1999.)

At a glance, customer satisfaction is a crucial component of a business strategy as well as customer retention and product repurchase. To improve the customer satisfaction companies should merchandise ideas and methods after the implementation with all the necessary documents. As for example, customers will bargain a car after taking a closer look at it such as how is the engine, what is its model, how many kilometers it has been traveling, and is there any cracks or not. Therefore, they do not feel dissatisfied after bargaining it. Otherwise, if the company applies only their sell and build method customers might hope that the car is exactly the same as what they see in the pictures or during the exhibition and later on the company might receive complaint if anything is wrong. Customer satisfaction is a barometer that predicts the future customer behavior (Hill, Roche & Allen 2007.)

Nonetheless, the product and its appearance, functions, accuracy, sales activity and customer support are the better necessary topics requisite to meet or beyound the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague 2016.) The value of keeping a customer is only one- tenth of winning a new one. Therefore, when the organization wins a customer it should continue to build up a good relationship with the client. Delivering the quality of goods and services in the 20th century is not only to assuage the customers but also to have a secure position. Indeed, this has provided with desirable the customers significantly on consuming qualitative products (Rebekah & Sharyn 2004.)

Customers often look for a value in the total service which requires internal collaboration among the department that is responsible for different elements of the offering, such as the core product (goods or services) providing the product, product documentation, etc. Moreover, from profitability and productivity outlooks only activities that yield value for customers should be carried out. Hence, firms have to get to know

their customers much better than has normally been. However, the company should be able to figure trust with the customer so it is easy to gain the review from the customer. This is how customer initiated product or service could be developed (Hill, Brierley & MacDougall 2003.)

Customer satisfaction is energetic and comparative. Only the idea "customer-centric" can assist companies increase satisfaction and conserve customer truly, conversely, if competitors increase customer satisfaction, then it may mislaying corporate customers. While increasing customer satisfaction, customer expectations should be described. Service quality, product quality and value for money have a direct positive impact on customer satisfaction. Customer satisfaction is affected by specific product or service features and comprehensions of quality. Satisfaction is also affected by customer's emotional responses, their characteristics and their discernment of equity (Zeithal & Bitner. 2003, 87-89.) Improved customer satisfaction can deliver company benefits like customer loyalty, prolonging the life cycle of a customer elaborating the life of merchandise the customer purchase and improve customers positive word of mouth communication. When the customer is satisfied with the product or service of the company, it can make the customer to purchase frequently and to recommend products or services to potential customers. It is impossible for a business organization to grow up in case the company ignores or disregards the needs of customers (Tao 2014.)

Early satisfaction notions have usually defined satisfaction as a post alternative analysis arbitrament about a specific purchase call (Oliver, 1980; Oliver & Desarbo, 1988). Satisfaction has been interpreted as process or an outcome (Parker & Mathews, 2001). In process definition, disconfirmation paradigm has been focused i.e. customers compare performance with expectations and decision making about confirmation or disconfirmation (Oliver & Desarbo, 1988). Kotler (2000) also suggested that satisfaction as, "person's awareness of happy or unhappy obtaining from assimilating a product anticipated achievement or conclude in relation to his or her assumptions". There are researchers who focused that satisfaction is the result of service quality (Bitner, Booms, & Tetreault, 1990; Parasuraman, Zeithaml, & Berry, 1988, 1985; Pitt, Watson, & Kavan, 1995), cognition and impact (Homburg, Koschate, & Hoyer, 2006; Oliver, 1980) or discernment, evaluation and psychological reactions to the consumption experrtise with a product or service (Yi, 1990). In case of e-services customers contribute less importance to expectations as comparison average (Valarie A Zeithaml, Parasuraman, & Malhotra,

2000). Alternately, they conserve traditional services as grades (Riel, Liljander, & Jurriëns, 2001) and use experience-based standard (Cadotte, Woodruff, & Jenkins, 1987.

2.3   Customer Loyalty

Customer loyalty appearances the amount to which customers are devoted to a company's products or services(tangible or intangible products) and how powerful is their bias to choose one brand done with the competition. Customer loyalty is positively analogue to customer satisfaction as cheerful customers consistently favor the brands that appropriate their needs. Loyal customers are buying a firm's products or services exclusively, and they are not willing to change their preferences done with a competitive firm.

Customer loyalty assign to a situation where a customer establishes a long standing desire or loyalty against a particular product or service. Customer loyalty is reflected in the repeated purchases the customer makes of a particular product and his favorable nature towards a product or service. Customer loyalty also helps to market the product positively in the customer's close friend and family circle.

2.3.1   Measuring Customer Loyalty

Customer loyalty is both an attitudinal and behavioral propensity to accomodate one brand over another, whether due to satisfaction with the product or service, its convenience or performance, or simply closeness and consolation with the brand. Customer loyalty inspires customers to market again and again, allocate a larger share of wallet, helping bring consumers to familiar brands in the face of a competing situation.

Customer loyalty starts with customer satisfaction. Only when a customer is satisfied with the purchases he does, can a company develop customer loyalty over a period of time. Customer loyalty usually results in long term profitability for business. Brands often progress a main loyalty program or loyalty discount packages for their consumers to give price and retain their customer loyalty. Over the years, customer loyalty & brand loyalty has become an important part of brand management for any other business.

2.3.2   Customer Loyalty Process

Customer loyalty elaborates over a long time. The simple & the most important factor for customer loyalty is customer satisfaction.

1. Customer acquisition step bases on attaining a new customer by submitting a product or service which satisfies the customer needs. If the customer is satisfied, he or she can be encouraged to good customer loyalty.

2. Customer development is the step in customer loyalty procedure where in the customer is well knowledge about all the advantages of being a customer. This is excess of a bonding phase between the company, the product and the customer.

3. Customer commitment is a process where the company is accomplished to sumitting the advantages and value that the customer looked for. This aids to build a strong trust with the company and its product.

4. Customer retention is one of the most important steps especially in a competing market. Customer loyalty is greatly controlled by incentives and promotions given to customers who are intent to stay loyal towards a appropriate company.

This process forms the customer loyalty cycle, which supports companies get new customers as well as maintain good loyal customers. Customers are categorized as per the customer loyalty steps based on their engagement with firm's product, service and brand.

2.4   Empirical Studies

This part of study is indicated to discuss the previous empirical study done in relation to customer satisfaction and customer loyalty. According to Kotler, Armstrong, Wong, and Saunders (2008) a satisfied customer will likely do good communication to others about company and its product and as an outcomes they will have the large portion in marketing share. Because, a positive and efffective word of mouth has powerful and significant impact on customer mind and behaviour. Customer Satisfaction with product or service however is likely to be attain when the performance of product or service meet the customer expectation. Customer expectation against a product or service is distinctly prepared by customers buying experience, recommendations of friends (loyal customer) and relatives, the product message given by the marketer and competitors (Kotler et al., 2008). Customer retention with a particular supplier is influenced by a variety of factors such as quality of product, the price, service quality, the credit, information available , relationship marketing and so on. However, impacts of these factors may differ with

attention of customers. Some customer is price aware while some are sensitive about quality or service.

