



**PREDICTORS OF CUSTOMER
SATISFACTION
AMONG SMARTPHONE USERS IN
MALAYSIA**

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GRADUATE SCHOOL OF BUSINESS

SEGI UNIVERSITY

KOTA DAMANSARA

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**THESIS SUBMITTED IN FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF
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ABSTRACT

Purpose: The purpose of this study is to determine the predictors of customer satisfaction among the smartphone users in Malaysia, and also to determine the relationship between the predictors and the customer satisfaction.

Methodology: The sample comprised 297 respondents. In this study, the correlation questionnaires is distributed to explore the relationship between the predictors and customer satisfaction. With the normality test, validity test, reliability test, the multiple regression analysis is applied to determine the correlation between the predictors and customer satisfaction.

Findings: The predictors consisting of trust, social influence, responsiveness, salesman's personality have a positive relationship which is found in this study. Moreover, the salesman's personality has higher influence and significant, as a driver of customer satisfaction than other predictors. Then it is followed by the predictors trust, and another predictors have weak influence on the customer satisfaction in the smartphone industry in Malaysia.

Practical Implication: The findings are useful for customer satisfaction study and the further development of the smartphone industry in Malaysia. Besides, they are useful for the smartphone companies and users. The companies can be developed and improved to better meet consumers' specific demands and needs to increase their satisfaction level to gain the companies competitive advantages in Malaysia market.

Key Words: Customer satisfaction, Salesman's personality, Trust, Social influence, Responsiveness, Smartphone industry.

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Chapter One

Introduction

1.1. Introduction

Nowadays using the smartphone is becoming a trend all over the world, more and more people using smartphone contributes the smartphone industry development. In the real life, the customers of the smartphone are in how to make the smartphone users satisfaction has to be considered by the smartphone companies. In this report, the predictors of customer satisfaction will be conducted among the smartphone users in Malaysia.

In Malaysia marketplace, the smartphone industry has a great speed developing in the recent years. According to the research of TNS, Taylor Nelson Sofres, among 4,000 thousand Malaysia people in 2014, it shows averagely each person has 1.2 smart electronics like smartphone, tablets and computers. One in two Malaysian adults are smartphone users (Camia, 2015). Based on the research of MCMC, Malaysian Communications and Multimedia Commission, on the 2787 people, in 2014, there are 74.3% people using smartphone and this percentage increased to 90.7% in 2015.

The Malaysia market for the smartphone is very huge. In 2016, there were 6.8 billion RM spent by Malaysian people to purchase the smartphone comparing to 5.4 billion RM spent one smartphone in 2015 (Chinese News 2017). The favorite price of the smartphone is from RM 900 to RM1,050 and mostly these brands are from China. From the data provided by SKMM (=MCMC), in the third quarter of 2017, the percentage of

the smartphone users are reaching 70% in Malaysia.

There is a rapid development in the smartphone industry among the smartphone companies in the market of Malaysia. Those below, there is a table in which it shows the version, names, and the releasing dates of some Android system. It is clearly seen that there is a rapid updating on the Android system, and this operating system of the smartphone shows the rapid updating and the rapid technology changes on the smartphone from 2011 to the year 2017. Then it shows the situation in the recent years and the strong competition among the smartphone companies in the market.

Table 1.1: The Updating of the operating system for smartphone (Source: https://www.android.com/history Android, 2018)				
Android system			IOS system (Sam, 2018)	
Version	Code name	Release date		Version
8.1	Oreo	Dec 5, 2017	Sept.19, 2017	IOS 11
8.0		Aug 21, 2017		
7.1	Nougat	Oct 4, 2016	Sept. 13, 2016	IOS 10
7.0		Aug22, 2016		
6.0	Marshmallow	Oct 5, 2015	Sept. 16, 2015	IOS 9
5.1	Lollipop	Mar 9, 2015		
5.0		Nov 3, 2014	Sept. 17, 2014	IOS 8

4.4	KitKat	Oct 31, 2013	Sept. 18, 2013	IOS 7
4.3	Jelly Bean	July 24, 2013		
4.2	Jelly Bean	Nov13, 2012	Sept. 19, 2012	IOS 6
4.1		July 9, 2012		
4.0	Ice Scream Sandwich	Oct19, 2011	Oct. 12, 2011	IOS 5
2.3	Ginger Bread	Feb 9, 2011		

Moreover, in table 1, it also shows the version of the IOS system and the release time from 2011 until now. Form this table, it is easy to find the IOS system has also been changed rapidly. As one of the important parts of the smartphone, it has shown the past and the current smartphone industry development situation in Malaysia in these recent years.

With the high-speed development smartphone industry and the big market in Malaysia, how to make the smartphone users satisfied is the key important point for the smartphone companies to improve their competitive advantages by increasing the trust of the customers and their products usefulness in Malaysia Market place.

In this trend and the current situation, the smartphone users' satisfaction becomes more and more important for the smartphone companies to keep their own customers satisfied and loyalty and keep their business sustainable development. Therefore, it is essential to conduct the research on the smartphone users' satisfaction in Malaysia market.

1.2. Background of study

In this study, the customer satisfaction will be analyzed among the target respondents the smartphone users in Malaysia. On the topic of the smartphone users' satisfaction will be conducted and beside this, some predictors will be researched in the following part, such as the trust, social influences, responsiveness, and the salesman's personality.

The mobile commerce is becoming a fast-growing business nowadays and it is researched that around 35% of all the retail electronic commerce transactions in the global market (Criteo, 2016). Moreover, the item mobile commerce has been defined to buy or sell the products and the service via the platform provided by the smartphone, or the smart tablet and Pad by the wireless technology (Chong, 2013a). Therefore, the smartphone, the key mobile device is very important to the mobile commerce development in the current trend of the social development.

The smartphone development is the basic platform for the mobile commerce. For instance, the customers of the mobile commerce currently are using the mobile devices to conduct their purchasing activities or the business, such the smartphone, and the tablet or Pad. In this case, using a well performed smartphone is a key importance for the business development.

In the current smartphone market in Malaysia, there are two largest smartphone companies which are Apple and Samsung are competing against each other, with the two most popular smartphone operating system Android system and IOS system (Arpit Singh, 2018). The operating system of is one of the most important items being used

and compared in the smartphone.

There may be some factors which may be related in the smartphone industry in Malaysia, such as the trust, the social influence, the responsiveness, and the salesman's personality. Those items may influence the smartphone companies' revenue and the operation, even influencing the companies surviving in the current market in Malaysia.

With development of the smartphone companies operated in the current market in Malaysia, the trust from the customers to the smartphone companies are very important to attract the customers to do the further purchasing activities. If the company lost the trust and keeping a bad brand image, this companies will lose in the market competitions in Malaysia.

The social influence is also very important for the smartphone companies to survive in the market. For instance, in a family, generally the father and mother use a brand of smartphone, other family members will also use the same brand of the smartphone. One customer also can be influenced by their friends and other social class. In this case, one customer will influence some social groups, this kind social influence will affect the smartphone companies to increase the revenues and survive in the market.

The responsiveness of the smartphone companies can affect the customer to judge the companies. For instance, when the customer has some problems and contact with the customer service center, how quick of the company reply to the customers and the solution offered by the smartphone company will affect the judgement of the customers

and then it will affect the customers repeat purchase in the future.

In the current market in Malaysia, there are some IT shows conducted in their marketing program in which the salesman is widely used in the process of the IT shows. In this case, the salesman plays an important role to increase the revenue of the smartphone companies and persuading more customers to purchase their brand of smartphone. Then personality of the salesman will become more important to raise the customers' intention to purchase.

To sum up, there are some background of the customer satisfaction topic which have been conducted in other area, such as the branding area, and electronic business. In the following part, the further research will be conducted the customer satisfaction topic in the smartphone industry in Malaysia market, and there will be more details to explore the possibility to get more relationships between the different variables.

1.3. Problem statements

1.3.1. Competition

The first problem is competition which is affecting the smart phone users' satisfaction in Malaysia. As mentioned in the table which can show the competition between the two companies: Apple and Samsung. More competitions among other different brands, like the brand HUAWEI, OPPO and VIVO, may make the customers have more choices and it is more difficult for the smartphone companies to make the customers satisfaction.

It is found that the top 5 brands of the smart phone in Malaysia are Samsung, taking up 32.8% of the market share, followed by Apple and OPPO, with respective 13.1% and 10.9% market share in 2016. After that Huawei and Asus was the fourth and fifth with 8.2% and 7.7% market shares respectively (Greger Lee, 2017). Making the customers satisfied and delight is key to get more market share in Malaysia market place.

Moreover, the smart phone with special feature may reduce the other brand' customer satisfaction. For instance, the smartphone with better selfie function on OPPO reduced the sales of the other android system smartphone. Under this strongly competitive marketplace, it is essential to do the research on the smartphone users' satisfaction.

In this competition, the smart phone users will be affected to choose the brand smartphone by other users influences. For instance, in a family in which the grandparents and parents in use iPhone, when the son and daughter in this family purchase the smartphone, they will more concern the iPhone as their first choice and finally may still use the smartphone with Apple brand by the influence from their family members.

1.3.2. Fake smartphone products

The second problem is that some fake smartphone products occur in Malaysia market. This fake smart phone products with the lower qualities and short time grantee make the customers unsatisfied and damage the smartphone companies brand image. For example, on the news some sales company use the fake brand phone called E71 Sell as the Nokia (Sina.com.cn, 2009).

Moreover, in 2015 one sales company sold a smart phone in Lenovo brand with Android system but inside there is no play-store inside and it is unable to be installed, due to the space of ROM for the small phone is too small to download and install other software (Mitsueki, 2015). These kind fake products make customers unsatisfied with the products and services. This fake smartphone products damage the trust on their brands of the smartphone they used at present in the smartphone market.

These fake products of the smartphone do not only damage the trust to the smartphone brands among the customers, the smartphone users in the market, but also have a bad influence on the smartphone users and the smartphone companies' brand image, the further revenue, and the operations. Therefore, it is a problem to the smartphone users' satisfaction in the current market in Malaysia.

1.3.3. The rapid updating model in the smartphone market

The third problem is the rapid updating model in market. Most brands usually updating their phone once a year. For instance, Apple company published the Iphone6/Iphone6Plus in 2014, Iphone6s/Iphone6sPlus in 2015, Iphone7/Iphone7Plus in 2016, and Iphone8 and iPhone X in 2017. Other smartphone brand like Samsung, OPPO, and Huawei also publishes at least one new model each year.

Under this situation, some customers are confusing to change the updated smartphone or not. If changed, they are confusing to how to deal with the old fashion one. If changed, some new features cannot fulfill the customers expectation and make them inconvenient and uncomfortable. This kind rapid updating situation confuses the smartphone customers and makes them not as satisfied as the smartphone companies

expected.

In this rapid updating model in the smartphone market, the users' usages or the perceived usefulness on the smartphone are different and the technologies used in the new model smartphone are also differently designed for the smartphone users. As the smartphone users, it is conflict or confusing selection between the new technologies in the new model of the smartphone and the high quality in the current using smartphone with a long-life span.

1.4. The Research Questions and the Research Objectives

1.4.1. Research Questions

- (1) What is the relationship between trust and customer satisfaction?
- (2) What is the relationship between social influence and customer satisfaction?
- (3) What is the relationship between responsiveness and customer satisfaction?
- (4) What is the relationship between salesman's personality and customer satisfaction?

1.4.2. Research objectives

- (1) To determine the relationship between trust and customer satisfaction.
- (2) To determine the relationship between social influence and customer satisfaction.
- (3) To determine the relationship between responsiveness and customer satisfaction.
- (4) To determine the relationship between salesman's personality and customer satisfaction.

1.5. The Significance of this Study

1.5.1. The Significance to the Research

This research is very significant for the current research of the customers satisfaction among the smartphone industry. Even though, the topic of the customer satisfaction is not the latest hot topic at present, the smartphone is playing irreplaceable role in the modern life. In Malaysia, the smartphone industry is in a high-speed development. There is not many researches conducted on the smartphone industry. To study the customer satisfaction research among the smartphone users in Malaysia marketplace can contribute to the customer satisfaction topic in wider areas and industries.

This research provides a new predictor of the customer satisfaction which is the technology changes. This predictor, technology changes, is also developing in a fast speed in the modern life. How does the technology change affecting the smartphone users satisfaction can contribute to us deeply understand the importance of the technology in our life. With more predictors being conducted, researched, and analyzed, this research will have more contribution to the topic of customer satisfaction in marketing areas.

1.5.2. The significance to smartphone companies in Malaysia market

This research is significant to the smartphone companies in Malaysia market. Firstly, this research will contribute to the smartphone companies more focusing on the customer-centralization to improve their products and services. For instance, in the research, the social influence is analyzed and the marketing department in the smartphone companies can apply some strategies to increase their social influence by some social classes of the people in Malaysia, like the family or community.

Secondly, this research is significant to the new smartphone companies to enter Malaysia marketplace. For instance, if a new brand of the smartphone plans to enter the Malaysia market, this company can consider the factors or the predictors in this research to fulfill the needs and wants of their target market, then this new entrant smartphone company may survive in the market and sustainable development in Malaysia, when they refer to this research to create their marketing plan or adjust their marketing plan.

Thirdly, this research is significant to the smartphone companies to obtain more competitive advantages by considering the predictors of the customer satisfaction among the users in the current market. For instance, with the research, the companies may consider their products with the mobility features and usefulness features and increase their trust and their social influence to build their brand awareness and brand equity. In this case, this research can contribute to the smartphone companies to sustainable development in the market in Malaysia.

1.5.3. The significance to the consumers of smartphone in Malaysia

This research is significant to the smartphone users. Firstly, it can help the customer to make decision when they try to purchase some products and services. For instance, when the smartphone users plan to purchase a new smartphone, they can collect the information of several brands of the smartphone to compare and contrast some features of the products and services like the usefulness and their social influences in the market.

Secondly, this research is significant for the smartphone users to realize more latest information about the smartphone industry in Malaysia. For instance, this research will

introduce and analyze the smartphone industry in the recent years in Malaysia. With some examples introduced and evaluated, and with more specific previous researches conducted by other previous researchers, this research will contribute to the customers making fully understand the smartphone industry development in Malaysia.

Thirdly, this research is significant for the smartphone users to compare and contrast the different brands of the smartphone companies. For instance, it can help the smartphone users to identify the brands of smartphone and it provides the approaches to evaluate these brands with the views of the trust, social influence, perceived usefulness and the mobility of the smartphone companies. Then it will make the customers give the feedback to the smartphone industry to have a better development.

To sum up, those above are the significance of this research to the current research, the smartphone companies and the customers, the smartphone users in Malaysia. Then this research can be used by the smartphone company to adjust their marketing planning to improve the competitive advantages, and this research can be used by the smartphone users to make the smart purchasing decision.

1.6. Assumptions of the study

In this study, there are only four independent variables which are trust, social influence, responsiveness, and salesman's personality, and one dependent variable which is the customer satisfaction. The first assumption is that in this study these four independent variables would have relationship with the dependent variable customer satisfaction in the smartphone industry.

To identify this assumption is because of the previous studies and some previous researchers, such as the group of Yung Shao Yeh and Yung-Ming Li in 2009, the research group of Sonia San-Martin in 2012, the team of Veljko Marinkovic and Zoran Kalinic in 2017, and the group of Marc Elsäßer and Bernd W. Wirtz in 2017. In these previous studies, they result in these independent variables have relationship with the dependent variable in other business field.