Spiller & Kennerknecht (2006) considered the service quality and service aspect analogue factors affecting Customer Satisfaction (CS) and Customer Enthusiasm (CE) as well as how customer satisfaction and customer enthusiasm have connection with customer loyalty and also how customer satisfaction and customer enthusiasm effect the economic account of small retailers in the organic market in different German Cities. The study found that customer satisfaction and customer enthusiasm affect on economic account. According to Sivadas and Baker Prewitt (2000) loyalty is affected by suggestiona and repurchases intention. The study also approved a model about four steps of loyalty: (1) service quality (Cognitive); (2) relative attitude and satisfaction (Affective); (3) repurchase intentions and recommendation to others (Conative) and share of visits (action).

As stated in Grønholdt (2000) relationship between customer satisfaction and customer loyalty are positively associated. However, their results also showed that the affects of customer satisfaction on customer loyalty are highly impacted by the level of implementation in the market. Considering the marketing strategy exploited by the sample, the most samples embraced were lower pricing strategy as major competitive weapon. So they could conceivably get much bigger loyalty compared to resembling customer satisfaction. But the companies which examined large amount of energy in their branding had greater level of customer satisfaction than loyalty

Wong & Sohal (2003) indicated that service quality was significantly associated with customer loyalty. Keiningham, Cooil, Akso y &Andreassen (2007) showed different satisfaction and loyalty measurements (satisfaction; expectations, value etc.).Customer loyalty with other variables such as quality, service and communication has been shown by many researches.

Figure(2.1) conceive the theoretical framework that examines the influencing factors including service quality, product quality , price strategy and store attributes that impact customer loyalty through customer satisfaction towards retail marketing strategy on malaysian hypermarkets.

Figure (2.1) Conceptual Framework of Rahman, Ahasanul, Jalil

| Service Quality |
| Product Quality |
| Price Strategy |
| Store Attributes |

Customer Satisfaction → **Customer Loyalty**
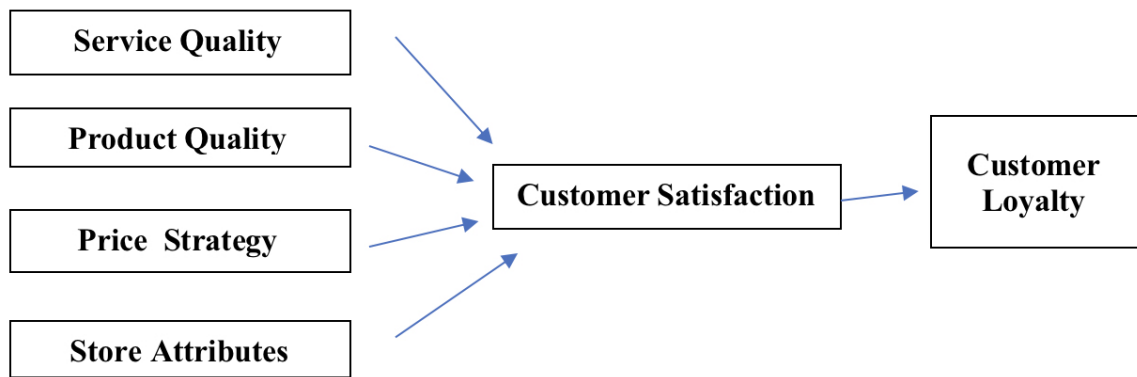
Source: Rahman, M.K., Ahasanul, H., and Jalil, M.A., 2014

This research findings demostrated that service quality, product quality and price strategy have significant relationship with customers' loyalty towards retail outlets in Malaysian hypermarket context. The findings also help us in consideration of the essential inter-relationships among the concepts and increasing the knowledge for the hypermarkets policy to consider where they should focus to accomplish their business goals. In this research, consumer's perception towards loyalty in Malaysian hypermarkets can extend continuous growth in Malaysia's economy by developing and observing customers' actual needs. The outcomes of the study can also provide to corporate policy and managerial indications for developing and observing customers' perception towards loyalty in Malaysian hypermarket setting.

2.5   Conceptual Framework of the Study

To establish the conceptual model of this study, the concept of service quality, product quality, customer satisfaction and customer loyalty are adapted to Rahman, M.K., Ahasanul, H., and Jalil, M.A.(2014), Factors affecting Customer Loyalty through Customer Satisfaction towards Retail Marketing Strategy : An Exploratory Investigation on Malaysian Hypermarkets. The conceptual model of this study is shown in Figure (2.2).

Figure (2.2) Conceptual Framework of the Study

Source: Own Compilation, 2019

In this study, four influencing factors are acclimated to measure customer satisfaction. These four influencing factors are service quality, product quality, information quality and system quality. The independent variable for this study is customer satisfaction and the dependent variable is customer loyalty. This study investigate factors influencing the customer satisfaction and analyze the relationship between customer satisfaction and customer loyalty.

CHAPTER 3
PRACTICES FOR QUALITY OF DR. CAKE CAKERY

This chapter discusses about the profile of Dr. Cake Online Cakery, Entrepreneur profile , Practices for service quality , Practices for information quality, Practices for System Quality and Practices for product quality of Dr. Cake Online Cakery.

3.1 Profile of Dr. Cake Online Cakery

Dr. Cake Cakery is an online Cakery engaged in the customized production of cakes with quality taste and good composition. Dr. Cake Cakery established in 2018 June as an online homemade cake shop in Yangon . Dr. cake Cakery now produces luxury cakes , birthday cakes, pastries and cupcakes. The vision of this firm is "Leading innovation in quality bakery for customer's convenience". The mission of this firm is "To provide an increasing portfolio to high quality, speciality products to customers, whilst maintaining excellent customer satisfaction in every interaction". The firm has four objectives such as to creat positive experience for customers, to get online positioning, to provide good quality products and to be competitive in the market.

This Cakery firm is owned by Myanmar woman entrepreneur. She established this firm in 2018. It is located in Yangon, Myanmar. She has been marketing her products through online[1].

The founder of Dr. Cake Cakery is growing up in Yangon and studied medicine as an undergraduate. She earned an M.B.,B.S degree from the University of Medicine and worked at private hospital as an Medical Officer . Now she is attending a Master of Business Administration from the Yangon University of Economic as the next step of the development, helping her gain the well-rounded knowledge base she needed to become a successful business owner . She is also a sweet tooth and loves to bake cakes as her hobby. She studied the baking subjects and attended the culinary school.

By 2018, Dr. Cake Cakery was ready to opened, a gourmet baked goods company specializing in cakes, pastries and cupcakes sold online in Yangon, Myanmar. She picked Yangon Because it could support bakery's growth and it has been two years already since Dr. Cake Cakery opened .

---

[1] https://web.facebook.com/Dr-Cake-Cakery-2173483539595247/?_rdc=1&_rdr

3.2   Research Design

This section consists of four parts : sampling procedure, research instrument (Questionnaire) , data collection and data analysis .

3.2.1   Sampling Procedure

This study only focus on customers of Dr. Cake Cakery who have at least one time buying experience from this firm. This study also analyze customers of Dr. Cake Cakery who are whether satisfied or not after buying cakes. As for the method, both descriptive and analytical methods have been used.

At the end of 2018, there are 237 customers who have at least one time buying experience at Dr. Cake Cakery. In this study, the sample size is 147 customers to conduct survey by using sample size calculator (Raosoft) and these 147 customers are selected as sample to conduct survey. Questionnaire method is applied to collect primary data. To conduct the questionnaire method , structured questionnaire is used. Secondary data is gathered from relevant textbooks, previous research paper, journals and articles and internet websites.

3.2.2   Research Instrument

This study applies questionnaire as the research instrument. Questionnaire is developed with closed type questions. Most of the question items are with Likert-type 5 point scales. This questionnaire consists of seven parts : Demographic factors, service quality, product quality, information quality, system quality, customer satisfaction, customer loyalty.

Demographic factors includes age, gender, occupation and monthly income. Service Quality section include 10 question items. Product Quality section composed of 6 question items that are used to measured the quality level of products from Dr. Cake Cakery. In part- 4, Information Quality is measured with 4 question items to understand what leads to higher levels of consumer satisfaction with website information quality. System Quality consists of 3 question items and customer satisfaction is measured with 6 question items and customer loyalty is measured with 6 question items. All question items to measure the variables are with 5 point Likert scale.

3.2.3 Data Collection

To collect data for survey, quotas is set for the variables relevant to this study. Data was collected to customers through online survey who has already bought at least one time from Dr. Cake Cakery. The purpose of questionnaire and requirement were explained to each respondents. Collecting survey questions was from Aug, 2019 to Oct, 2019. The survey included Likert-type scale questions and data could be assessed quantitatively. It was explained to each respondent that participation was voluntary and they could stop it any time. 147 valid responses were obtained.

3.2.4 Data Analysis

For data analysis, both descriptive approach and analytical approach are practiced. In this study , firstly, in order to provide descriptive approach data of collected information on age, gender, occupation and monthly income were entered in Microsoft Excel spread sheet. This helped to identify measures of central tendency including mean and correlation between variables. Second, according to analytical approach, SPSS was used to investigate the influencing factors on customer satisfaction and the relationship between customer satisfaction and customer loyalty on Dr. Cake Online Cakery.

3.3 Reliability Test

Since this study has only used measurements, it should be checked for reliability. The reliability of a measuring instrument is considered as its ability to incessantly measure the phenomenon it is assumed to measure. Reliability refers to the extent to which data collection techniques and analysis procedures will yield similar findings those of prior researchers. Measurements of reliability provide consistency in the measurement of variables. Internal consistency reliability is most commonly used psychometric measure assessing survey instrument and skills. Cronbach alpha is the basis formula for determining reliability based on internal consistency. In this study, constructs were tested for internal consistency reliability using cronbach alpha test as depicted in Table (3.1).

Table (3.1) Reliability of Question Items

Scale	No. of Items	Cronbach's Alpha
Service Quality	11	0.885
Information Quality	4	0.863
System Quality	3	0.920
Product Quality	6	0.871
Customer Satisfaction	6	0.910
Customer Loyalty	6	0.915

Source: Survey Data 2019

Cronbach's alpha is single correlation coefficients of the items within a test. If alpha value is high, then this suggests that all age items are reliable and the entire test is internally consistent. If alpha is inferior, then at least one of the items is untrustworthy, and must be considered via item analysis process. The result of the Cronbach's alpha values are as shown in table(3.2). It is found that all the scales have the Cronbach's alpha about or above 0.6, suggesting good internal consistency reliability of the scales with this sample.

3.4   Practices for Quality in Dr. Cake Cakery

This section consists of four parts: practices for service quality, practices for product quality , practices for information quality and practices for system quality.

3.4.1   Practices for Service Quality

Service quality is the one of the factors of Customer Satisfaction which leads to profitability especially in online business. Customer satisfaction, as discussed before, has the most important effect on customer stickiness and in order to narrow down the research, we focus on service quality as one of the customer satisfaction's factors.

Service quality is about assuring customers, both internal and external, attain what they want. Customer satisfaction is the attitude of a customer as regards a product or service (tangible or intangible) after it has been accustomed. Satisfaction and service quality are often acted together as functions of customer's perceptions and expectations. As one of the Service Qualities from Dr. Cake Cakery is that Page informations and promotion offers is clear and the Cakes from this Cakery are freshly created as close to

the time of delivery as possible. Once created, the cakes are stored mindfully (in the fridge or temperature friendly cabinets) to ensure the quality is not compromised.

As the delivery time looms, the cake will then be packed in beautifully decorated carton-box for delivery. The delivery process in itself is carefully thought of so that the cake reaches to the customer with fresh and in impeccable shape. This firm also care about customer's feedback. Customer review has become one of the important factors of long-term growth. Now a day organizations jump at every opportunity to communicate to the customer or get experience about them. Businesses are allocating millions of dollars on building up feedback channels: customer reviews, emails, surveys, Facebook page analytics. Several theories of consumer psychology point to the fact that even a simple satisfaction survey appeals to customers' desire to be coddled, reinforcing the positive feelings they might already have about product, and making them more likely to buy.

3.4.2   Practices for Product Quality

All cakes from Dr. Cake Cakery are made using traditional baking methods with the emphasis on making a consistent product, ensuring that every cake is as good as the last.

Also use delicious imported NZ/Australian butter, real fruits (not puree), imported Philadelphia cheese, Belgian gourmet chocolate and best quality products. There is absolutely no place for preservatives, artificial colouring or cake mixes. The majority of cakes use only 100% natural ingredients.

This firm simply prefer their cakes to be remembered for being overflowing with quality ingredients and as much of natural goodness as possible. The firm simply wish to offer higher quality cakes for the discerning consumer as opposed to the innumerable cake products easily available in the general market which are large quantity production and contains preservatives, artificial flavours, colours and hollow-ish filling.

Hence Dr. Cake Cakery aim to be attentive and generous in optimizing the cakes' ingredients to the very fullest to achieve that unparalleled distinction in taste, texture and flavour.

3.4.3   Practices for Information Quality

Information quality provides an important interaction mechanism between online Facebook Page and customers. It is important because customers can satisfy their needs by searching for information online, and they may rely on the information quality of the

Facebook Page or website.

Dr. Cake Cakery Facebook page provide the customers with valuable information for shopping and permit them to see that the site has high-quality content. The information provided from this firm is easy to understand, detailed, short description of a product, short videos and delivery time information. The firm's Facebook Page allow customer to interact with it to receive suitable information.

Customers find any kinds of cakes by visiting the Facebook Page of the firm directly or by searching among alternative vendors using a Facebook Page search box. Once a particular design of cake has been found on the Dr. Cake Cakery Page, customer can send a quotation message directly to Page Admin. A "review" operation follows in which payment and delivery information is gathered, if necessary. Page admin allow consumers to fill up for a online cake order form so that some or all of this information only needs to be entered. The customer often receives an confirmation message via Page messenger or phone once the transaction is complete.

3.4.4   Practices for System Quality

Dr. Cake Cakery customer are able to order product such as cakes , cookies and pastries through online by using online ordering system . This system also helps the firm 's management manage the ordering and sales information such as products and customers information in more effective and precise way. Finally , all the information will be inserted into the firm's databases , which previously all the ordering details and product information of Dr. Cake Cakery will be keep into the file based system .

Going online is an excellent way if scaling up and spreading the customer base. Statistics demostrate that the quantity of people buying online is constantly increasing and also is the quantity of transactions happening online . Besides , going online is more than checking some pictures and uploading an online catalogue. Online ordering system that use in this firm takes the customers order and confirmation will be done via customer's email and phone number . Regarding to the terms of payment it still being done manually whereby Dr. Cake's customers have to come to the house and pay for the purchasing or make payment via Mobile banking or after get the delivery from the cake shop. Security is certainly an important aspect of online world and to make the firm's clients data safe , the firm(Dr. Cake Cakery) also protects the customers' information proactively. It is critical to make it into an order. As long as the order from customers are received , the firm call the customers to receive the confirmation again.