The second assumption is that the target respondents of this study will provide honest responses to the questions. It is because that in the data collection, more efforts have been done to preserve anonymity and confidentiality to maximize truthfulness. For instance, to avoid the sensitive questions, to explain to some respondents when they misunderstand the question, to check the questionnaire fully completed and searching for high qualified respondents in Library, big companies and some shopping mall.

Another assumption is that a given sample of the population can be representative. It is because that the sample selected is consisting of different genders, different age period, different races in Malaysia, the different education levels, different monthly incomes, different smartphone usage time and period, and different employment position. In this way, the sample selected will be more representative in this study.

1.7. Limitation of the research

In this study which is titled the predictors of the customer satisfaction among the smartphone users in Malaysia, there are some limitations in this research, such as the time limitation, the place limitation, variables limitation in the customer satisfaction field and the sample limitation within the older smartphone users' satisfaction in

Malaysia market.

The first limitation is the time. This study is conducted to completed my Master Project, so this study is conducted in a limited and short period. Then with the environment changes and the market changes, the customer satisfaction will also be dynamic on the smartphone. Therefore, if possible, the further study can be conducted with the more time period to research the customer satisfaction change to the market and environment changes.

The second limitation is that the research is conducted in Malaysia with the target respondents, the smartphone users in Malaysia in which the smartphone provided and the market situation is different from other countries. Therefore, the result of this research cannot be suitable in other market places in other countries, and the result also cannot be applied by the smartphone companies directly.

The third limitation is the limited variables selected and conducted in this study. In this study, on the customer satisfaction area, the independent variables such as the trust, the social influence, the responsiveness and the salesman's personality will be researched among the smartphone users. There are more variables such the technology innovation and changes and the perceived enjoyment this variables to be conducted to research the customer satisfaction in the smartphone industry.

The fourth limitation is the study sample. In this study, the young smartphone users are researched in Malaysia marketplace. For instance, most respondents are below 55 years.

It is because that the main smartphone users are the young customers in Malaysia. Hence, the older smartphone users may also can be conducted on their satisfaction in the future researches. Therefore, there is the sample limitation in this study.

1.8. Definition of term

In this study, some items are used, such as the trust, the social influence, the responsiveness, the salesman personality, and customer satisfaction. Moreover, the target respondents are the smartphone users in this study. Those are subject to interpretations and new or need clarification in this quantitative approach. To make sure that there is a well understanding and limit misinterpretation, the specific definitions are shown below:

Trust:

Trust is a psychological state, like a belief or attitude towards another individual or group in which a person is willing to accept being vulnerable based on the positive expectations from the behaviors of others. In this study, it mainly refers to the belief or the attitude of the smartphone users to the smartphone products and their willing or expectation on the smartphone products. When the smartphone brands have an excellent trust among the customers in the market, the customers believe these smartphone brands and have a high willing and intention to purchase this brand smartphone products.

Social influence:

The social influence is the extent to which the users perceive that the important other

social class or the people, such as their family or their friends believe that he or she is supposed to use the mobile business. This social influence may be a factor to influence the smartphone users behaviors by their friends, relatives, and their parents in this research.

Responsiveness:

Responsiveness is a critical measure to the services quality, and it is also a good diagnostic tool to uncovering area of the service quality to be strengthened and shortfalled, and it is also specifically as the commitment of an electronic retailer who will be offering the feedback in a quick way. In this study, it means how fast the smartphone companies reply the customers' requests and how easily to be contacted by the smartphone customers.

Salesman's personality:

It is as one predictor in the examination model, and it is also defined as an emotional factor affecting the outcomes of the brand equity. Beside this, it is as the relationship with the salesmen who underlay the personal judgement by the customer or some members of the industrial purchasing center in terms of trust, safety and sympathy. In this study, the salesman's personality mainly refers to the salesman's knowledge, skills, and performance to the customer.

Customer satisfaction:

Customer satisfaction is as a result of the post purchase evaluation in which when the customers may think that the product or the service performance is much better than the customers expectation, then there will be a higher customer satisfaction level, and vice

versa. In this study, the customer satisfaction will be conducted among the smartphone users in Malaysia marketplace.

Smartphone:

A smartphone is a mobile phone which has the highly advanced features. For instance, the advanced features consists of the high-resolution touch screen display, the Web browsing capabilities, the Wi-Fi connectivity, and the ability to accept sophisticated applications. The most smartphone devices can be run on any of the popular mobile operating systems, such as: Android system, Symbian system, iOS system, BlackBerry OS system, and Windows system

Smartphone users:

The smartphone users are the people who use the smartphone. The smartphone users in this study are the people who use smartphones in Malaysia marketplace and those are the target respondents of this study and will be researched to complete the questionnaire. The smartphone users' satisfaction is very important for the smartphone companies development and the smartphone industry improvement.

1.9. The Structure of Dissertation

There are five chapters completed in this thesis research in which consists of the introduction in the chapter one, the literature review in the chapter two, the research methodology in the chapter three, the data analysis, findings and discussion in the chapter four, and the research conclusion with the summary, implications, and recommendations in the chapter five.

In the chapter one, the introduction and the background of this research has been conducted. After the problem statements analyzed according to the realistic situation in the smartphone industry in Malaysia market, research questions and research objectives have been set in the following steps. Beside this, this research also analyzes the significance of the study to the current research, smartphone companies, and the customers.

Moreover, in chapter one, the assumption of the study and the limitation of this study have also been introduced within details. The definition of the items which include the trust, the social influence, the responsiveness, the salesman's personality, and the smartphone users, are also introduced to make this study easily understood. With the introduction of the structure of this thesis, this study can be easily organized better and may be understood easily.

In chapter two, the research was mainly conducted on the literature review with the past research based on the independent variables and dependant variable. The research shows the dependant variable customer satisfaction and independent variables trust, social influences, responsiveness, and the salesman's personality. Then the effect of the independent variables on the dependent variable will be researched and analyzed, before the theory introduced and the theoretical framework illustrated in this chapter,

In chapter three, the research methodology will be mainly conducted and analyzed including the research approaches and research method. In this chapter three, there are

three research methods which are the exploratory approach, the descriptive approach and the explanation approach and the exploratory approach will be applied in my further research, and the quantitative research method will be used to explore the relationships between the variables.

Moreover, this study was designed conducted with a correlational questionnaire and the pre-testing of the research instrument. With the introduction of the population, unit of analysis, and the analysis of the sampling frame, technique, and the size, this research also introduces the data collection procedures and data analysis with IBM SPSS in 25 version in this chapter three, and make sure the data collected is with the features of normality, validity, and reliability in this study.

In chapter four, it introduces and analyze the data coding, the data entry and the respondents' demographic profile which are the smartphone users profile in Malaysia. With the descriptive analysis and exploratory data analysis, the data was conducted with the normality test, validity test, reliability test, with the regression analysis, it shows the evaluation of the research objectives with the research findings and the discussion. Then the overall hypotheses testing result will be got in this chapter four.

In chapter five, it mainly introduces the summary of the study with the findings of the present study, it also shows the contribution and the implication of this study including the implications on the field of study in customer satisfaction, the implications for the organization, the smartphone companies, and the smartphone customers in Malaysia, and the implications for the current theory. Then some recommendations will be given for the practice of this study and for the future study in the last chapter five.

1.10. Chapter summary

To sum up, in this chapter, with the introduction and the background conducted at the beginning, it is easily to be understood the topic that it is the predictors of the customers satisfaction among the smartphone users in Malaysia marketplace. With the problems stated in this section with the current problems challenging competition, fake smartphone products, and the issues related the rapid updating of the smartphone model.

By setting the research objectives and the research questions, this research can contribute to the current researches, the smartphone companies and the customers smartphone users. Those are the significance of the research that why it is conducted. It can also provide the structures of the thesis which is organized efficiently in this chapter one.

Chapter Two

Literature Review

2.1. Introduction

In this chapter two, the tasks of the literature review will be conducted based on the predictors of the smartphone users' satisfaction with the independent variables and the dependent variable. Some journals will be referenced in this chapter to conduct the research and find out what has been done on the relevant topic of the customer satisfaction of the smartphone users on the current smartphone industry in Malaysia.

In the literature review, the definition, the overview, and the past research on the independent variables and dependent variable have been completed with the detailed description and evaluation. Then the effect of the independent variables will be analyzed based on the previous researches and previous researchers to the dependent variables in this chapter.

After the past researches conducted, there are two theories which are the customer satisfaction theory and the equity theory will be used to analyze the study with the theoretical framework illustrated and explained. Then the hypotheses development

with four hypotheses between the independent variables and the dependent variable will be conducted based on the previous studies in this chapter two.

2.2. Research's Independent and Dependent Variables

In this section there are five independent variables which are the trust, the social influence, responsiveness, and the salesman's personality introduced and analyzed based the past research. The dependent variable which is the customer satisfaction among the smartphone users will also be introduced and analyzed according the past research conducted before.

2.2.1. Independent Variables trust

2.2.1.1. Definition of trust

One of the definitions of the trust is the item which is to perceive the confidence during the exchange process among the partner's reliability, integrity and competence. (Morgan and Hunt, 1994; Ganesan,1994). Another concept of the trust can be defined as the extent to some people willing to rely on others and make themselves vulnerable to others without the fear of betrayal or harm. The trust is a fundamental and the basic principles in the relationship in some different business areas. (Corbitt et al., 2003).

The trust also has been defined as the assurance that other people do not exploit one's vulnerability or take excessive advantage of the one, even though in that case, the opportunity can be available to them" (Tschannen & Hoy, 2000). In that research, the trust can be the driver to the customer to conduct their repeat purchasing activities and affect the companies' further development.

In another research, the researchers Dirks and Ferrin have conducted in the year 2001. It is researched that the trust has always been considered as a psychological state, like a belief or attitude towards another individual or group in which a person is willing to accept being vulnerable based on the positive expectations from the behaviors of others (Dirks & Ferrin, 2001).

Another definition of the trust is that it was as a complicated phenomenon (Barber, 1983; Butler, 1991). According to the research conducted by Tschannen Moran in 2004, the definition of the variable trust is as “the willingness to become vulnerable to another according to the confidence which the other is open, honest, benevolent, competent, and reliable”.

The previous studies conducted by the authors and the researchers listed above, showed that the trust is the central to build the successful personal relationship between the smartphone companies and the customers, the smartphone users in Malaysia. In this research, the trust is as the independent variable to be researched to analyze the variable to the customers satisfaction.

2.2.1.2. Overview of trust

In this section to overview the trust, it could be separated with the two categories: one is the trust existing in the mobile technology area and the other is the trust existing in the mobile vendors area (Siau and Shen, 2003). When these two categories of trust can be integrated, the trust in the business will be continuously developed to the vendors.

Furthermore, in the previous research which is done by Katerattanakul (2003), the researchers stressed and emphasized the key important website design and they provided the guideline to create a favorable store, or brand image. Once a trust image has been built with the company, the company will easily get the competitive advantage in their market.

The trust has been studied in different areas, like that in the marketing area which are conducted by Kumar (1996) and by the group of Doney and Canon (1997), in the psychology areas which have been conducted by Rotter (1967) and by Erikson (1963), in the management areas which have been conducted by Dirks and Ferrin (2002), Sako (1980) and by Wang and Emurian (2005), in the sociology areas which have been conducted by Strub and Priest (1976) and by the group of Lewis and Weigert (1985) and in the economics areas which have been conducted by Dasgupta in 1988 and by Williamson in 1993.

The trust is divided into three sections; knowledge based trust, personality based trust, and the institution based trust according to the study of (Zhao Yu Peng, 2016). The personality based trust of the users is built properly from the trustworthiness only. The knowledge-based trust of the users is created from the sources of the familiarity, the brand, the reputation of the company, the website quality, and the customer services provided by the company. The third one is the institution-based trust which is created from the perceived security and privacy of the company.

2.2.1.3. Past Research of trust

In this section, the past research has been conducted for the independent variable trust. There are many past researches related to the variable trust which has been conducted in the business areas to the customer satisfaction. In the Appendix, the past researches on the trust have been summarized into the table, with the three columns time, researchers, and the past findings.

In 2002, the important effect of the trust can be elevated into many areas, especially in the electronic business which has been conducted by Gefen (2000) and the group of Ba and Pavlov (2002). when there is lack of the trust for the company or the brand, it may lead to reluctance to participate in electronic business (Pavlou, 2003). In the wireless environment of the mobile commerce, the factor trust is becoming more and more important and complex in this kind business industry (Wei et al., 2009; and Chong et al., 2010).

In 2003, with the rapid development of the global market and the rapid updating technology condition, the smartphone business environment will be to encourage the transaction easily and effectively. Therefore, the smartphone companies should take actions and implications to build the trust among their customers. However, in the research which was conducted by Lee and Benbasat (2003) and another research conducted by Chae and Kim (2003), they all agree with that the development of the trust can be hindered by the limited system resource in the mobile business.

In 2005, the previous research conducted by Ranaweera et al (2005), found that trust can be a crucial variable to the development in the mobile commerce areas and it can imply the customers desire to reach a position with the vulnerabilities. In 2006, another

previous research conducted by Lin and Wang in 2006 and Kassim et al, (2008), and a group researcher of Deng et al. (2010), in these researches it is shown that they all recommended that satisfaction was a consequence of the trust in the area of the mobile service.

In 2008, the previous research conducted by Lin and Shih stressed that there was a close relationship between the trust and the customers satisfaction. At the same year, Kassim and Abdullah (2008) also got the result that the consumer satisfaction can be a main driver of the trust in the area of the electronic commerce. In 2011, the trust can reflect the positive expectations of the customers in the mobile commerce providers, so to build the trust among the users is crucial to enhance the users' satisfaction (Zhou, 2011).

In 2013, in the previous research conducted by San Martin (2013), it showed the result that the trust can be a main driver on the customer satisfaction among buyers in the mobile shopping areas. Once the trust can be created among the customers, the smartphone users, the smartphone users in Malaysia would have a higher satisfaction level in the smartphone industry.

In 2017, the previous research conducted by Veljko Marinkovic and Zoran Kalinic showed that the variable trust was found to become one of the significant drivers to the customer satisfaction in the commerce. This is one of the latest researches on the customer satisfaction topic and showed the result that the independent variable trust can drive the customers satisfaction.

2.2.2. Independent Variables social influence

2.2.2.1. Definition of social influence

Social influence can be defined to the extent to which members of a social network can influence one another's behavior (Rice et al., 1990). This definition is rooted in social influence theory. The second concept of the social influence is regard as the extent to which the users perceive that the important other social class or the people, such as their family or their friends believe that he or she is supposed to use the mobile business (Chong, 2013a).

The third definition of the social influence is that the variable social influence can also be defined as the creation of personal opinions, and become one of the predictors which has been conducted the most often investigation to the customer adoption in the mobile area. (Zhang et al., 2012).

Between these three definitions which are mentioned above, the second one is relevant to be used in this research. It is because that the independent variable influence is researched in the customers satisfaction area, and the influence item was explained with the social class, like the family or friends. In this research, it will be conducted to explore the social influence of the target respondents from the people around and their satisfaction to the smartphone in the current market in Malaysia.

2.2.2.2. Overview of social influence

For the item of social influence, there are two important sections which are the social

norms and the person's environment. These two sections of the social influence can impact the people to create their personal ideas and opinions. Based the research, the norms became one of the most important predictors and was conducted often in the mobile business adoptions (Zhang et al., 2012)

After reading the previous research conducted by a group of researchers like Rogers (1995), the team of Lu et al. (2003), Bhatti (2007), and the group of Wei et al (2009), the social influence can be separated into two types: interpersonal influences and external influences. Based on these, the interpersonal influences is the influences from the friends, family, superiors and the peers or the partners, and the external influence is generally from the mass media, such as the internet, TV, newspapers, and magazines. Both the interpersonal influences and the external influences can affect the customers to make a decision, during their purchasing activities.