3.5 Profile of Respondents

The first part of questionnaire was regarded as the respondent's demographic data which included age, gender, occupation, monthly income . In this study, 147 respondents are surveyed. The result for demographic data is as shown in Table(3.2).

Table(3.2) Profile of Respondents

Sr. No.	Demographic Factors	No. of Respondents	Percent
1	**Age**		
	Below 20 years old	11	7.4
	Between 21-30 years old	76	51.7
	Between 31-40 years old	46	31.4
	Between 41-50 years old	4	2.7
	Above 50 years old	10	6.8
2	**Gender**		
	Male	43	29
	Female	104	71
3	**Occupation**		
	Student	40	27.2
	Employee	64	43.5
	Own business	38	25.9
	Others	5	3.4
4	**Monthly Income**		
	Less than 300,000 MMK	30	20.4
	Between 300,001-500,000MMK	30	20.4
	Between 500,001-700,000MMK	17	11.6
	Between 700,001-900,000MMK	30	20.4
	Above 900,000 MMK	40	27.2
	Total	147	100

Source: Survey Data 2019

According to above data , the major age group of respondents was between 21-30years old and it represents 52% of total respondents.

With relation to the gender of respondents, a low participation of male was noted and res presented by 29% of total respondents.

With relation to occupation , most of respondents are employee and represents 43 % of total respondents. 27% of respondents are students , 26% of respondents are own business and the rest 3% are others as shown in Table (3.3).

With relation to monthly income , it was found that most of the respondents which represents 27% of total respondents get above 900,000MMK monthly income, 20% of respondents has less than 300,000MMK monthly income , another 20% of respondents has between 300,000MMK -500,000MMK monthly income , between 500,000MMK - 700,000MMK monthly income has got by 12% of total respondents and the last 20% of respondents has 700,000MMK -900,000 MMK monthly income.

3.6   Customer Perception on Quality Practices

In this study, influencing factors of customer satisfaction is explored. This study focus on service quality, information quality, system quality and product quality. Service quality is measured with (i) Responsiveness (ii) Assurance (iii) Empathy (iv) Reliability (v) Tangible. Information Quality is measured with (i) Completeness (ii) Accurate (iii) Timeliness (iv) Appropriate. System Quality is measured with (i) Accessibility (ii) Ease of use (iii) Security. Product Quality is measured with (i) Taste (ii) Flavour (iii) Appearance (iv) Texture (v) Hygiene (vi) Price.

3.6.1   Service Quality

Service quality is the first influencing factor for customer satisfaction. In this section , the question items are used to examine whether the customer satisfaction is influenced or not by service quality of Dr. Cake Cakery. The result from analysis on service quality is as shown in Table (3.3).

Table (3.3) Customer perception towards Service Quality

Sr. No.	Items	Mean
1	Page information and promotion offers are communicated properly and helpful.	4.33
2	Order method is simple and clear.	4.43
3	Page admin reply message clearly.	4.51
4	Understand the needs of customers	4.44
5	Treats each customer with respect.	4.58
6	Always available to serve each customer at anytime.	4.43
7	Receiving cake is timely.	4.44
8	Promises to do something by a certain time , they do so .	4.44
9	Always available to reply customers at anytime .	4.26
10	Give customers individual attention.	4.41
11	Always listen to customer's feedback.	4.63
	Overall Mean	**4.45**

Source: Survey Data, 2019

Above Table shows the highest mean is 4.63 on question regarding "Always listen to customer's feedback". The average mean is above 4. Thus , it indicates that most respondents's answers are strongly agree with service quality of Dr. Cake Cakery. Customers always get individual attention and are treated respectfully . They believe that Dr. Cake Cakery listen their feedback, take charge of the situation and let the customers know how to solve the problem. As long as customer satisfaction has been determined to be based on the customer's experience on a particular service encounter it is in line with the fact that service quality is a consideration of customer satisfaction, since service quality derives from result of the services from service delivers in organizations.

3.6.2 Product Quality

The second part is Product Quality and the results for product quality are as shown in Table (3.4).

Table (3.4) Customer Perception towards Product Quality

Sr. No.	Items	Mean
1	The cake served is tasty.	4.69
2	Cake texture is soft.	4.55
3	The cake presentation is visually appealing.	4.52
4	Cake price charged by the Dr. Cake Cakery is resonable.	4.43
5	Cake from Dr. Cake Cakery is fresh and hygienic.	4.73
6	Menu is attractive and reflects the image of Dr. Cake Cakery.	4.41
	Overall Mean	**4.55**

Source: Survey Data , 2019

According to above data, the highest mean is 4.73 and most are above 4. It means most of the respondents are strongly agree with Product Quality of Dr. Cake Cakery . The overall mean is 3.27 and it indicates the respondents are satisfied with the proquct quality of Dr. Cake Cakery .

As shown in Table (3.4) , customers of Dr. Cake Cakery feel that cakes from Dr. Cake Cakery is fresh and hygiene and the cake served is tasty because the average mean for this questions get highest mean . For this reason they feel satisfied with Dr. Cake Cakery products.

3.6.3 Information Quality

The third influencing factor is information quality and the results are as shown in Table (3.5).

Table (3.5) Customer Perception towards Information Quality

Sr. No.	Items	Mean
1	The information provided by Dr. Cake Cakery is clearly presented at Dr. Cake Cakery Facebook Page.	4.44
2	Dr.Cake Cakery page provided the most recent information.	4.44
3	The information provided by Dr. Cake Cakery is accurate.	4.50
4	The quality of information is appropriate.	4.51
	Overall Mean	**4.47**

Source: Survey Data,2019

In Table (3.5) question regarding " The quality of information is appropriate" has the highest mean value of 4.51 and it means that most of respondents participated in this

study agree that information quality is appropriate. The average mean is above 4 and it indicates that the respondents agree that they satisfied information quality .

3.6.4 System Quality

The fourth influencing factor is System Quality and the result from analysis of customer perception on system quality are as shown in Table (3.6).

Table (3.6) Customer Perception towards System Quality

Sr. No.	Items	Mean
1	Online ordering system used in Dr. Cake Cakery is easy.	4.61
2	Customer information for online ordering system is secured.	4.56
3	System Quality (online cake order system, online payment system) used in Dr. Cake Online Cakery is reliable.	4.46
	Overall Mean	**4.54**

Source: Survey Data, 2019

According to above data, question regarding "Online ordering system used in Dr. Cake Cakery is easy" has the highest mean of 4.61. Hence, it indicates that most of the respondents agree that they are easy to use online order system. The overall mean is 4.54 and it indicates the respondents can accept the online ordering system of Dr. Cake Cakery. Therefore , it is suggested that online cake ordered customers perceive system quality to be important factor that would influence customer satisfaction.

3.7 Customer Satisfaction

In customer satisfaction survey , the respondents answered the questions of customer satisfaction by using Likert-type 5 point scale of (1=strongly disagree to 5=strongly agree). In this section, question represent customer satisfaction and thus the lower the score, the lower customer satisfaction and , the higher the score means the higher customer satisfaction. The results are as shown in Table (3.7).

Table (3.7) Customer Satisfaction of Dr. Cake Online Cakery

Sr. No.	Items	Mean
1	In general, Dr. Cake Cakery is customer oriented.	4.62
2	The product and service quality of Dr. Cake Cakery meet expectation.	4.69
3	The value if Dr. Cake Cakery service compared with the price is good.	4.58
4	Decision to order cakes from Dr. Cake Cakery was a wise one.	4.55
5	Overall, Satisfied with Dr. Cake Cakery.	4.71
6	Feel absolutely delighted with Dr. Cake Cakery service.	4.69
	Overall Mean	**4.63**

Source: Survey Data, 2019

In Table (3.7) , the value of overall mean of customer satisfaction is 4.63, more than 4. Thus it indicates the most of respondents are satisfied with the service quality, product quality, information quality and system quality of Dr. Cake Cakery.

CHAPTER 4

ANALYSIS ON RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY OF DR.CAKE ONLINE CAKERY

This chapter concentrates on the important concepts of the research. The concepts of customer satisfaction and customer loyalty are nearly associated. This part of the work will also try to look at some factors influencing the concepts of customer satisfaction and customer loyalty and the link that exist be- tween them. In this study , outcome variables mainly focus on customer loyalty and the association between customer satisfaction and customer loyalty. The result for analysis of customer loyalty can be seen as follow.

4.1 Customer Loyalty of Dr. Cake Cakery

In this study, 6 survey questions are used to explore the level of customer loyalty. For measuring the strength of each of indicators, Likert-type scale is used which is composed of five value level(from 1= strongly disagree to 5= strongly agree). The result of survey on customer loyalty are as shown in Table(4.1).

Table (4.1) Customer Loyalty of Dr. Cake Cakery

Sr. No.	Items	Mean
1	Likely to repurchase the cakes from Dr. Cake Cakery in further.	4.59
2	Recommend Dr. Cake Cakery to my friends and relatives.	4.67
3	Certainly to choose Dr. Cake Cakery when customer need to order cakes.	4.69
4	Willing to say positive things about Dr. Cake Cakery to others.	4.69
5	Prefer Dr. Cake Cakery over other cake shop even when the other cake shops give attractive promotions.	4.54
6	Made the right choice by shopping at Dr. Cake Online Cakery.	4.7
	Overall Mean	4.65

Source:Survey Data, 2019

According to analysis , the total mean is 4.65 which is agree. It indicates that the respondents are strongly agree Dr. Cake Cakery services . The researcher

hypothesized that there is a positive relationship between customer satisfaction and customer loyalty. Higher satisfaction own by Dr. Cake online Cakery customers means greater customer loyalty in doing online cake shopping at Dr. Cake Cakery.

4.2 Analysis on Relationship between Quality Practices and Customer Satisfaction

In this study, Linear Regression Model is applied to analysis of relationship between influencing factors of customer satisfaction and customer satisfaction of Dr. Cake Cakery. The study focus on service quality, information quality, system quality and product quality as the influencing factors of customer satisfaction of Dr. Cake Cakery. In this analysis, dependent variable is customer satisfaction and the results are as shown in Table (4.2).

Table (4.2) Factors Influencing Customer Satisfaction

Model	Unstandardized Cofficient		Standardized Cofficient	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	0.542			2.287	0.000	
Service Quality	0.223***	0.058	0.258	3.846	0.000	2.152
Information Quality	0.010	0.058	0.012	0.179	0.858	2.126
System Quality	0.355***	0.064	0.398	5.555	0.000	2.452
Product Quality	0.318***	0.074	0.290	4.288	0.000	2.187
R						0.839
R Square						0.703
Adjusted R Square						0.695
Durbin-Watson						2.147

Source: Survey Data,2019

***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the result shown in Table (4.2), service quality, system quality and product quality have the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship means that the increase in service quality, system quality and product quality lead to increase effect on customer satisfaction. However, information quality has no significance with customer satisfaction.

The standardized coefficient (Beta) indicates that service quality, information quality , system quality and product quality have positive relationship with customer satisfaction. A unit increase in service quality will lead to 0.258 unit increase in customer satisfaction , a unit increase in information quality will lead to 0.012 unit increase in customer satisfaction , a unit increase in system quality will lead to 0.398 unit increase in customer satisfaction and in addition a unit increase in product quality will lead to 0.290 unit increase in customer satisfaction.

Correlation Coefficient (R) measures the linear relationship between dependent variable and independent variables . As shown in Table (4..2), R (the correlation between the independent variables and dependant variable) is 0.839 which lime between 0 and 1. Hence, it indicates that service quality , information quality, system quality, product quality and customer satisfaction is correlated. R square (proportion of the variance in the dependent variables accounted by model) is 0.703 and adjusted R square is 0.695. The model can explain 69.5% about the variance of dependent variable (customer satisfaction) with the independent variables (service quality, information quality, system quality and product quality).

The Durbin-Watson value is closed to 2 (2.147). Therefore, it indicates that there is no auto correlation in sample. With respect to potential problem relating to multicollinearity, variance inflation factors(VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multicollinearity problems encounter in this study.

According to the analysis, service quality offers at Dr. Cake Cakery Facebook page has positive and significant offers towards customer satisfaction in ordering cakes from online bakery. Based on this finding, it brought the means that higher quality of service at Dr. Cake Cakery Facebook page would create higher customer satisfaction to do online cake ordering at the Facebook page. Since its profound effect, therefore service quality variable has become a main variable to determine by online cake shopping customers to face their needs in ordering cakes from online bakery. As long as customer satisfaction has been determined to be based on the customer's experience on a demanding service encounter it is in line with the reality that service quality is a consideration of customer satisfaction, because service quality comes from outcome of the services from service providers in organizations. In service business, a great level of

contact between service delivers and customers is necessory. The larger the customer satisfaction with their service experience, the greater they feel that they can rely on both the organization itself and the personnel that deliver its service. Thus, satisfied customers are more likely to increased use on short and in the long run building trust of an organization than are dissatisfied customers. In the online business, the customer expects an accurate response and personalized attention during and following internet food ordering transactions. It is necessary to contribute exact, hearty and helpful customer service to online food delivery system users. To maintain a good quality service and develop a better-integrated system, it is important to understand the attitudes of the customer. Development of a tool to measure the satisfaction of customers is essential for food services.

However, with information quality condition and existing events that occurs at Dr. Cake Cakery has no significant effect for customer to order cakes from Dr. Cake Cakery Facebook page. Based on this finding it means that for respondent of online cake shopping customer at Dr. Cake Cakery, information quality variable owned by Dr. Cake Cakery is not an important variable for creating customer satisfaction. Firstly, timeliness to address customer issues and provide prompt responses will be important to satisfy the customers. Lack of adequate customer support and delays in responses will result in dissatisfaction among customers. Secondly, the completeness of page data quality can result in increased satisfaction since most of the customers usually prefer price labelling and detail description of each cake design. thus, the firm need to pay proper attention to those areas, address them appropriately and detail description and accurate information of products to increase customer satisfaction, which in turn will lead to increased sales.

Product quality influence on customer satisfaction of Dr.Cake Cakery. It has positive and significant effect on customer satisfaction which means the higher the product quality , the higher the customer satisfaction. To improve on customer satisfaction, the following has been highlighted by the customers as the area of importance, namely a product design that differentiates from that of others in terms of price, texture and flavor. Firm should seek to build products based on the concepts of value innovation in order to create value for the customers by improving on the aspects of the product quality that have been identified by the customers' representatives. This may require research and development for the products that a superior to that of competitors offering that meet the needs of the customers and on the future needs of the market.