2.2.2.3. Past Research of social influence

In this section, the past research was conducted and summarized in this part, with the detailed research time, researchers and their finding. For instance, in 2006, the previous research conducted by Lin and Wang (2006), they researched and investigated, then they got that the influence of the perceived value on satisfaction has been found that it is the strongest predictor which can directly affect the customer satisfaction.

In 2007, a previous research (Bhatti, 2007) showed that the variable social influence plays an significant role to affect the young people to use a new application on their device or just use a new mobile device. Therefore, to improve the relationship among

the group members, an individual or a person may tend to conform to the other members' expectations.

In 2008, a previous research was conducted by Cho (2008) in the USA and Korea, these two marketplaces. In that research, it is shown that the influence of the information, the service, the price, the technology, the convenience, and the entertainment and promotional factors, through the perceived usefulness and the ease of use of the products and services, on user and customers in the mobile commerce area how these attitudes influences the customers in that area.

In 2010, a previous research (Schierz et al., 2010) showed that the social influence is quite important in the beginning stage of the development or the initial stage of the diffusion for a new technology. If the users do not know about that thing, have not got the related reliable information or they have no experience on the technology, they usually refer to the opinion spread in the public and were affected by the influence from the people in public. In the same year 2010, another research conducted by Deng et al (2010), has discussed that social influence is among the services quality, the trust, and the perceived value to affect the users' satisfaction.

In 2014, it is researched that people especially the young people prefer to follow the fashion and the trends set in the environment. In another way, they are usually easily affected by the environment influences vulnerably (Tan et al., 2014). In 2015, another research conducted by Lee et al. (2015) and was found that the social influence had a significant influence on the customer satisfaction, especially the influence of the others' ease of use, the perceived usefulness, and the playfulness in the mobile services and in the life insurance industry,

In 2017, the previous research conducted by Veljko Marinkovic and Zoran Kalinic showed that the variable social influence is similar to the independent variable trust mentioned in the first independent variable, it also become one of the significant drivers to the customer satisfaction in the mobile commerce, and further repeat purchasing activities.

2.2.3. The independent variable: Responsiveness

2.2.3.1. The definition of responsiveness

In the previous studies conducted by Pitt et al (1995), the concept of the responsiveness is a critical measure to the services quality, and it is also a good diagnostic tool to uncovering area of the service quality to be strengthened and shortfalled. Two years later the group of Van Dyke et al (1997), and the group of Kettinger and Lee (1997 and 1999) also conducted the research on the responsiveness to the satisfaction with this concept of responsiveness.

Another definition of the responsiveness can be defined specifically as the commitment of an electronic retailer who will be offering the feedback in a quick way (Ku, 1992; Dholakia et al., 2000). According to another research, it is also referring to becoming the responsive to services subscribers (Heeter, 1989). Those above show the concepts of the independent variable responsiveness.

2.2.3.2. The overview of the responsiveness

Responsiveness is one of the two probable sources of the perceived vendor qualities whose another source is the brand image (Ku, 1992; Dholakia et al., 2000). The recent application of the responsiveness can be seen in the various areas of the electronic commerce, such as the retailing on internet (Barnes and Vidgen, 2001), in the electronic banking area (Zhu et al., 2002), and the area of the web-based services (Kuo, 2003)

Based on another research which is conducted in the educational industry, the reliability and the responsiveness are the two dimensions of quality which can be emphasized and be promoted by the institutional leadership as vital functions of the organization (Daniel Lovasz, 2014). In the research, if in the organization, there is a higher responsiveness to the customer, the quality of the organization will be higher, then the customer satisfaction to the organization will be high.

2.2.3.3. The past research of the responsiveness

This part also shows the past researches on the independent variable retentiveness. For instance, in 1988, Parasuraman et al. (1988) has conducted the research about the responsive and the satisfaction in the education industry. In the research which was done in the educational area, it showed that the reliability and the responsiveness became the main criterion among the customers, students to decide to select the educational institution.

In 2009, the research was conducted by Yung Shao Yeh et al (2009). In that research, the responsiveness was done with the no direct impact to the satisfaction, but it was done with the direct impact on trust towards the vendor. It can affect the vendor quality

in that research. Therefore, there may be an indirect impact to the customer satisfaction.

In 2010, there is another research was conducted by Robinson & Niemer (2010). In the research in the education industry, they found that to counteract the negative outcomes related to the stress and the related dissatisfaction, a university must can provide the services that are reliable and responsive to students' demand by employing trustworthy methods of teaching, support, and advising.

In 2011, in another research which was also has been conducted in the educational areas, it is shown that the independent variable responsiveness was the one of the determinants of the customer and student satisfaction. And this research was done by Rezazadeh et al. (2011) and this result was same in the responsiveness to the customer satisfaction in the research which has been conducted by the group researchers of Parasuraman in 1988.

In 2011, a research was conducted by Rezazadeh et al., (2011) on the customer satisfaction in the educational areas. In the research, it shows the routine assessments of students' performance and the warning systems triggered by low grades or absences proactively inform faculty members of struggling individuals. In that case, the students can consider at risk, so they should receive effective advisement guidance, mentorship, and support. Thus, a system that is responsive to students' demands has had positive influences on the student satisfaction and the customer satisfaction.

In 2014, another research which is also related the customer satisfaction in education industry has been conducted (Daniel Lovasz, 2014). In the research, it showed that the

responsiveness can affect the quality of the education service then it will affect the students' satisfaction level in the organization. Furthermore, it will affect the students, the customers, to select their education institute. That means that the responsiveness has a direct influence on the quality of the product and services, then it has an indirect to the customer satisfaction to conduct the purchasing decision.

2.2.4. The independent variable: salesman's personality

2.2.4.1. The definition of salesman' personality

The definition of the salesman's personality is that it is defined as one predictor in the examination model, and it is also defined as an emotional factor affecting the outcomes of the brand equity (Lynch and de Chernatony, 2007). This definition has been used in the previous research to show the influence in the branding area, not in the customer satisfaction areas.

Another definition is defined as the relationship with the salesmen who underlay the personal judgement by the customer or some members of the industrial purchasing center in terms of trust, safety and sympathy. The relationship is usually based on the positive emotion, and to create the positive feelings and the positive attitude, like the satisfaction of the customers. This definition above was done by Baxter and Matear (2004) and by Baumgarth and Binckebanck (2011).

2.2.4.2. The overview of the salesman' personality

Based on the research conducted by Marc Elsässer, and Bernd W. Wirtz, (2017), there are four complex dimensions for the brand association which is in Aaker's brand

equity framework. In that research, the salesman's personality is one of the four dimensions which can be derived from the brand association. Furthermore, it may affect the customer satisfaction in the company operations.

2.2.4.3. The past research of the salesman' personality

In 2004, the previous research was conducted by Lynch and De Chernatony (2004). in the research, the impact of the salesman's personality was researched to the brand evaluation by the customers and to the outcomes of the brand equity which are like the customer satisfaction and the brand loyalty. The research was done in industrial branding literature.

After that Van Riel et al. (2005) also conducted this kind research which was involved the independent variable salesman's personality, the brand equity and the brand evaluation. By doing the research in this branding area, they also got the same result. Furthermore, in 2011 Baumgarth and Binckebanck (2011) also did what the group of Van Riel did and got the same results.

In 2007, another research which was conducted by Ahearne et al. (2007) shows that the salesman's personality is very significant to create and perpetuate the better relationships with the profitable customers. In that case, the personal selling or the individual selling can be more important for the customers purchasing activities, especially in the area of the branding.

In 2015, some researchers such as Singh and Venugopal (2015), Guesalaga and

Kapelianis (2015) and Choi et al. (2015), they also conducted the similar topics and researched the variable salesman's personality and its importance in the brand equity areas and the customer relationship areas, they they also got the same results on the salesman's personality which is quite important to the brand equity and the relationship between the companies and the customers.

In 2017, there is another research which is done by Marc Elsäßer and Bernd W. Wirtz, (2017). In the research, they transferred the past studies into their study and they found that the salesman's personality of their goods and service may positively influence the brand equity outcomes. The outcomes are mainly the customer satisfaction and the brand loyalty of the purchasers of the products and services.

2.2.5. Dependent Variables - customer satisfaction

2.2.5.1. Definition of customer satisfaction

Stauss and Neuhaus in 1997, the item of customer satisfaction is defined as a person's feeling of the pleasure or the feeling of disappointment occurring by comparing products' perceived value and the performance in relation to the customers' expectation. In this research, the item customer satisfaction is as a kind of a state of an experience that may differentiate in intensity, but not in the quality.

Another definition of the customer satisfaction which is conducted by Wang and Liao (2007) is that it is a summarized affective response to vary the intensity that it is following the mobile business activities, then it is stimulated by a few focal aspects, for example the information quality, the system quality, and the service quality". totally the satisfaction can imply a fulfillment of the expectations.

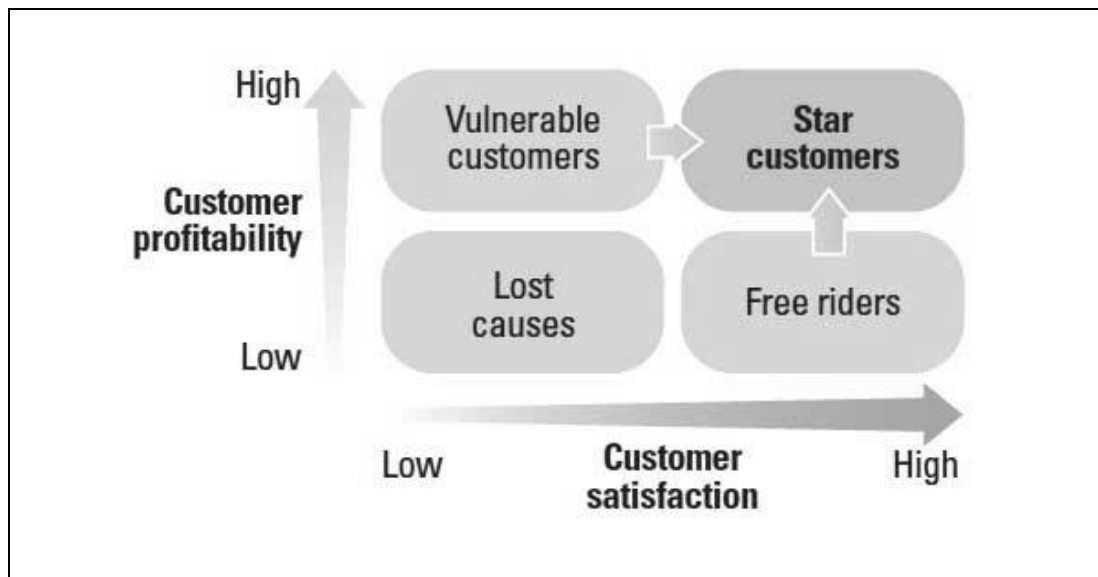
Another definition which has been conducted by Yeh and Li, it is shown that customer satisfaction is a result of the post-purchase evaluation in which when the customers may think that the product or the service performance is much better than the customer's expectation, then there will be a higher customer satisfaction level, and vice versa (Yeh and Li, 2009).

2.2.5.2. Overview of customer satisfaction

According to the previous study of Timothy et al (2017), the customers were divided into four groups according to the customer's profitability and the customer satisfaction to the company. That can help the company to develop an effective and a much more suitable strategy to each group of the customer to get the high customer satisfaction and loyalty to their brand.

Figure 2.2.5.2: Customer Satisfaction vs. Customer Profitability

(Timothy Keiningham, et al, 2017)



Based on the illustration shown above, to get the star customers with high value and satisfaction are the company's best or the ideal customers, then the strategy is to continue to make this group customers satisfied and delight. For the vulnerable customers with high value but low satisfaction. The strategy is to provide these customers with the product offerings which is better than before and provide the additional services or the value added to them.

For the free riders, this group of the customers can get the superior value by the company's products and services, but they are not valuable to the company. The strategy is to find the reasons of this group becomes low in value to the company. In this research, the smartphone companies also have different customer satisfaction in the smartphone market in Malaysia. How to keep their customers to become the group of the star customers are one of the keys to increase their competitive advantages and the market share in Malaysia marketplace.

2.2.5.3. Past Research of the Customer Satisfaction

In recent years, the customer satisfaction has become more and more important in

marketing areas, for both the thought and the practice. It is because that it is one of the most important factors or the most important determinants of the positive word of mouth, repeat sales, and the consumer loyalty. In this section, the past research will be conducted below and summarized into the Appendix E.

In the year 2001, the research was conducted by Bhattacharjee. It is found that in a company, it is very importance to retain the satisfied and loyal customers. It is because that to get a new customer will cost about five times more than to retain an existing customer in the company operations. In that case, the customer satisfaction is very important.

In 2005, Park and Stoel conducted the research in which it is found that the buyers who had positive experiences would perceive much less risk than the buyers who had no buying experience before. This means that the customers who got the satisfied purchasing experience will drive them to the further purchasing activities and repeat purchase.

In 2005, the past research has been conducted by Ranaweera et al (2005) in the online sales area. In this area, it is also found that the customer satisfaction also influences the client loyalty, and their intention to purchase about the online sale, and this result can also be conducted and confirmed by Kuo et al (2009) within the same online sales areas.

In 2006, in the research of Lin and Wang (2006), they also found the result that the

customer satisfaction became the strongest direct predictor of customer loyalty. This result can also be found and confirmed by other researchers in 2010 and in 2013. In 2007, the previous research conducted by Wang and Liao (2007) showed that the satisfied customers will show the high level of the intention to repurchase and do the positive word of mouth for the products and the services making them satisfied.

In 2008, Choi et al. (2008) did the research about the satisfaction and found that the customer satisfaction is a relational variable in the mobile commerce. In 2010, the previous research conducted by Deng et al. (2010), it also got that satisfaction which has the strong impact on customer loyalty in mobile business. In 2013, another research conducted by San Martin (2013) also got the result that the variable of the customer satisfaction which has the positive influence on customers' loyalty to the business.

In 2009, Yeh and Li also did a research in the mobile business and they found that the customer satisfaction can imply fulfilling expectations as and the positive affective state, according to the result of the maintaining the relation in a business. In 2013, Park and Kim (2013) did a research in the mobile industry and it is found that the satisfaction was the most crucial factor which can contribute to the customers intention to apply and use the 4G long term mobile services with the evolution.

In 2013, Chong (2013a) has also found that the satisfaction becomes one of the most important predictors of continued mobile business usage intention among the customers. In 2017, Veljko Marinkovic and Zoran Kalinic have done a research in which found that the trust, the mobility, the usefulness, and the enjoyment were resulted as the important drivers or factors to the customer satisfaction in the mobile business.

2.2.6. The effect of independent variables on the dependent variable

2.2.6.1. The effect of trust on the customer satisfaction

Based on the past research, the trust has been studied by many researchers. For instance, in the relationship area, the group of researcher Moorman found that it was regarded as an aspect of a relationship quality (Moorman et al., 1992) along with the satisfaction and opportunism (Crosby et al., 1990). Based on this study, it is found that the trust affect the customer satisfaction.