System quality and product quality provided at Dr. Cake Cakery Facebook page would cause higher customer satisfaction to conduct online cake shopping at that page. Thus, higher system quality at Dr. Cake Cakery Facebook Page would cause higher customer satisfaction . The security, ease of use and accessibility show a significant relationship towards customer satisfaction. Therefore , it is suggested that online cake ordered customers perceive system quality to be important factor that would influence customer satisfaction.

4.3   Relationship between Customer Satisfaction and Customer Loyalty

In this study, Linear Regression Model is applied to analysis of relationship between customer satisfaction and customer Loyalty of Dr. Cake Cakery. The result from gathering this model are shown in Table (4.3).

Table (4.3) Relationship between Customer Satisfaction and Customer Loyalty

Model	Unstandardized Cofficient		Standardized Cofficient	t	Sig	VIF
	B	Std. Error	Beta			
(Constant)	0.413	0.146		2.825	0.005	
Customer Satisfaction	0.912***	0.031	0.924	29.080	0.000	1.000
R						0.924
R Square						0.854
Adjusted R Square						0.853
Durbin-Watson						1.6

Source: Survey data, 2019

***Significant at 1% level, **Significant at 5% level, *Significant at 10% level

According to the result shown in Table (4.3),   customer satisfaction has the expected positive sign and highly significant coefficient value at 1 percent level. The positive relationship means that the increase in customer satisfaction leads to increase effect on customer loyalty. It means that one unit of customer satisfaction can lead to 0.912 units increase in customer loyalty.

The standardized coefficient (Beta) indicates that customer satisfaction has positive relationship with customer loyalty. A unit increase in customer satisfaction will lead to 0.924 unit increase in customer satisfaction

Correlation Coefficient (R) measures the linear relationship between dependent variable and independent variables . As shown in Table (4.3), R (the correlation between the independent variables and dependant variable) is 0.924 which lie between 0 and 1. Hence, it indicates that customer satisfaction and customer loyalty is correlated. R square (proportion of the variance in the dependent variables accounted by model) is 0.854 and adjusted R square is 0.853. The model can explain 85.3% about the variance of dependent variable (customer loyalty) with the independent variables (customer satisfaction).

The Durbin-Watson value is closed to 2 (1.693). Therefore, it indicates that there is no auto correlation in sample. With respect to potential problem relating to multicollinearity, variance inflation factors(VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multicollinearity problems encounter in this study.

According to the analysis, customer satisfaction has direct and significant effect towards customer loyalty in doing online cake ordering at Dr. Cake Cakery Facebook page which means that customer satisfaction variable is highly considered variable for online cake ordering customesr at Dr. Cake Cakery in creating loyal attitude for online bakery activities within the Facebook page . Also showed that online cake shopping customer satisfaction at this firm has impact toward hope fulfillment, needs fulfillment and belief that doing online cake ordering at Dr. Cake Cakery is the right option to do. The next stage, the impact would make customer have interest in recommend Dr. Cake Cakery to other people, has interest in re-buying and loyal to do online cake ordering process at Dr. Cake Cakery. This is proved by positive tendency of respondent's answers. Higher satisfaction own by Dr. Cake online Cakery customers means greater customer loyalty in doing online cake shopping at Dr. Cake Cakery.

CHAPTER 5

CONCLUSIONS

This chapter consists of findings from analysis of the results and their discussions, suggestions and recommendations of findings from the relationship analysis of Customer Satisfaction of Dr. Cake Online Cakery, scope limitation of this research and the need for further investigation on this study.

5.1   Findings and Discussions

In this study, four literature based online customer satisfaction determinants was examined in order to identify their effect on customer satisfaction in online bakery context.

From the analysis, it was revealed that online customer satisfaction is positively and significantly influenced by service quality. Based on this finding, it brought the means that higher quality of service at Dr. Cake Cakery Facebook page would create higher customer satisfaction to do online cake ordering at the Facebook page. As long as its revealing effect, therefore service quality variable has become a main variable to account by online cake shopping customers to catch their needs in ordering cakes from online bakery. In service business, a high level of contact between service providers and customers is required. The greater customer satisfaction with their service experience, the more they feel that they can trust both the firm itself and the personnel that provide its service.

However, with information quality condition and existing events that occurs at Dr. Cake Cakery has no significant effect for customer to order cakes from Dr. Cake Cakery Facebook page. Based on this finding it means that for respondent of online cake shopping customer at Dr. Cake Cakery, information quality variable owned by Dr. Cake Cakery is not an important variable for creating customer satisfaction.

System quality and product quality provided at Dr. Cake Cakery Facebook page would cause higher customer satisfaction to conduct online cake shopping at that page. Since its significant effect, system quality and product quality variables are important variables that need to consider by online cake shopping customers in order to meet their satisfaction in conducting online bakery. To improve on customer satisfaction, the following has been highlighted by the customers as the area of importance, namely a

product design that differentiates from that of others in terms of price, texture and flavor. Reality that technology advance applied to online business portal or Facebook page become faster in delivering response during interacting with customers.

There is direct and significant effect of customer satisfaction variable toward customer loyalty in ordering cakes from Dr. Cake Cakery. This showed that customer satisfaction of online cake order at this firm has impact toward hope fulfillment, needs fulfillment and belief that doing online cake shopping at Dr. Cake Cakery is the right option to do. The next stage, the impact would make customer have interest in recommend Dr. Cake to other people, has interest in re-buying and loyal to do online cake order at this firm. This is proved by positive tendency of respondent's answers.

Thus, as found in this study, the firm need to focus on service quality, product quality and system quality to increase customer satisfaction, helping them to retain those customers with them in the long run.

5.2 Suggestions and Recommendations

One of the tasks which given to the marketing department is the way to improve product quality. Firm should seek to build products based on the concepts of value innovation in order to create value for the customers by improving on the aspects of the product quality that have been identified by the customers' representatives. This may require research and development for the products that a superior to that of competitors offering that meet the needs of the customers and on the future needs of the market.

To maintain a good service quality and develop a better-integrated system, the firm should try to understand the attitudes of the customer. Development of a tool to measure the satisfaction of customers is essential for food services. The more customer satisfaction with their service proficiency, the greater they feel that they can entrust both the firm itself and the personnel that deliver its service. Thus, satisfied customers are more likely to increased use on short and in the long run building trust of an organization than are dissatisfied customers. In the online business, the customer expects an accurate response and personalized attention during and following internet food ordering transactions. It is imperative to give accurate, friendly and helpful customer service to online food ordering system users.

To become better on customer satisfaction and customer loyalty, the firm should communicate well to potential customers and frequent customers, timely explanation for any order design, delay or issues. Conditioning good behaviour should be a part of

customer loyalty program. The firm should create reward programs such as customer's birthday month discount price to loyal customers.

5.3   Needs for Future Research

This study covers only customers who have at least one time buying experience from Dr. Cake Cakery from online. And the study only focus on customer satisfaction level on online bakery provided by Dr. Cake Cakery. It has a limitation between the customer retention and customer loyalty on online bakery. Therefore, another study should be conducted to analyze the customer retension and customer loyalty based on the study of customer satosfaction.

Even though the researchers identified many factors affecting customer satisfaction, the conceptual framework was developed using four factors. Accordingly, there are more factors touching customer satisfaction, which were not inspected in this study. Future research can focus on incorporating more factors, leading to better prediction of customer satisfaction.

The researchers focused only on the direct relationships between identified factors and customer satisfaction. Nevertheless, there can be interceding and abating consequence on these associations. Thereupon, future research can emphasize on such interceding and moderating effects.

This study did not focus on a specific category of product and also no control was used to distinguish between tangible and intangible products. After all, the properties of analyzed factors can change on the type of product purchased , future studies can address this issue as well.

REFERENCES

A. Parasuraman, V. A. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing 49 (4)*, 41-50.

Abdullah, O. A. (October 2018). Information Quality: Defination, Measurement, Dimension, and Relationship with Decision Making. *European Journalof Business and Innovation Research 6 (5)*, 36-42.

Anderson, F. .. (1994). Customer Satisfaction, Market Share and Profitability Finding from Sweden. *Journal of Marketing, 58(3)*, 53-66.

Gefen, D. (2002). Customer Loyalty in E- Commerce. *Journal of The Associationfor Information Systems 3 (1),* 27-51.

Grigaliūnaitėv, L. P. (2016). A Model of Website Quality-Based E-Commerce Satisfaction Index . *Scientific Annals of Economics and Business63 (1), 2016, 29-46DOI: 10.1515/saeb-2016-0103*, 29-46.

Janda, S. T. (2002). Customer Perception of Internet Retail Service Quality. *Internal Journal ofService Industry Management 13 (5),* 412-431.

Khadka, K., & Maharjan, S. (2017). Customer satisfaction and customer loyalty. Centria University of Applied Sciences Pietarsaari.

Kuo, T. L. (2005). Measuring User's Perceived Portal Service Quality. *Total Quality Management and Business Excellence , 16 (3)*, 309-320.

Magerhans, A. (2006). Customer Satisfaction in Electronic Commerence- A Servey concerning the German Online Bookshop Trade. *International Federation of Scholary Association of Management (IFSAM) VIII World Congress, Sept*, 28-30.

Maloles, C., Schloffer, J., Swoboda, B., & Chia, S. L. (2008-Issue 1). Exploring the Impact of Customer Satisfaction on Food Retailers' Evolution: Managerial Lessons From Austria. *Journal of international Food & Agribusiness Marketing*, 21 (1), 67-82.

Mansori, L. C. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial MarketingISSN 2162-30662018, 3(1)*, 20-35.

Maryam Ghasemaghaei, K. H. (7-1-2013). Consumers' Satisfaction With Online InformationQuality: The Moderating Roles Of ConsumerDecision-Making Style, Gender And ProductInvolvement. *Proceedings of the 21st European Conference on Information Systems*.

Michael Chih-Hung Wang, E. S.-T.-S.-L. (2009). Information quality, online community and trust: . *Int. J. Electronic Marketing and Retailing, 2 (3)*, 203-219.

Petr Suchánek, J. R. (2014). Customer Satisfaction, Product Quality and Performance of Companies. *Review of Economic Perspectives –Na'rodohospoda'r'sky' obzor OBZOR, 14(4)*, 329–344.

Smith, S. M. (2010). Measuring Respondant Information: Attituds, Satisfactio, Loyalty and Behaviour. *An introduction toMarketing Research*.

Swaid, S. I. (2007 June 4-6). *Key Dimension of E-Commerence Service Quality and Its Relationshio to Satisfaction and Loyalty.* Bled, Solvenia.

Symanski, D. M. (2000). e- Satisfaction: An Initial Examination. *Journal of Retailing 76(3)*, 309-322.

Vinzi, V. E. (n.d.). PLS Path Modelling : From Foundations toRecent Developments and Open Issues for Model Assessment and Improvement. *Handbook of Partial Least Squares: Concepts, Methods, and Application(V. Esposito Vinzi, et al. (6ᵗʰ edition). Springer Handbooks ofComputational Satistics. Springer- Verlag, Berlin- Heidelberg.*

Wheny Khristianto, I. S. (March, 2012). The Influence of Information, System and Service on Customer Satisfaction and Loyalty in Online Shopping of Forum Jual Beli Kaskus.Us, Malang Region. *International Journal of Academic Research, 2 (4),54-74.*

Xiao, L. a. (2002). Measurement of User Satisfaction with Web-Based Information System: An Emperical Study . *Eighth American Conference on Information Systems.*

Yang, H.-e. (2007). Assesing The Effect of e-Quality and e-Satisfaction on Website Loyalty. *International Journal of Mathematics and Computer in Simulation, 1 (3) , 288-294.*

Zeithaml, V. A. (July, 1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing 52(3)*, 2-22 .

APPENDIX -A
Questionnaire for A Study of Customer Satisfaction
on
Dr. Cake Online Cakery

This questionnaire is only for MBA thesis about customer satisfaction of Dr. Cake Online Cakery. It is not related to any other business purpose or any person. Please kindly provide feedback to this questionnaire and we do appreciate for your time.

Part 1 : Demographic Factors

Please tick the appropriate answer for each of the following questions.

1.Age
- Below 20 years old.
- Between 21-30 years old
- Between 31-40 years old
- Between 41-50 years old
- Above 50 years old

2.Gender
- Male
- Female

3.Occupation
- Student
- Employee
- Own business
- Others

4.Monthly income
- Less than 300,000 MMK
- 300,001-500,000MMK
- 500,001-700,000MMK
- 700,001-900,000MMK
- Above 900,000MMK

Part 2 : Service Quality

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	Dr. Cake Cakery Page information and prompt offers are communicated properly and helpful.	1	2	3	4	5
2.	Order method used in Dr. Cake Cakery Page is simple and clear.	1	2	3	4	5
3.	Page Admin reply message clearly.	1	2	3	4	5
4.	Dr. Cake online Cakery understand the needs of customers.	1	2	3	4	5
5.	Treats each customer with respect.	1	2	3	4	5
6.	Always available to serve each customer at anytime.	1	2	3	4	5
7.	Receiving cake from Dr. Cake Cakery is timely.	1	2	3	4	5
8.	Dr. cake Cakery promises to do something by a certain time, they do so.	1	2	3	4	5
9.	Dr. Cake Cakery Page is always available to reply customers at anytime.	1	2	3	4	5
10.	Give customers individual attention.	1	2	3	4	5
11.	Always listen to customer's feedback.	1	2	3	4	5

Part 3 : Product Quality

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	The cake served is tasty.	1	2	3	4	5
2.	Cake texture is soft.	1	2	3	4	5
3.	The cake presentation is visually appealing.	1	2	3	4	5
4.	Cake price charged by Dr. Cake Cakery is reasonable.	1	2	3	4	5
5.	Cake from Dr. Cake Cakery is fresh and hygienic.	1	2	3	4	5
6.	Menu is attractive and reflects the image of Dr. Cake Cakery.	1	2	3	4	5

Part 4 : Information Quality

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	The information provided by Dr. Cake Cakery is clearly presented at Dr. Cake Cakery Facebook Page.	1	2	3	4	5
2.	Dr. Cake online Cakery Page provided the most recent information.	1	2	3	4	5
3.	The information provided by Dr. Cake Cakery is accurate.	1	2	3	4	5
4.	The quality of information is appropriate.	1	2	3	4	5