Another study conducted by Reichheld and Schefter, it shows that trust can contribute to a strong relationship with the customers, and those may result in higher customer satisfaction and customer loyalty (Reichheld and Schefter, 2000). Other group of researchers (Zaheer et al., 1998) considered the trust is important to a long lasting relationship with customers by improving the customer satisfaction in the relationship. Moreover, researcher Wilson (1995) considered the trust can contribute to building block of fundamental relationship model. Finally, Singh and Sirdeshmukh (2000) considered the trust as “glue” which can hold the relationship between customers and sellers together and contributes positively toward customer relationship management, and the organizational success.

2.2.6.2. The effect of social influence on the customer satisfaction

Based on the past research, Ku et al. (2013) found that the subjective norm is a important determinant of continuance intention of the users. Social influence variable can reflect the extent to which the individuals’ beliefs, attitudes, and behaviors are influenced by referent others (Wang et al., 2013). These social influence may affect the

customers purchase behavior on the smartphone.

Some researches have been conducted on social influence, for instance, in 2002, the researchers Bagozzi and Lee showed that the user formed an intention to gain favorable reactions from significant others such as social approval, liking, and praise, and deter unfavorable reactions from significant others such as the social rejection, disapproval, and displeasure) (Bagozzi and Lee, 2002). In this way, the social influence can affect the customers behaviors including satisfaction and the further purchasing.

In another study conducted by Zhang in 2016, it showed that the users may get tired of conforming to social influence and change their response decision when confronting too many social requests (Zhang et al., 2016). Thus, the social influence as an external factor may lead to individual's tension and may discontinuance customer purchase behavior.

2.2.6.3. The effect of responsiveness on the customer satisfaction

Based on the past research, the responsiveness is one of the dimensions of quality which can be emphasized and be promoted as vital functions of the organization (Daniel Lovasz, 2014). In this way, if the companies have a quick and effective response, it means that these kind companies can provide higher quality to the customers than those do not response quickly and effectively.

Another research done by Rezazadeh et al., (2011) on the responsiveness on customer satisfaction within the educational field, then the research shows that a system which is responsive to students' demands has had positive influences on the student satisfaction

and the customer satisfaction. In this way, the responsiveness may affect the customer satisfaction with a positive way.

2.2.6.4. The effect of salesman's personality on the customer satisfaction

The effect of the salesman's personality on the customer satisfaction is not studied in the smartphone industry. However, the salesman's personality can affect the sales performance in the research (Agodi et al, 2017). if the customers satisfaction level increases, the sales will increase and the company may have a better sales performance. In this study, the salesman's personality will be studied to find that whether there is a positive relationship between these two items or not.

In another study which is conducted by Singh and Venugopal (2015), Guesalaga and Kapelianis (2015) and Choi et al. (2015), they researched and found that the salesman's personality is very important in the brand equity areas and the customer relationship areas that the salesman's personality is quite important to the brand equity created in the market.

In 2017, a study done by Marc Elsäßer and Bernd W. Wirtz, (2017) found that the salesman's personality of their goods and service may positively influence the brand equity outcomes. According to this, the salesman's personality might have effect on the customer satisfaction. This study will conduct the further research to determine the relationship between the salesman's personality and the customer satisfaction.

2.3. The variables of the study

In this study, there are five variables including four independent variables and one

dependent variable. The independent variables are the trust, the social influence, the responsiveness, and the salesman's personality and the dependent variables in this research is the customer satisfaction. Those variables will be researched into the area of the smartphone industry.

2.4. Research framework and research gap

2.4.1. The Research framework

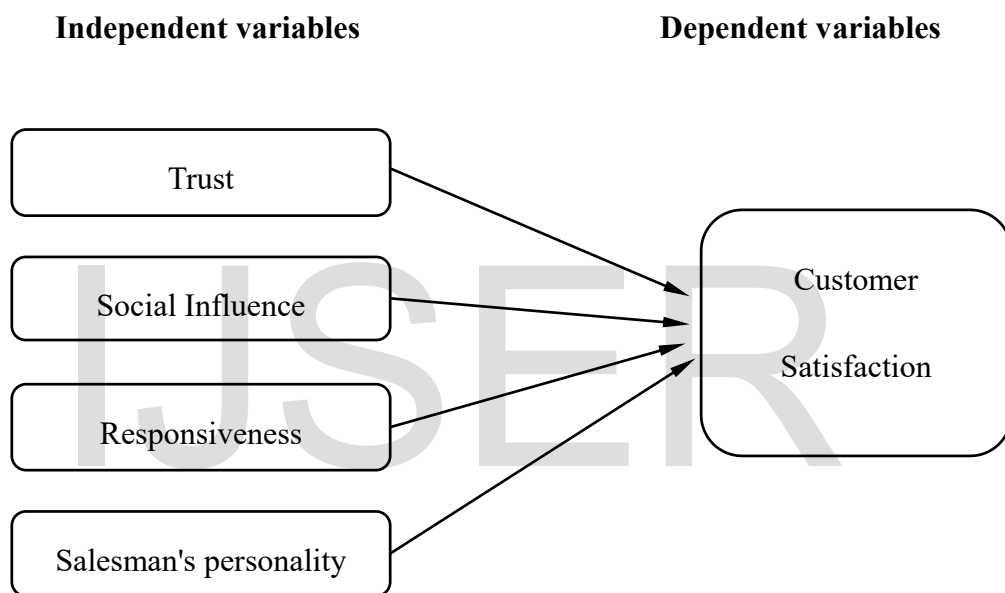


Figure 2.4.1. Research framework

In this study, there are four independent variables which are the trust, social influence, responsiveness, and salesman's personality, and one dependent variable which is the customer satisfaction. These are researched in the smartphone industry in the market of Malaysia. Those below is the framework of this study which is titled as the predictors of customer satisfaction among the smartphone users in Malaysia. With the figure 2.4.1., it

is clearly to seen the four independent variables and the one dependent variable in this study.

2.4.2. Research gap

The research gap is the variable salesman' personality which has never been conducted to the customer satisfaction area in the smartphone industry in Malaysia. For instance, the previous research was conducted by Marc Elsäßer and Bernd W. Wirtz (2017), in which it was as one of the dimensions for the brand associations and the dimension can influence the customer satisfaction positively and the brand loyalty positively. In that research, the variable salesman' personality was conducted in the brand equity and brand loyalty area, not in the customer satisfaction areas.

In other researches which were conducted by Lynch and de Chernatony (2004), by the group of Riel et al (2005), or the group of Baumgarth and Binckebanck (2011), the variable salesman's personality was done about the brand evaluation from the customers' view and the brand equity those are in the industrial branding literature, not the customer satisfaction of smartphone industry.

Therefore, in this research, the salesman' personality will be the research gap and will conducted in the following chapters. The result of the research can be used by the current smartphone companies to adjust their marketing plan based on it to make more competitive advantages. For instance, if the salesman's personality is more important, they can put more budget on the salesman's recruitment and training, if it is less important, they can put the more budget on other more important areas.

2.5.The Theory Model

2.5.1. The first theory: The customer satisfaction Theory (CSAT)

The theory of the customer satisfaction (CSAT) is a key performance indicator which is commonly used, and it can also track how satisfied customers become with the products or the services in some organization. It can also be defined as a psychological state which can be measured by the customer expectations. When the organization has known what the customer expectation is, they can improve their customer's loyalty to their brand dramatically and effectively.

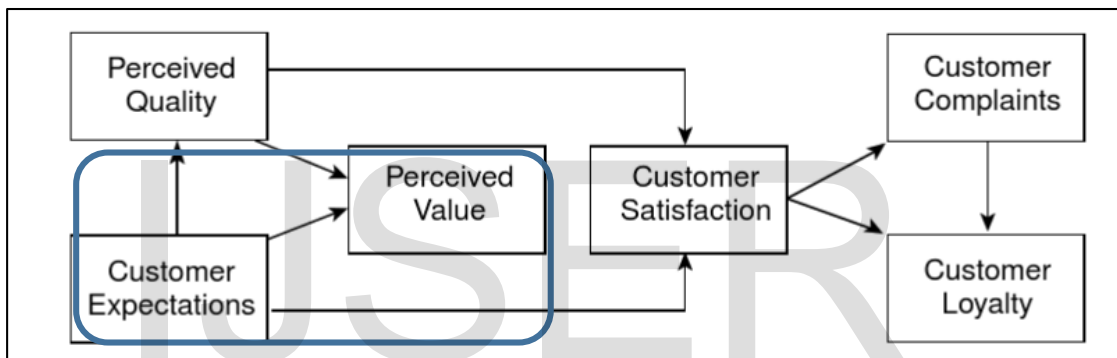


Figure 2.5.1. The ACSI model of customer loyalty (Allen 2004, 13)

Based on the customer satisfaction theory, when the perceived value is equal to, or higher than the customers' expectation, the customer would be satisfied and highlighted. If the perceived value is lower or less than the customer expectation, the customer will be dissatisfied. In this case, this theory can be conducted and used like this in this research.

Therefore, when the theory is used in this research with the independent variables and dependent variable, it can be got that when the perceived values of the trust, social influence, responsiveness and the salesman's personality, which are provided by the

current smartphone companies, are higher than the customer expectations of the trust, social influence, responsiveness and the salesman's personality, which are existing in the current Malaysia market.

2.5.2. The second theory used in this research is the Equity Theory

In this research, another theory is Equity theory used for the topic customer satisfaction, and the smartphone users' satisfaction in Malaysia. The concept of the equity theory has been built on the previous argument which is a 'man's rewards in the process of the exchange with others is supposed to be proportional to the investment (Oliver, R.L. & J.E. Swan, 1989a).

The early stage of the recognition of the equity theory, firstly this item was published out through the research done by Stouffer with the colleagues in the areas of the military administration. Then they defined the equity theory as the 'relative deprivation' (equity) and as a reaction to the imbalance or the disparity between what the individual or the customer tries to perceive with the actuality, and what the customer does believe should be the case, especially where the situations are concerned (Oliver H.M. Yau & Hanming You (1994).

In another way, in the equity theory, it means that a ratio of the outcomes to the inputs should be constant across the participants in the process of an exchange. This theory can be used in the topic of the customer satisfaction researches, it is because that the customer satisfaction is supposed to be existing when the customers believe that their outcomes to the inputs ratio should be equal to those of the exchange person. This theory was conducted by Adee Athiyaman (2004).

In this research, the equity theory can be used to analyze and evaluate the customers satisfaction by comparing the ratio of the customers' outcomes to the inputs and try to find whether this ratio is equal to that of the exchange person or not. Then we will find the customer satisfaction of the target respondents, the smartphone users in Malaysia.

2.5.3. The Theoretical framework of the study

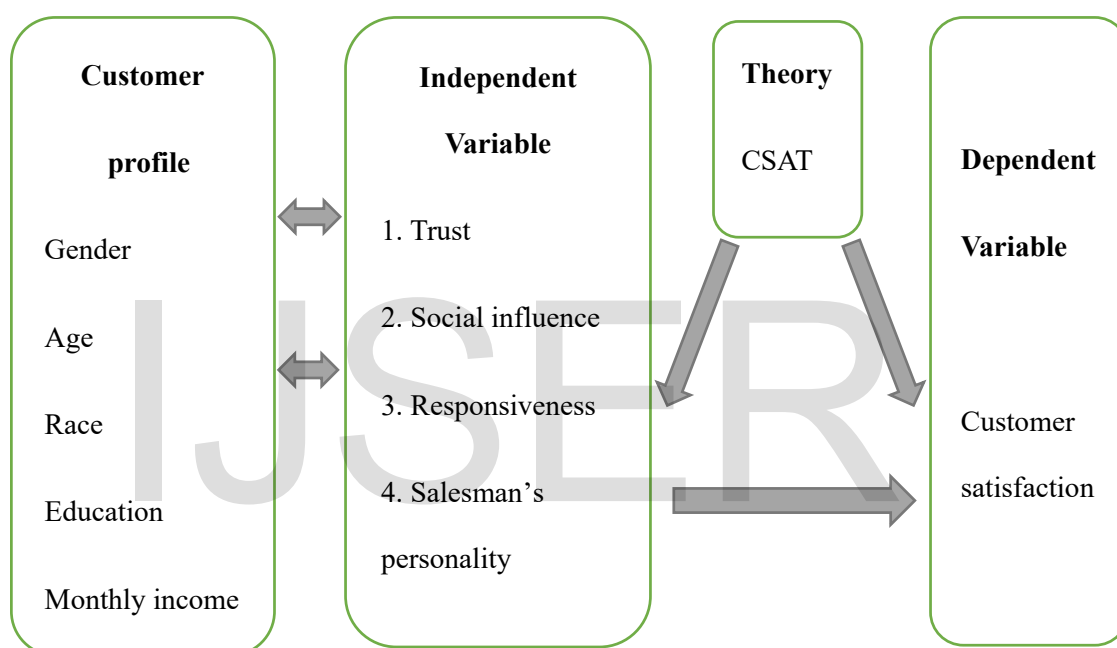


Figure 2.5.3. The Theoretical framework

From this theoretical framework shown below, it shows the customer profiles in which the detailed information of the customers can be listed, then from these customer profiles, some independent variables such as the trust, social influence, responsiveness,

and the salesman' personality can be shown and measured according to the customer profiles, and these independent variables can be representative to the customers and the smartphone users.

Then the figure 2.5.3 also shows the dependent variable and the theory used in this study. With the theories which is the customer satisfaction theory and the equity theory used in this study, it shows how to apply these theories to determine the relationship between the independent variables and the dependent variable customer satisfaction in the further chapters.

2.6. Hypotheses Development

H_{a1}: There is a positive relationship between trust and customer satisfaction.

After reading the previous research which was conducted by Lin and Wang (2006), it is found that there is supposed to exist a positive impact from the item trust to the customer satisfaction in the mobile commerce area. Chong (2013a) also found that the trust can impact the customer satisfaction among Chinese consumers in the mobile commerce industry. Another research conducted by San Martin (2013) found that the trust becomes one main driver to the customer satisfaction in the area of mobile shopping satisfaction.

In this case, based on the previous researches and their previous results, there are positive relationship among these two variables. In this research, it can be assumed that there might be a positive relationship between the independent variable trust and the

dependent variable, the customer satisfaction, among the smartphone users in Malaysia.

H_{a2}: There is a positive relationship between social influence and customer satisfaction.

After reading the previous research which was conducted by Bhatti (2007), it has been shown that the variable social influence plays a significant role to affect the young people to apply the new applications or the new devices. Moreover, it shows that to improve the relationships with the group members or the individual can tend to conform to the customers' expectations.

From this research, the relationship is more approaching to be the positive relationship between the social influence and the customer satisfaction to make the repeat purchasing activity. Therefore, it is assumed that there might be a positive relationship between social influence and the customer satisfaction in the smartphone industry.

H_{a3}: There is a positive relationship between responsiveness and customer satisfaction.

According to the previous research which was conducted by Daniel Lovasz, (2014), the research was conducted in the educational industry, the responsiveness is one of the two dimensions of quality. If in the organization, there is a higher responsiveness to the customer, the quality of the organization will be higher, then the customer satisfaction to the organization will be high in the educational industry.

In another two researches which are conducted by Parasuraman et al. (1988) and Rezazadeh et al. (2011), these two groups of the researchers have found that in the educational industry the responsiveness became the main criterion among the customers, students to decide to select the educational institution, and the variable responsiveness was the one of the determinants of the customer and student satisfaction.

Therefore, in the above researches which have been conducted with the relationship between the independent variable responsiveness and the dependent variable customer satisfaction. In this research, it is assumed that in the smartphone industry, there may be a positive relationship between the responsiveness and the variable customer satisfaction, the smartphone users' satisfaction.

H_{a4}: There is a positive relationship between the salesman's personality and customer satisfaction.

After reading the research which is conducted by Lynch and de Chernatony (2007), this research shows that the salesman's personality is referred to an emotional factor which affecting the outcomes of the brand equity and the outcomes may be positive or negative. In another research which was conducted by Ahearne et al. (2007) shows that the salesman's personality is very significant to create and perpetuate the better relationships with the profitable customers, and the personal selling or the individual selling can be more important, especially in the area of the brand equity.

In the research of Ahearne et al. (2007), it shows that the salesman's personality can affect the customers' intention to purchase the products and the services. Based on another research conducted by Marc Elsäßer, Bernd W. Wirtz, (2017), the salesman's personality is one of the four dimensions which can be derived from the brand association. It does not show the salesman's personality influences the customer satisfaction in the company operations.

In this case, based on the relationship between the salesman's personality and the brand association, and the relationship between the brand association and the customer satisfaction, it is assumed that there would be a positive relationship between the salesman's personality and the customer satisfaction, the smartphone users' satisfaction in the market in Malaysia.

2.5. Chapter Summary

In this chapter two, it shows the details analysis of the independent variables like the trust, the social influence, the responsiveness, and the salesman's personality with the past researches conducted by the previous researchers. Then this research also analyzes the dependent variable, the customer satisfaction, with past researches conducted by the previous researchers.

With the framework illustrated and the research gap analyzed, the theory will be introduced according to the topic the predictors of customers satisfaction among the smartphone users in Malaysia. Then the hypotheses are developed with the positive relationship in the report in which the evidences are given based on the past researches

done by the past researchers.

Chapter Three

Research Methodology

3.1. Introduction

In chapter three, it will introduce and analyze the research methodology which will be conducted to apply in this research. Among the three research approaches which are the descriptive research, the exploratory research, and the explanatory research. Then the exploratory research will be used to explore the relationship between the independent variables and the dependent variables in this research report after the introduction and analysis.

By the introduction and evaluation on the research methods, such the qualitative and the quantitative and mixed method, this research will use the quantitative approach with the correlation questionnaires designed to do the research with the target respondents determined below. After the introduction of a population, samples and unit, the sample size will be decided in this chapter three, according to the previous research and, the software of GPower 3.0.. In this study, around 300 sets of the

questionnaire papers will be distributed to make the data more accuracy.

In the data collection, the questions will be designed with the measurement and the procedures. After conducting the data collection by using the questionnaires, the data analysis will be done with the data tests and analysis which include the normality test, the reliability test, the validation test and the correlation test, then the analysis will be done with technique software IBM SPSS in 25 version. In this way, the result generated in the following part may be more accuracy.

3.2. Research Approach: Exploratory, Descriptive, Explanatory

3.2.1. Exploratory

In the previous research, the concept of the exploratory research is regarded as the initial research in which the data will be analyzed to explore the possibility and to obtain more relationships between the various variables without knowing the end application (R. Panneerselvam, 2004). In this study, there are 5 variables including 4 independent variables and 1 dependent variable.

The exploratory research studies can also be defined as the formulative research studies. The exploratory research is to formulate a problem to the precise investigation and to develop the work hypothesis from a view of the operational point. The main emphasis in the exploratory research study is focusing on to discovery the ideas and the insights (CR. Kothari, et al, 2014).

In another study, according to the definition of the exploratory research, it is shown that the exploratory research will be conducted if the study is conducted with the certain research objectives which are to explore one area where there is not much known, or to investigate the possibility to complete a special research study. (Ranjit Kumar, 2014).

3.2.2. Descriptive

The concept of the descriptive research is regarded as to describe the phenomenon, the service, the programme, the problem and the situation systematically. It also can provide the information related to the living condition of the community. Moreover, it can also describe the attitude to the issues (Ranjit Kumar, 2014).

Another definition of the descriptive research is a study which can be concerned to describe the characteristics of one special individual, or a special group. The study which is concerned with the exact prediction, and with the narration of the fact and the characteristics concerning with the individual, groups or situation. Those above are the examples for the descriptive researches (CR. Kothari, et al, 2014).

In this kind research, the descriptive research is another kind of common method used by the previous researcher to describe and explain the existing phenomena, development laws, and the theoretical support of a thing. Moreover, it can help the researchers and other people to have a deep understanding on the meaning of the specific topic.

3.2.3. Explanatory

The concept of the explanatory research usually can be used to clarify and study why and how there is a relationship between the two aspects of a situation or a phenomenon

(Ranjit Kumar, 2014). In this kind of the explanatory research, it can determine and prove the relationship between the independent variables and the dependent variables on the specific topic.

To sum up, among the three kinds of the researches introduced and explained above, in this research, the **exploratory research** is relevant and will be used in this study. It is because that firstly certain variables are the initial research, for example, the salesman's personality was the first time to conduct it in the smartphone industry in Malaysia marketplace to the customer satisfaction. In the past, it was just studied in the brand equity area in other marketplaces.

Moreover, in this research, some data will be used. For example, there are some questionnaires designed to do the investigation. Then, we developed the work hypothesis from a view of the operational point. In this research the hypothesis are that there might be a positive relationship between the independent variables and the dependent variable customer satisfaction, the smartphone users satisfaction. Finally, we will be focusing on the discovery of the insights and the ideas of the predictors of the customer satisfaction among the smart phone users in Malaysia.

3.3. Research Method

The concept of the research method can be understood as all the methods or the research techniques which have been used or conducted in the research.(C R Kothari. Gaurav Garg,2014,). The concept of the mixed methods approach is to use the strengths about the both quantitative and qualitative research. The aims of using the mixed method are to choose the best approach or the method, no matter the qualitative

approach or the quantitative approach, to find the answers to the research questions. (Ranjit Kumar, 2014).

The concept of the quantitative approach is regarded and used in the philosophy of the rationalism, then it will follow a structured, predetermined, and rigid sets of the procedures to explore. (Ranjit Kumar, 2014). The concept of the qualitative approach is looked as the philosophy of the empiricism, and it will follow a flexible, unstructured and open approach to the enquiry (Ranjit Kumar, 2014).

The concept of the mixed methods is to use the both quantitative research method and qualitative research method to get the strengths of these two research methods in the study. The aims of using the mixed method are to choose the best approach or the method, no matter the qualitative approach or the quantitative approach, to find the answers to the research questions (Ranjit Kumar, 2014).

To sum up, in this research, the **quantitative** method is more relevant because on the topic of the predictors of customer satisfaction among the smartphone user in Malaysia, the research should set some questions to ask the target respondents of smartphone user in Malaysia. The research will also conduct the investigation with the designed questionnaires which are related with the independent variables and the dependent variable to explore the answers of the customer satisfaction in smartphone industry.

3.4. Research design

In this study, the Correlational questionnaire will be used to conduct the study which is titled the predictors of the customer satisfaction among the smartphone users in Malaysia. This questionnaire will be collected after the target respondents completion honestly to make sure that the result of the questionnaire would be probably more reliable and valid.

In case, a written paper which consist of the listed questions and will be used to record the answers from the target respondent. This written report is the questionnaire will be used to collect the data among the target respondents. In this research, the questionnaire will be used with some related questions to the target respondents, the smartphone users in Malaysia.

In the questionnaires, there are two parts in which the first one is the general information about the target respondents, such as the gender, the education, the income level, or the race. The second part of the questionnaire is about the questions related to the independent variables and the dependent variable, the customers satisfaction.

3.5. Population and Sampling

3.5.1. Population and unit of analysis

The population is the target respondent or the people on whom the researchers conducted their research. The population will be defined as the smart phone users in Malaysia. The concept of the sampling unit can be defined as a geographical one. For instance, it can be a social unit, such as the club, the family, and the school. Or it can also be an individual or it can be a village, a district, or a state etc. (CR. Kothari, et al, 2014). In this research, the population is all the smartphone users in Malaysia, and the

unit is the individual of each people in Malaysia.

3.5.2. Sampling frame, technique and size

From the given population, the definite plan which is to get the sample is referred to be the definition of the sample design. The respondents who are selected is the sample and the process of the selection is the 'sampling technique'. As we mentioned above, the sampling unit in the part 3.4, there is a list which consists of the sampling units. This list is the frame, or the sampling frame. Moreover, the frame can contain the names for all the items in a universe (CR. Kothari, et al, 2014).

The size of sample is the numbers of items to be chosen, selected, or researched. In this case, the size of sample cannot be too large, because large size may consume more resources and time for my Master Project, and the size cannot be very small, because small size may be difficult to generate an accurate result. Therefore, it will be supposed to be selected optimum. The optimum sample is the one sample that can meet the requirements of the efficiency, the reliability, the representativeness, and flexibility (CR. Kothari, et al, 2014).

To sum up, in the previous research, the sample frame is a list for the individual (unit) of the smartphone users in Malaysia. The sampling technique is to use the probability sampling in which it is conducted with the stratified and simple random. In the stratified sampling, the smartphone user who used the smartphone more than two years will be selected and in the simple random sampling, we just select the smartphone users with certain probability.

Moreover, the sampling size will be according to the previous researches conducted by other researchers before, and the size will also be decided by the software GPower in 3.0 version. For instance, in the previous research, by Veljko Marinkovic and Zoran Kalinic (2017), they contacted the target respondents with 241, but they just collected back 224, 17 questionnaires useless. In another way, this research will also use the software the GPower with 3.0 version to make sure the sample size.

3.6. Instrumentation

This table below shows the instrumentation of the designed questionnaire in which there are total 29 questions in this questionnaire which consists of 5 questions on the dependent variable, customer satisfaction in section A, 7 questions on the independent variable trust, 3 questions on independent variable social influence, 3 questions on independent variable responsiveness and 4 questions on independent variable salesman’s personality in section B, and another 7 questions on the smartphone users demographic profile.

Section	Items	Questions	Sources
A	Dependent variable	5	(Sonia San-Martin, et al, 2012)
B	Independent variable:		
	Trust	7	(Sonia San-Martin, et al, 2012)
	Social influence	3	(Veljko Marinkovic and Zoran Kalinic 2017)
	Responsiveness	3	(Yung Shao Yeh and Yung-Ming Li, 2009)
	Salesman’s personality	4	(Marc Elsäßer, and Bernd W. Wirtz, 2017)
C	Demographic profile	7	

Total questions	29	
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Table 3.6. The instrumentation of the designed questionnaire

Moreover, this table does not only show the number of the questions in this study, but it also shows the source of the questions. For instance, the questions on the trust and customer satisfaction are based on the previous researchers of Sonia San-Martin group. The questions on salesman’s personality is based on the past researchers. Marc Elsäßer, and Bernd W. Wirtz, and other questions related to the social influence and the responsiveness are based on the group of Veljko Marinkovic and Zoran Kalinic and Yung Shao Yeh and Yung-Ming Li respectively.

3.7. Operationalisation and Measurement

The measurement of the questionnaire is the scale or the tool which is used for the quantitative research method and the qualitative research method to measure the objective things. In this research, it will use the 5-digit scales to measure the categories of the different elements which will be conducted in the further research in the chapter 4 and chapter 5.

3.8. Pre-testing of the research instrument

Table 3.8. Pre-testing of the research instrument with 30 samples				
	Processing summary		Reliability Statistics	
Variables	Cases	Valid	N of Items	Cronbach's Alpha
Trust	30	100%	7	.928
Social Influence	30	100%	3	.744

Responsiveness	30	100%	3	.770
Salesman's personality	30	100%	4	.757
Customer satisfaction	30	100%	5	.903

From the figure 3.8. it shows the reliability of the statistics with the all variables in 30 samples. In the case processing summary in the left side, it shows that this 30 cases are all 100% valid among these samples, and in the right side, it shows the reliability among all the variables is 0.928 for trust, 0.744 for social influence, 0.770 for responsiveness, 0.757 for salesman's personality and customer satisfaction is 0.903, those are all more than 0.7, so this data is reliable to be used in this study.

3.9. Data collection procedures

The data collection research can be divided into two parts, the primary data collection and the secondary data collection (Mukesh et al 2013). As we use the quantitative research approach, the questionnaire will be used in my research. With the sampling size was determined according to the previous research and the software GPower in 3.0 version. The questionnaire will be distributed to the target respondents after the questions designed.

In this process of the research, it will apply two kind of the approaches to complete the survey. The first way is to use the traditional way which is sending the questionnaire papers to the target respondents in the public places, such as the national library and some shopping malls. The second way is the wireless approach with a smartphone application to share the information and the questionnaire to the

target respondents to complete the questions. Both ways will be used to collect the data among the process.

3.10. Data analysis

3.10.1 Normality

When the item normality was conducted in the previous research, the first time that it was presented was that in the social science industry with a social construct conducted by Goffman's (1959, 1961, 1983) and in the interactional identity work as well. When trying to link to the work on the interaction order, it is the notion of the normality. In the previous research conducted by Goffman, the normality is a critical component for the interaction order. Moreover, the normality can also be defined as the "what ought to be" with the given social systems (Ryan, 2011).

With this item, in the process of the data analysis, the data has to be considered under the normality. When it is found that some data is clear without the normality, some data collection has to be redone to make the data with the feature of normality. To avoid this kind issues, when the questionnaires are sent to the target respondents to conduct the research, there will be certain extra amount questionnaires will be conducted to avoid the useless questionnaires.

3.10.2 Reliability

The definition of the item reliability is similar with that if the research tool is stably and consistently used with the accurate and predictable features, then it is reliable. If the instrument has a high level of the consistency and stability, then it can be said that it has a high reliability (Ranjit Kumar, 2014). Generally, the data with a higher reliability will

be better used in the researches and applied into the real companies' operations.

In this research, in the process of the data analysis, the variables reliability will be reach 0.7 or more than 0.7 which means that the data is reliable to be used and the result will be more reliable. Once the reliability of the data is quite low, the data collection has to be conducted again to keep the data reliable to be used. Therefore, in this research, the higher reliability will be applied to keep the data more useful.

3.10.3 Validity

The definition of the term of validity is the ability or the measurement of the instrument, and it can also be defined as the degree or the level to which the researchers have already measured what they have set out to measure (Smith, 1991). Once the data is in a low degree on the validity and the data is invalid, the data cannot be used any more in the researches to get a valid result. Therefore, in this study, the validity test on the collected data will be conducted in the following chapter to generate the validity test result.

In this research, the data will be collected and analyzed with the validity. Once the data is invalid in the process of the data analysis, the data has to be redone to make sure the data collected in validity. It is because that we plan to get the results valid. Therefore, the higher validity level it is, the more contribution will be made by the research results in the chapter 4 and chapter 5.

3.10.4 Correlation

The concept of the correction is the term which it can be the strength of the relationship

between two variables. For instance, the variable trust and the variable customer satisfaction, if there is a strong or high correction between these two variables. This means that these two variables have a strong relationship with each other. Once there is a weak or low correction, this means that among the variables, they are not so related with each other (Charton, 2007).

In the data analysis, the correlation will be found between the variable trust and variable satisfaction, between the variable influence and satisfaction, between the variable responsiveness and satisfaction, and between the variable salesman's personality and satisfaction, will be resulted, then we will find that which independent variable has much closer relationship with the dependent variable customer satisfaction. In this case, the smartphone companies can pay more attention on the variable when they conduct their marketing plan in Malaysia marketplace.

3.10.5 Analysis technique

In this section, the software IBM SPSS in 25 version will be applied to analyze the data, after the data has been collected by the questionnaires and completed by the target respondents. With the analysis, the result and the analysis will be conducted in the chapter 4 and the chapter 5, with the specific tables and the charts illustrated and the details analysis conducted and evaluated in that part.