Part 5 : System Quality

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	Online ordering system used in Dr. Cake Cakery is easy.	1	2	3	4	5
2.	Customer information for online cake ordering system is secured.	1	2	3	4	5
3.	System quality (online order system, online payment system) used in Dr. Cake Online Cakery is reliable.	1	2	3	4	5

Part 6 : Customer Satisfaction

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	In general, Dr. Cake Cakery is customer oriented.	1	2	3	4	5
2.	The product and service quality of Dr. Cake Cakery meet my expectations.	1	2	3	4	5
3.	Overall, the value of Dr. Cake Cakery service compared with the price is good.	1	2	3	4	5
4.	My decision to order cakes from Dr. Cake Cakery was a wise one.	1	2	3	4	5
5.	Overall, I am satisfied with Dr. Cake Cakery.	1	2	3	4	5
6.	I feel absolutely delighted with Dr. Cake Cakery service.	1	2	3	4	5

Part 7 : Customer Loyalty

Please answer the following questions by circling the appropriate choice.
(Reference number : 1-strongly disagree, 2-disagree, 3-neither disagree nor agree, 4-agree, 5-strongly agree)

1.	I will likely to repurchase the cakes from Dr. Cake Cakery in the future.	1	2	3	4	5
2.	Based on my experience with Dr. Cake Cakery service, I would recommend Dr. Cake Cakery to my friends and relatives.	1	2	3	4	5
3.	I am certainly to choose Dr. Cake Cakery when I need to order cakes.	1	2	3	4	5
4.	I am willing to say positive things about Dr. Cake Cakery to others.	1	2	3	4	5
5.	I prefer Dr. Cake Cakery over other cake shop even when the other cake shops give attractive promotions.	1	2	3	4	5
6.	I believe I made the right choice by shopping at Dr. Cake online Cakery.	1	2	3	4	5

You have completed the survey. Thank you for your time.

Appendix – B
SPSS Output

Analysis of the relationship between Service Quality and Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718[a]	.516	.499	.31819	2.089

a. Predictors: (Constant), RESPONSIVENESS, ASSURANCE, EMPATHY, RELIABILITY, TANGIBLE

b. Dependent Variable: CUSTOMER SATISFACTION MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.227	5	3.045	30.079	.000[b]
	Residual	14.276	141	.101		
	Total	29.502	146			

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

b. Predictors: (Constant), RESPONSIVENESS, ASSURANCE, EMPATHY, RELIABILITY, TANGIBLE

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.861	.230		8.086	0.000		
TANGIBLE	.089	.027	.256	3.269	.001	.560	1.785
ASSURANCE	.071	.037	.183	1.907	.058	.373	2.681
EMPATHY	.085	.044	.214	1.920	.057	.276	3.621
RELIABILITY	.047	.027	.150	1.747	.083	.466	2.144
RESPONSIVENESS	.014	.026	.055	.537	.592	.323	3.099

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

Analysis of the relationship between Product Quality and Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.814[a]	.663	.649	.26650	2.309

a. Predictors: (Constant), FLAVOUR, TASTE. TEXTURE, PRICE. HYGIENE, APPEARANCE

b. Dependent Variable: CUSTOMER SATISFACTION MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.559	6	3.260	45.898	.000[b]
	Residual	9.943	140	.071		
	Total	29.502	146			

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

b. Predictors: (Constant), FLAVOUR, TASTE. TEXTURE, PRICE. HYGIENE, APPEARANCE

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (constant)	.603	.263		2.294	.023		
FLAVOUR	.017	.067	.018	.249	.804	.450	2.220
TASTE	.144	.048	.206	2.976	.003	.503	1.990
TEXTURE	-.040	.046	-.053	-.858	.392	.629	1.590
PRICE	.052	.042	.079	1.258	.211	.605	1.653
HYGIENE	.556	.063	.589	8.852	.000	.544	1.837
APPEARANCE	.142	.031	.242	4.647	.000	.891	1.122

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

Analysis of the relationship between Information Quality and Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.682[a]	.465	.450	.33336	2.141

a. Predictors: (Constant), COMPLETENESS, TIMELESSNESS, ACCURATE, APPROPRIATE

b. Dependent Variable: CUSTOMER SATISFACTION MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.722	4	3.431	30.871	.000[b]
	Residual	15.780	142	.111		
	Total	29.502	146			

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

b. Predictors: (Constant), COMPLETENESS, TIMELESSNESS, ACCURATE, APPROPRIATE

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.078	.248		8.363	0.000		
COMPLETENESS	.062	.050	.103	1.232	.220	.537	1.861
TIMELESSNESS	-.068	.066	-.091	-1.027	.306	.482	2.073
ACCURATE	.323	.066	.415	4.925	.000	.531	1.884
APPROPRIATE	.252	.068	.330	3.732	.000	.480	2.082

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

Analysis of the relationship between System Quality and Customer Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773[a]	.597	.588	.28843	2.055

a. Predictors: (Constant), ACCESSIBILITY, SECURITY, EASE OF USE

b. Dependent Variable: CUSTOMER SATISFACTION MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.606	3	5.869	70.544	.000[b]
	Residual	11.896	143	.083		
	Total	29.502	146			

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

b. Predictors: (Constant), ACCESSIBILITY, SECURITY, EASE OF USE

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.551	.217		7.145	.000		
ACCESSIBILITY	.345	.063	.436	5.506	.000	.449	2.225
SECURITY	.225	.057	.299	3.927	.000	.488	2.051
EASE OF USE	.106	.050	.142	2.142	.034	.645	1.550

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

Analysis of the relationship between Quality Practices and Customer Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.839^a	.703	.695	.24832	2.147

a. Predictors: (Constant), SERVICE QUALITY, PRODUCT QUALITY, INFORMATION QUALITY, SYSTEM QUALITY
b. Dependent Variable: CUSTOMER SATISFACTION MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.746	4	5.187	84.115	.000^b
	Residual	8.756	142	0.062		
	Total	29.502	146			

a. Dependent Variable: CUSTOMER SATISFACTION MEAN
b. Predictors: (Constant), SERVICE QUALITY, PRODUCT QUALITY, INFORMATION QUALITY, SYSTEM QUALITY

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.542			2.287	0.000		
SERVICE QUALITY	0.223	0.058	0.258	3.846	0.000	0.465	2.152
INFORMATION QUALITY	0.010	0.058	0.012	0.179	0.858	0.470	2.126
SYSTEM QUALITY	0.355	0.064	0.398	5.555	0.000	0.408	2.452
PRODUCT QUALITY	0.318	0.074	0.290	4.288	0.000	0.457	2.187

a. Dependent Variable: CUSTOMER SATISFACTION MEAN

Analysis of the relationship Customer Satisfaction and Customer Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.924^a	.854	.853	.17042	1.693

a. Predictors: (Constant), CUSTOMER SATISFACTION MEAN

b. Dependent Variable: CUSTOMER LOYALTY MEAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.561	1	24.561	845.649	.000^b
	Residual	4.211	145	.029		
	Total	28.772	146			

a. Dependent Variable: CUSTOMER LOYALTY MEAN

b. Predictors: (Constant), CUSTOMER SATISFACTION MEAN

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.413	.146		2.825	.005		
CUSTOMER SATISFACTION MEAN	.912	.031	.924	29.080	.000	1.000	1.000

a. Dependent Variable: CUSTOMER LOYALTY MEAN