3.11. The ethical consideration

In this study, the data collection will be conducted with the ethical consideration. When the correlation questionnaire distributed to the respondents, it will show that all

information given by the respondents in this study is classified as confidential and all the information and data will be used and analyzed for the academic purposes only. In this way, even some questions such as the age and income, are sensitive, this research also can collect the data with accuracy.

3.12. Chapter Summary

In this chapter three, with the introduction and analysis of the three research approaches, in this research, the exploratory research approach will be applied to explore the possibility to get the result of the relationships between the four independent variables which includes the trust, the social influence, the responsiveness and the salesman's personality and the one dependent variables, the customer satisfaction.

In the research, this report has applied the quantitative research method, with the questionnaires designed to send to the target respondents and collect the data from them. With the sampling frame, sampling size, and the technique designed and used, some smartphone users are selected with the probability sampling including the stratified sampling and simple random sampling. After the data collection, the data analysis will be conducted with the software IBM SPSS 25 version, to analyze whether the data collected with the normality, reliability, and validity or not.

Finally, the correlation between the independent variables including the trust, the social influence, the responsiveness and the salesman's personality and the one dependent variables, the customer satisfaction. Therefore, with this kind research methodology being applied in this study, the results of the data analysis may become more accurate and useful for the current smartphone companies in Malaysia

marketplace.

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Chapter Four

Data analysis and Findings

4.1. Introduction

In this chapter, the data analysis will be conducted after the data collection and the questionnaire collection among the target respondents, the smartphone users in Malaysia. With the respondents' demographic profile introduction and analysis, it shows the all the different section of the smartphone users in Malaysia. With the descriptive analysis and exploratory data analysis, the study will illustrate the findings and discussion to the research objectives.

Then the data will be test to determine the data collected by the questionnaire whether it is normal distributed, valid and reliable. In this case, the normality test, validity test, and reliability test will be conducted with the software IBM SPSS in 25 version during the process of the data analysis in this part. With this kind data tests, the result may be more accurate in this study.

Then with the correlation analysis and multiple regression analysis conducted and evaluated, this report will show that this study has been conducted with the valid and reliable data collected in the research. After that in this chapter four, it will illustrate and evaluate the overall hypotheses testing results. Then the findings and the discussion will be completed in this chapter four as well.

4.2. Data coding and data entry

Data coding and the data entry is the initial step of the data analysis with the software IBM SPSS, with the software upgraded into 25 version, some data analysis become more easily conducted and generated. In this study, the data will be coded and input into the software IBM SPSS 25 version. Although 300 sets of the questionnaire sent to the target respondents, just 297 sets have been collected.

4.2.1. Data coding

When the data is coded into the SPSS, some items are written can coded into short forms to better input the data collected into the software SPSS, such as, the independent variable trust coded as “TRU”, the social influence coded as “SI”, the responsiveness coded as “RES”, the salesman’s personality coded as “SP”, the customer satisfaction coded as “CS” and the word category short for “Cat” in this SPSS data coding process.

Moreover, during the data coding process, some data on the demographic profile are also coded with the figure. For instance, the data on the gender is coded as “1” for male and “2” for female, and other data on the different group of respondents are also coded like this, such as the education data for the respondents, “1” standing for SPM, “2” for STPM, “3” for Diploma, “4” for Degree, “5” for Master, “6” for Doctor, and “7” for other groups which consisting of Foundation, A level, and GCSE.

Then for the feedback of the respondents on the variables questions, the answers are also coded as figures into the SPSS for easily process the data analysis and generate the result. For instance, the “strongly disagree” coded as “1”, “disagree” coded as “2”, “neutral” coded as “3”, “agree” coded as “4” and “strongly agree” coded as “5”. In this way, it is easily and effectively to generate the data analysis in the following process in

this study.

4.2.2. Data entry

Data entry is a importance process to make sure the data input into the software IBM SPSS correctly and accurately. Due to the data entry process is the manual work, the careless may lead to some errors in the process of the data entry. Once there is any error in this step, the data analysis process will not valid and reliable and the result of the study will be wrong and the study will be in trouble.

For instance, during my data entry process, one data was input wrongly, for instance, the “Neutral” supposed to input “3”, but it was input 34, then when the reliability was generated, the result became less than 0.01. During the data screening, the data input was double checked, this data entry error was corrected. With the triple checked, the data input in this study is completely following the feedback of the respondents.

In the data entry process, this data was triple checked based on the original questionnaire papers completed by the respondents to make sure that this data could reflect the opinions of the respondents in this study. Therefore, with the accurate data entry, this study can be conducted and analyzed to have accurate result in the following parts.

4.3. Data screening

In data screening process, the data was checked again to make it have a high accuracy in this study. For instance, it is checked whether there is any data errors or not and whether there is data missing or not. In this data screening process, this data was checked to

make sure all the data is followed the respondents feedback. The missed input error was checked out and corrected in this part, and there is no missing data mistakes in this study. Therefore, the data is accurate to be used in the following part.

4.4. Respondents' demographic profile

In this section, the target respondents profile will be conducted, evaluated and analyzed with some illustration. The respondent demographic profile includes the items of the gender, age, race, education, monthly income, the smartphone usage period, and the employment position. With these seven items introduction and the analysis, the smartphone users will be analyzed on their satisfaction in the following section.

The total hard copy sets of the questionnaire have been printed with the amount 300, and these questionnaire paper are all distributed to the respondents, but just 297 sets are collected in this study. Therefore, the following data analysis will be conducted with these 297 sets questionnaires on the topic, customer satisfaction among the smartphone users in Malaysia.

4.4.1. The gender of the respondents

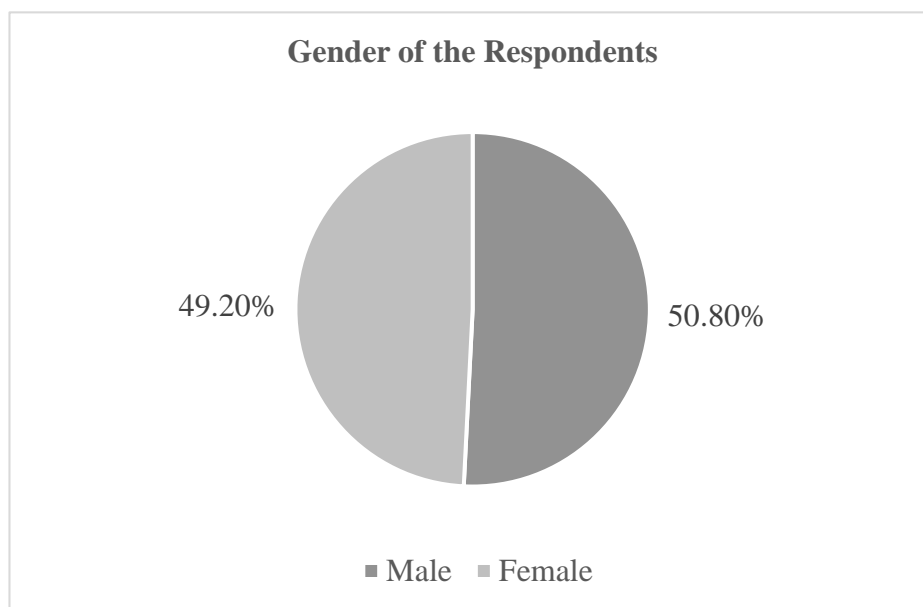


Figure 4.4.1. The gender of the respondents

In this bar chart below, it shows the different percentage of the gender, male and female in this study. Generally, the male and female are almost half in this study, 49.20% for females respondents, and 50.80% for males respondents, among the total number of the respondents, 297 in this study.

The gender of the target respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	146	49.2	49.2	49.2
	Male	151	50.8	50.8	100.0

Total	297	100.0	100.0	
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Table 4.4.1. The gender of the respondents

From the figure 4.4.1. the bar chart shows that the percentage of the respondents of female is 49.20 % and the percentage of the respondents of males is 50.80% in this study. It means the study was conducted with almost half female and half male of the target respondents on the customer satisfaction among the smartphone users in Malaysia. From the table 4.4.1, it is shown that the female respondents is 146 and the male respondents 151, with the total respondents 297 in this study.

4.4.2. The age of the respondents

This bar chart shows the age of the respondents. This means the age category of the people who have completed the questionnaire to contribute to this study in which the main respondents are the young people who are the group of people aged 18-22 and people aged 23-27, with the number of respondents 131 and 113 respectively.

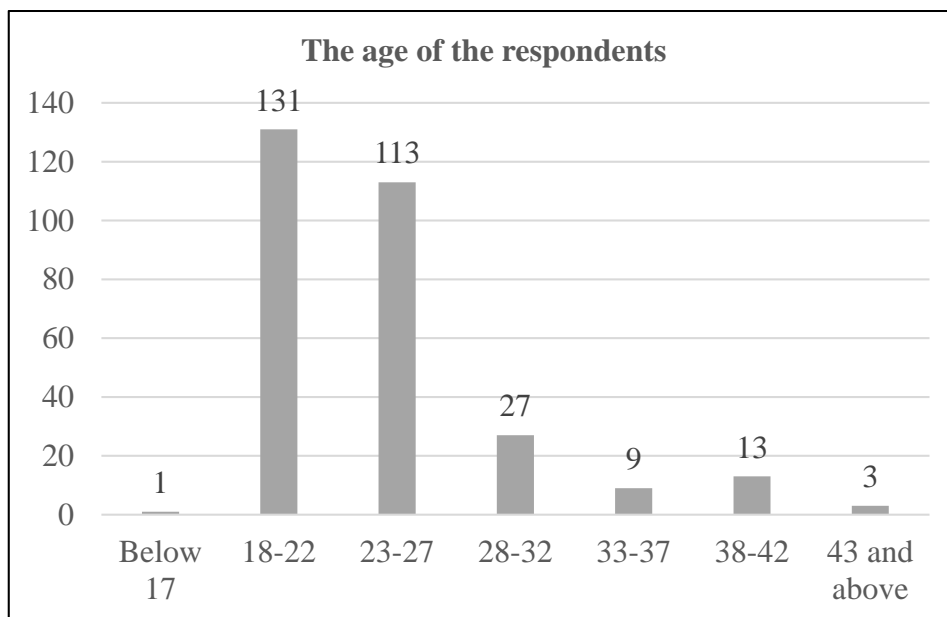


Figure 4.4.2. The age of the respondents

Age_Category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 17	1	.3	.3	.3
	18 - 22	131	44.1	44.1	44.4
	23 - 27	113	38.0	38.0	82.5
	28 - 32	27	9.1	9.1	91.6
	33 - 37	9	3.0	3.0	94.6
	38 - 42	13	4.4	4.4	99.0
	43 and above	3	1.0	1.0	100.0
Total		297	100.0	100.0	

Table 4.4.2. The age category of the respondents

In details, this study mainly focuses on the respondents aged from 18 to 27, beside this, there are also another age group such as the group of respondent aged 28 to 32, 33 to 37, and 38 to 42, with the respective amount 27, 9, and 13. Moreover, it also shows the respondents who are below 17 and above 43, those two age group with less respondents in this study. Therefore, this study results in the customers satisfaction among the young smartphone users.

4.4.3. The race of the respondents

In this part, the races of the respondents are shown with the following table and bar chart. Those different races of the respondent will be studied in this research. This West Malaysia, such as the places around Kota Damasara and around SEGi university, the places around Bander Utama, and the place in Kuala Lumpur. With the random research approach, the study has been conducted with the different races of the respondents. Generally, the main races of the respondents are Chinese and Malay in this study.

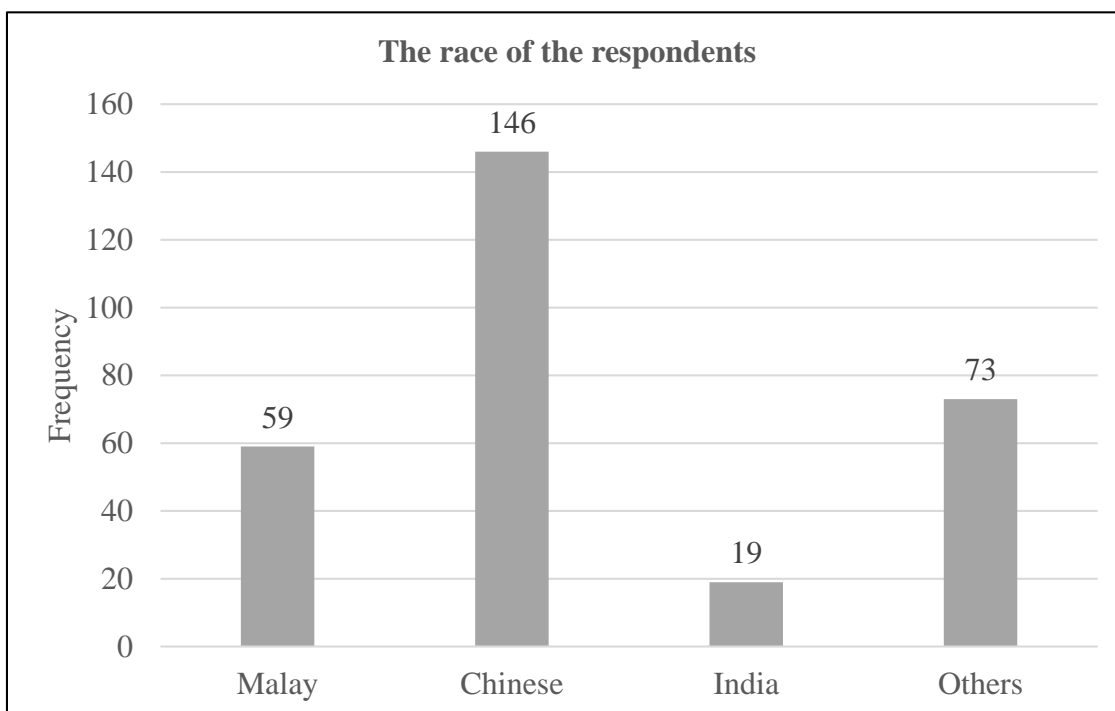


Figure 4.4.3a. The frequency of the race of the target respondents

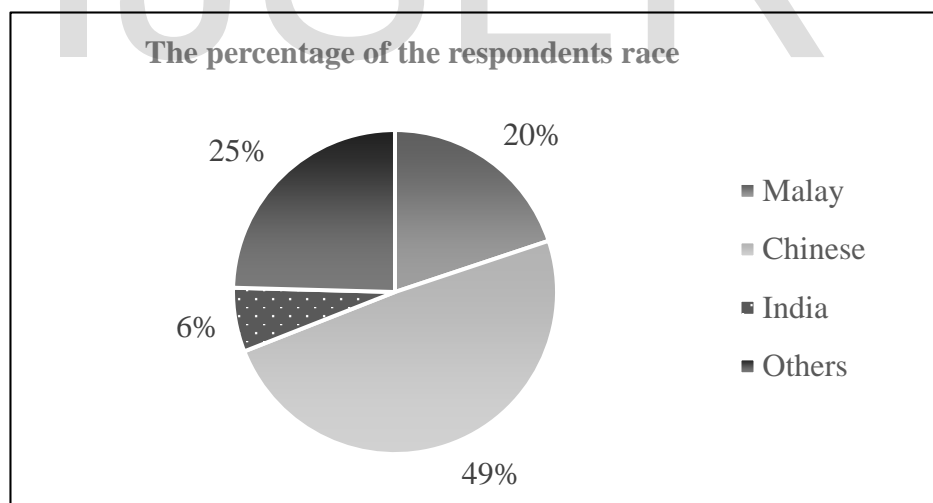


Figure 4.4.3b. The percentage of the race of the target respondents

From the bar chart and the pie chart, it shows that the most respondents are Chinese with the number 146 and the percentage of 49.2% to the total respondents, the number

of the race Malay is 59 with the percentage 19.9% and the race India is 19, with the percentage 6.4%. Moreover, there are 73 respondents, with 24.6 % in the other races which consist of Myanmar, Libyan, Srilankan, Gambian, Malian, and Afghan.

4.4.4. The education of the respondents

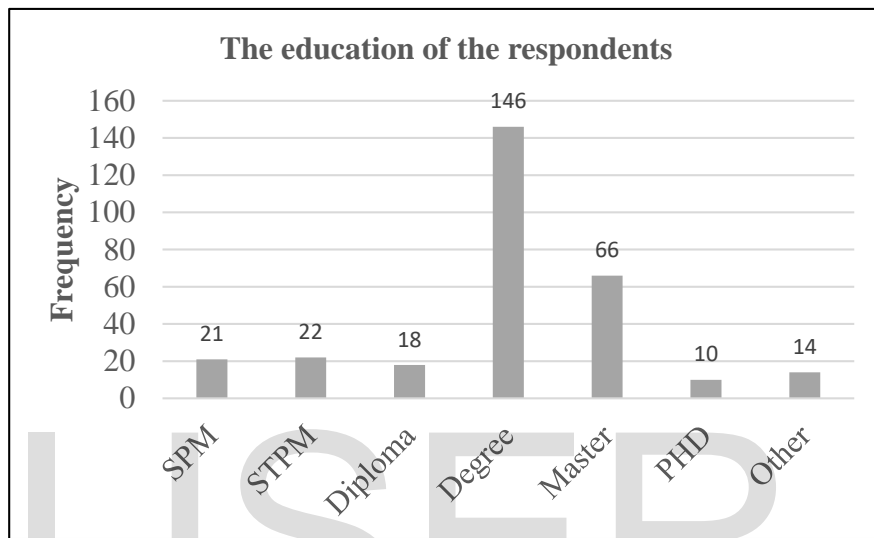


Figure 4.4.4a. The frequency of the education of the respondents

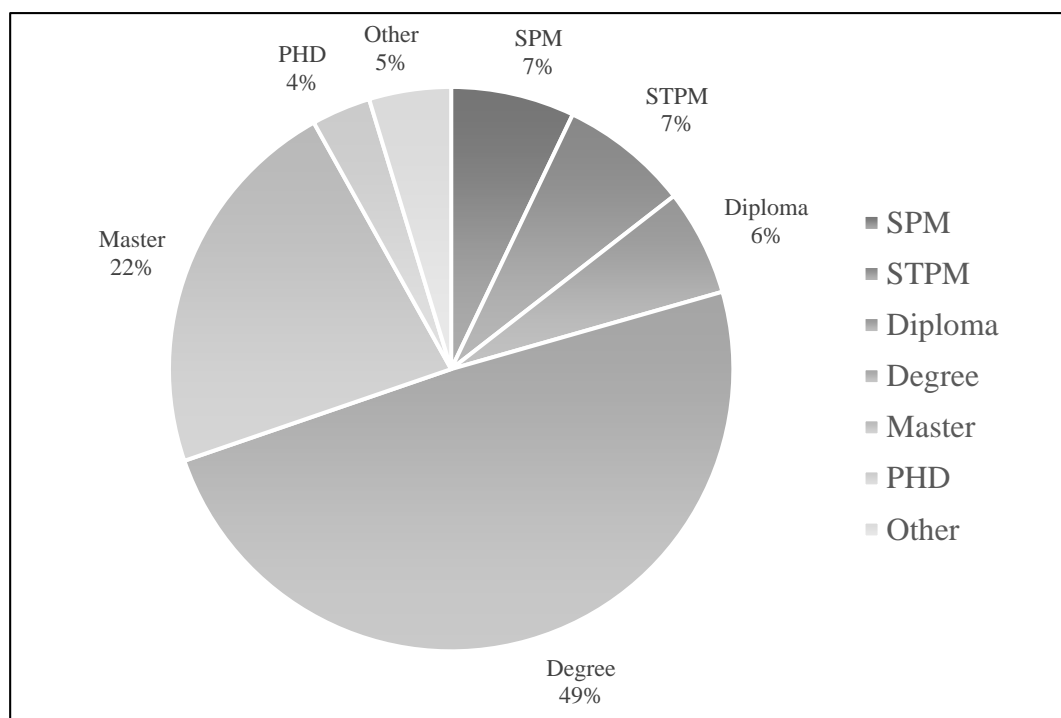


Figure 4.4.4b The percentage of the education of the respondents

In the figure 4.4.4a., it main shows the education qualification of the respondents in this study and the main education level is the degree, with 146 respondents, then it is followed by the respondents holding master qualification, those about 66. the amount of the respondents who are in Master level. The respondents who are in SPM, STPM, and diploma are all around 20, with 21, 22, and 18 respectively, and about twice of the respondents who are in PHD level. The other respondents education consists of foundation, GCSE (General Certificate of Secondary Education), O level, and A level. Those are the education levels of the respondents in this study.

With the figure 4.4.4b., it shows the different percentage of the respondents education in the study, in which the most respondent are in the degree level with 49%, then it is followed by the respondents who holding master degree, with 22%. In this study, the respondents who hold the SPM, STPM, and diploma are almost same with the percentage 7%, 7%, and 6% respectively. The respondents who hold the PHD degree and other education is less, around 4% to 5% in this study.

4.4.5. The monthly income of the respondents

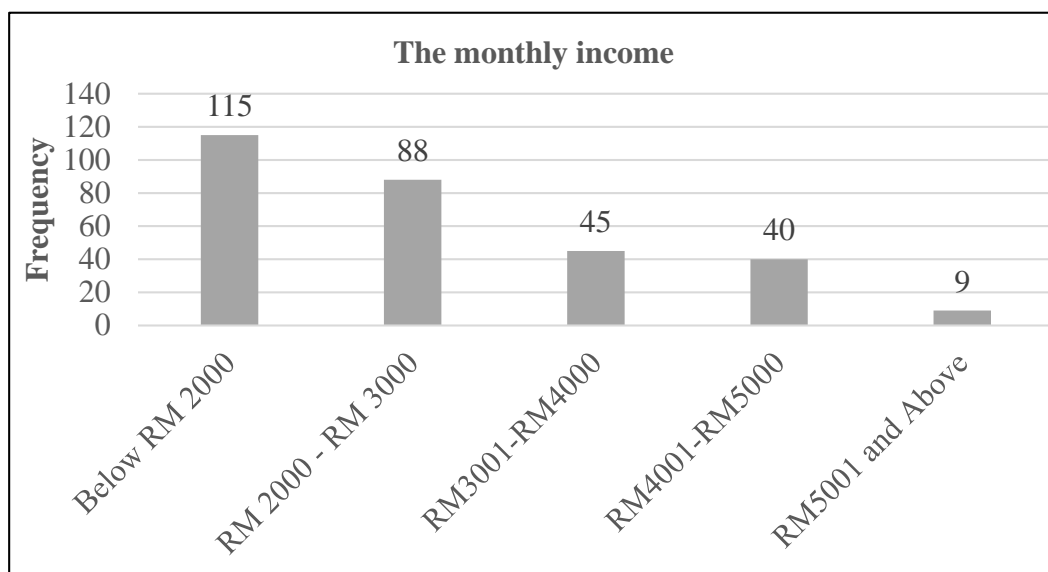


Figure 4.4.5a The frequency of monthly income of the respondents

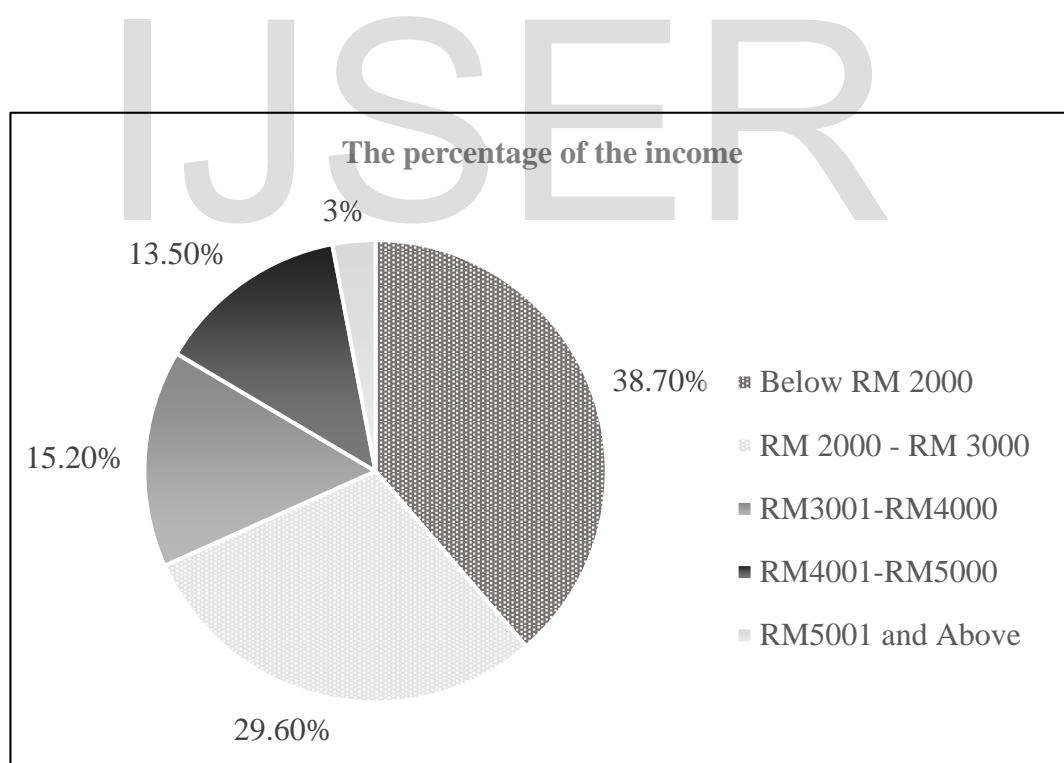


Figure 4.4.5b. The percentage of monthly income of the respondents

In this part, the bar chart (Figure 4.4.5a.) shows the monthly income of the respondents in which the most respondents have the income less than RM 2,000 monthly, with the

amount 115, more than the quantity of the respondents who get between RM 2,000 and RM 3,000 in a month. The two groups of respondents who get income from RM 3,000 to RM 4,000 and the income from RM 4,000 to RM 5,000 are almost same, with 45 and 40 respectively. The respondents with the income more than RM 5,000 are less than other groups, with just 9 in this study.

With the Figure 4.4.5b., it shows the different percentage of the monthly income of the respondents and it shows that most respondents have the monthly income below RM 2,200, around the 38.7%. then the second large group of the respondents is the respondents having the income RM 2,000 to RM 3,000, with the percentage of 29.6%. the respondents who are having RM 3,000 to RM 4,000 and the group of respondents from RM 4,000 to RM 5,000 are less percentage, with 15.2% and 13.5% respectively. Less respondents have more than RM 5,000 income, with the 3% only in this study.

4.4.6. The smartphone usage period of the respondents

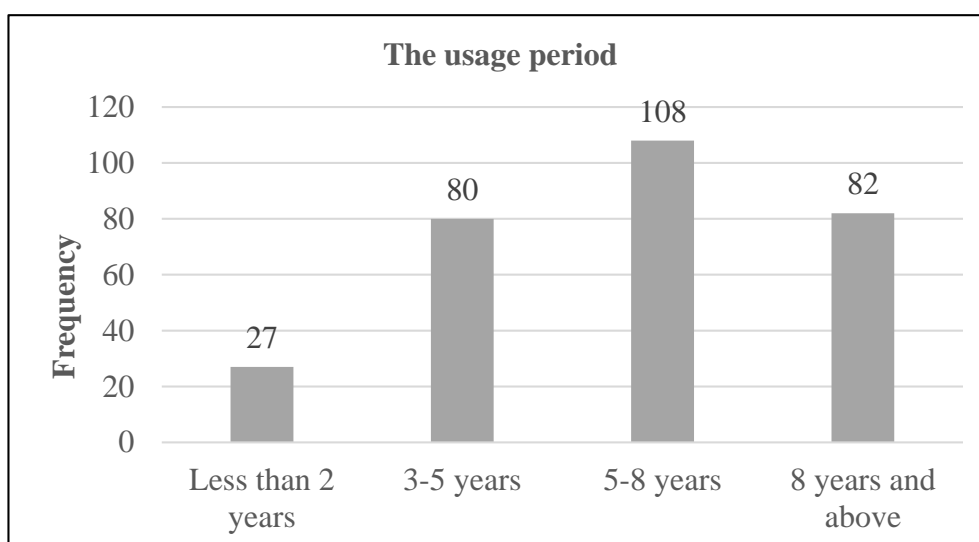


Figure 4.4.6a. The frequency of the smartphone usage period

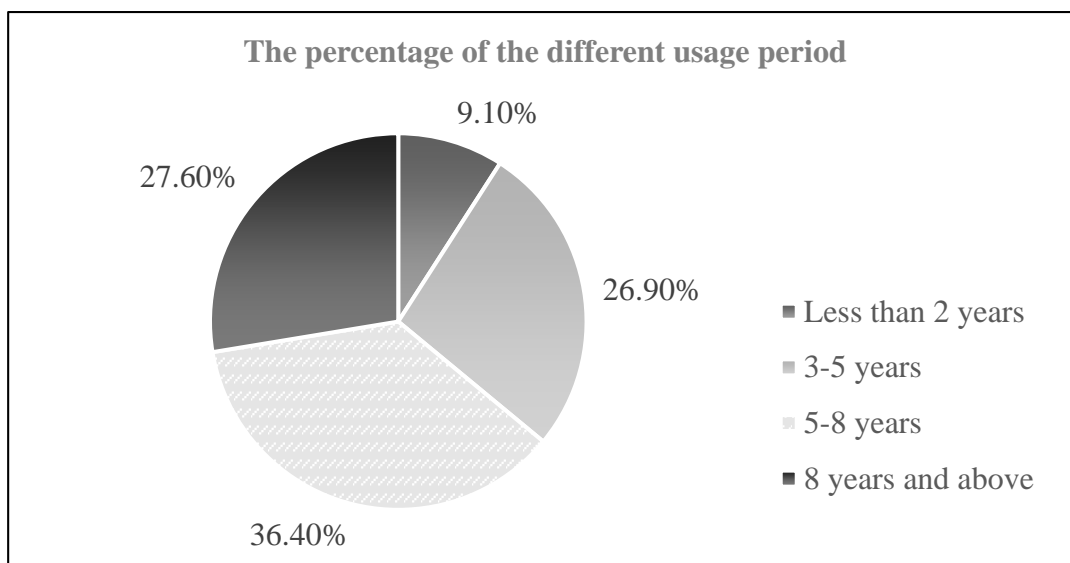


Figure 4.4.6b The percentage of the smartphone usage period

In this bar chart (Figure 4.4.6a), it shows how long the respondents use the smartphone in their daily life. Generally, most respondents use the smartphones around 5 to 8 years, with the amount of the respondents 108 over the total 297 respondents in this study. The number of the group of the respondents who use the smartphone with 3 to 5 years experiences, is 80, almost same with the number group of the respondents who use the smartphone more than 8 years.

In this study, the respondents who use the smartphone within the experiences less than 2 years are less than other groups of respondents, just 27 respondents using smartphone less than 2 years. In this case, the respondents in this study are having more usage period and experiences, then the result of this study will be supposed to be more accurate and the study will have more contribution.

From the pie chart above, it shows the different percentage of the respondents groups

with the different smartphone usage period. Generally the first group of respondents, with 36.4% for the respondent who are using the smartphone between 5 and 8 years. Second group of the respondents using smartphone more than eight years are 27.6%, and the third group of the respondents using the smartphone between 3 years and 5 years, with the percentage of 26.9%. The last group of the respondents using the smartphone less than 2 years are 9.1%, much less than other groups of respondents.

4.4.7. The employment position of the respondents

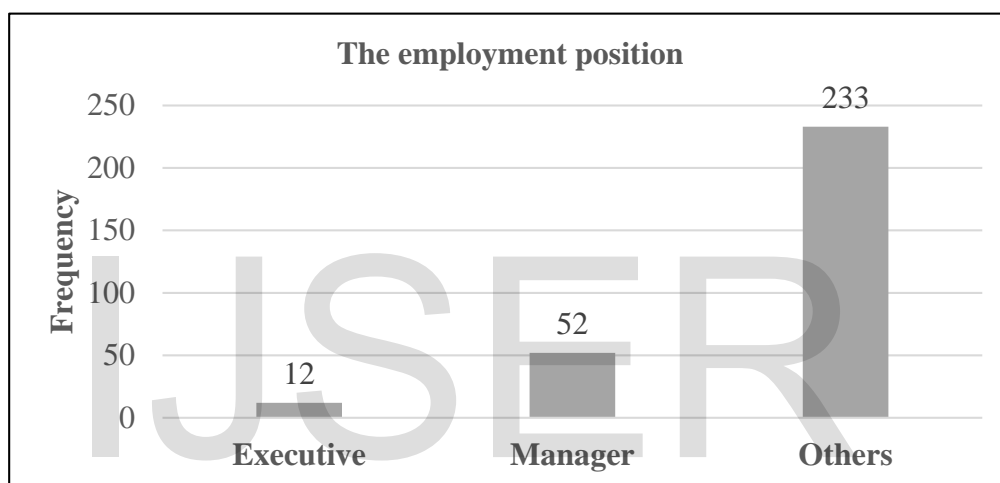


Figure 4.4.7a. The frequency of the employment position

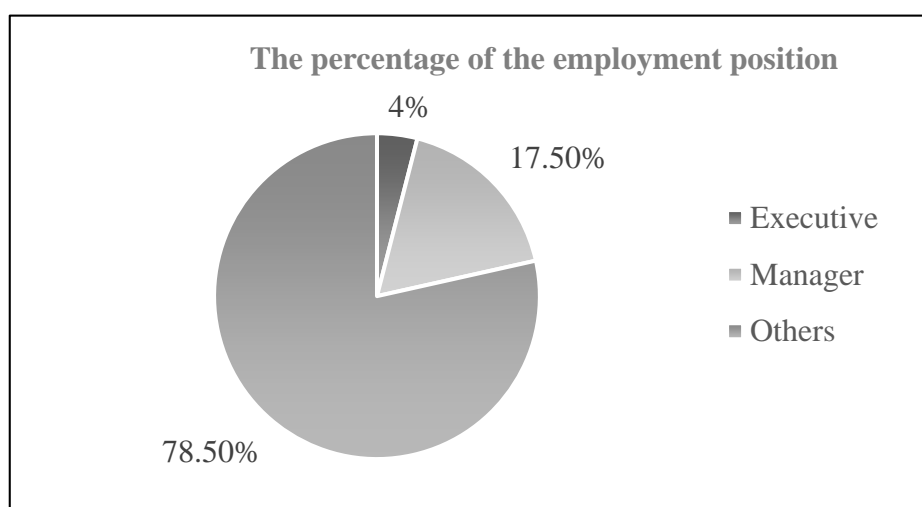


Figure 4.4.7b. The percentage of the employment position

From the bar chart (Figure 4.4.7a.), it shows the employment position of the respondents in this study. Among the respondents, there are 12 executives, much less than the number of the respondents who are managers which is 52 in this study. Moreover, there are 233 respondents are not executives or managers, those consist of the lecturers, students, librarians, workers, and engineers in this other group.

From the pie chart (Figure 4.4.7b.), it shows the percentage of the respondents in different employment position in this study. Generally, the most respondents are not the managers or executives, the 78.5% of the other respondents are the general staff consisting of the lecturers, students, librarians, workers, and engineers in this study. The percentage of the managers and executives is not high, with 17.5% and 4% respectively. This percentage is similar with the real situation in which most people are the general staff.

To sum up, as mention above, the respondents in this study are in different in some areas, such as the different gender, different age, different race, different education levels, different monthly income, different smartphone usage period, and the different employment position. Therefore, with different groups of the respondents, the results of this study will be more reliable and accurate.

With the Appendix B which is summarized with the demographic profile statistics and the Appendix C which is summarized with the details of the respondents profile, the respondents who are the smartphones users in Malaysia marketplace, those can

contribute to this study result with more accurate features to reflect their opinions on the smartphone satisfaction topic.

4.5. The data analysis on the variables

4.5.1. The preliminary data analysis and the descriptive analysis

Table 4.5.1. Descriptive analysis											
Variables		TRU		SI		RES		SP		CS	
		Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error
Mean		3.9808	.0321	3.7800	.0529	3.6532	.0546	3.8527	.0417	4.0768	.0365
95% Confid Interval for Mean	Lower Bound	3.9175		3.6760		3.5457		3.7706		4.0049	
	Upper Bound	4.0440		3.8840		3.7607		3.9348		4.1486	
5% Trimmed Mean		4.0228		3.8461		3.7220		3.8975		4.1345	
Median		4.0000		4.0000		4.0000		4.0000		4.2000	
Variance		.307		.830		.886		.517		.396	
Std. Deviation		.55382		.91095		.94152		.71923		.62927	
Minimum		1.29		1.00		1.00		1.50		1.40	
Maximum		5.00		5.00		5.00		5.00		5.00	
Range		3.71		4.00		4.00		3.50		3.60	
Interquartile Range		.57		1.00		1.00		.75		.70	
Skewness		-1.402	.141	-1.092	.141	-1.255	.141	-.961	.141	-1.502	.141

Kurtosis	3.807	.282	.856	.282	1.053	.282	1.124	.282	3.051	.282
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In this part, it will show the descriptive data analysis result with mean and Std. Deviation. Then the data analysis will be conducted on the normality, the Skewness, and Kurtosis test result. With this preliminary data analysis, the initial result of the research data can be summarized based on the preliminary data analysis. For instance, in the Table 4.5.1., the data, 5% Trimmed Mean and the mean are similar among these variables, which it shows the fact that the data are not different from the remaining distribution, then these cases will be remained in the data file.

From table 4.5.1., it shows the descriptive details of the variables which are the independent variables trust, social influence, responsiveness, and salesman’s personality and the dependent variable, customer satisfaction. For instance, it is clearly seen that the maximum data are 5.00 for all the variables, but the minimum data among the variables are different, such as the trust, salesman’s personality and customer satisfaction with the minimum ratio 1.29, 1.50, and 1.40 respectively.

This table also shows the Std. Deviation on these variable are in high values, for example both the social influence and responsiveness are more than 0.90, others also around 0.7. From these high standard deviation, it is indicated that the data points are spread out over a wider range of values in this study with the customer satisfaction topic on the respondents in Malaysia.

Moreover, this table also shows the Skewness result which is a kind measure of the asymmetry of the probability distribution of a real-valued random variable about its

mean. With this ratio, among these variables, it is easily to get the result of the data. Compared with the Skewness result, the Kurtosis result will also contribute to the data illustration shown, for instance, the Kurtosis of the variable trust is 3.807, then it is easy to image the trust data having a negatively skewed distribution in this study.

4.5.2. The Normality analysis

From the tests of the normality, it shows the Kolmogorov-Smirnov statistic result in which the data, Sig. of all the variables consisting of trust, social influence, responsiveness, salesman’s personality, and the customer satisfaction is .000, which means that the values of these variables are significant in this study. Hence, among these 297 respondents, the values are significant and normal to be used.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TRU	.130	297	.000	.908	297	.000
SI	.174	297	.000	.899	297	.000
RES	.209	297	.000	.862	297	.000
SP	.143	297	.000	.932	297	.000
CS	.152	297	.000	.880	297	.000
a. Lilliefors Significance Correction						

From the result shown in the table 4.5.2, among the 297 respondents result, it can be determined that the data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed, with the Sig. .000 in Kolmogorov-Smirnov test and Shapiro-Wilk test. However, the data of Sig. is not the only factor to determine the data whether it is normality or not.

Therefore, the Histogram charts and Normal Q-Q plot illustrations will be used to show the data normality in this study.

4.5.2.1. The normality of the trust

This section will be conduct the normality test of the first independent variable, trust, in this study, with the detailed table and illustrations. For instance, the detailed data analysis and is processed and completed below, with the Kolmogorov-Smirnov^a result, Shapiro-Wilk result, the Histogram illustration of the trust and the Normal Q-Q plot of the trust.

Table 4.5.2.1. Tests of Normality of Trust						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TRU1	.287	297	.000	.793	297	.000
TRU2	.277	297	.000	.773	297	.000
TRU3	.313	297	.000	.827	297	.000
TRU4	.255	297	.000	.831	297	.000
TRU5	.206	297	.000	.870	297	.000
TRU6	.234	297	.000	.827	297	.000

TRU7	.280	297	.000	.774	297	.000
a. Lilliefors Significance Correction						

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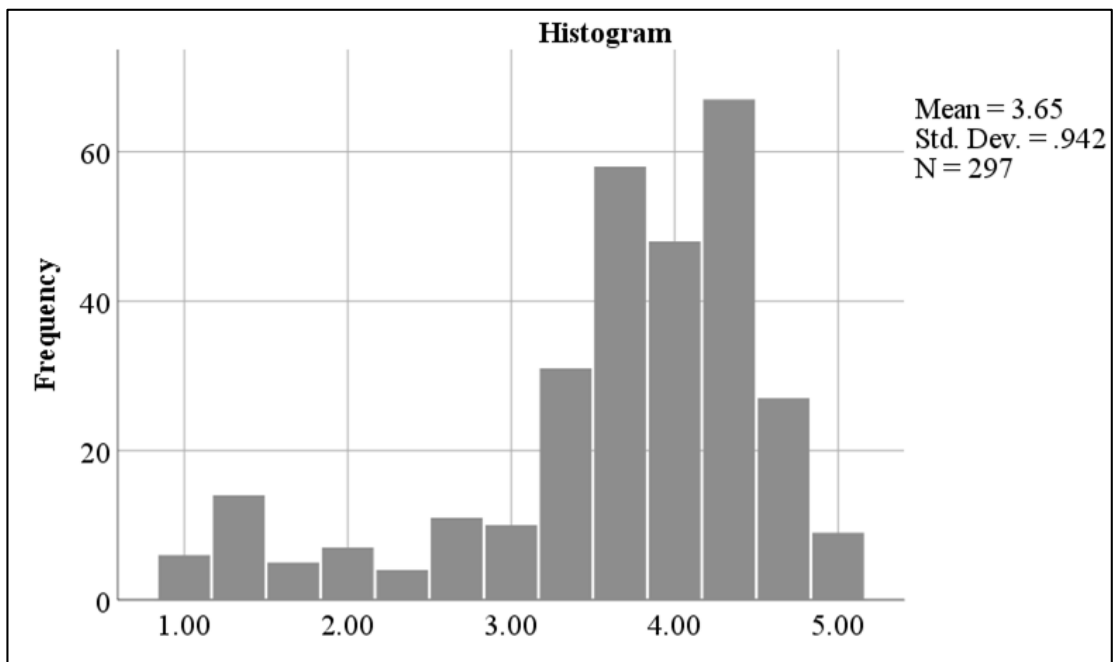


Figure 4.5.2.1a. The Histogram of the trust

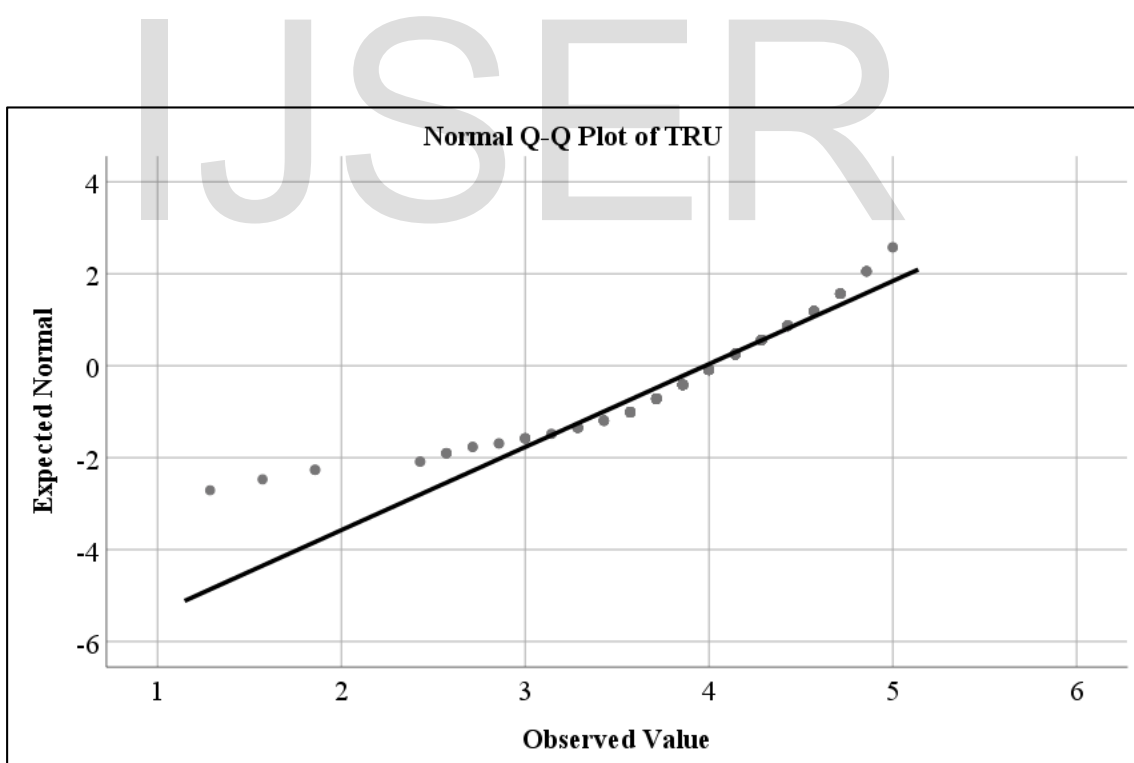


Figure 4.5.2.1b. The Normal Q-Q plot of the trust

From the figure 4.5.2.1 a and b, it is clearly found that the data related on the variable trust is almost normal distributed, even though the data on the values “1” and around value “1” have little fluctuation. With the Histogram diagram and the Normal Q-Q plot chart illustrated above, the normality on the data is illustrated and proved in details above. With each items in the variables analysis, then it can be determined that the data on the trust is normal distributed in this study.

4.5.2.2. The normality of the social influence

Table 4.5.2.2 Tests of Normality for Social influence						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SI1	.223	297	.000	.872	297	.000
SI2	.251	297	.000	.839	297	.000
SI3	.233	297	.000	.866	297	.000

a. Lilliefors Significance Correction

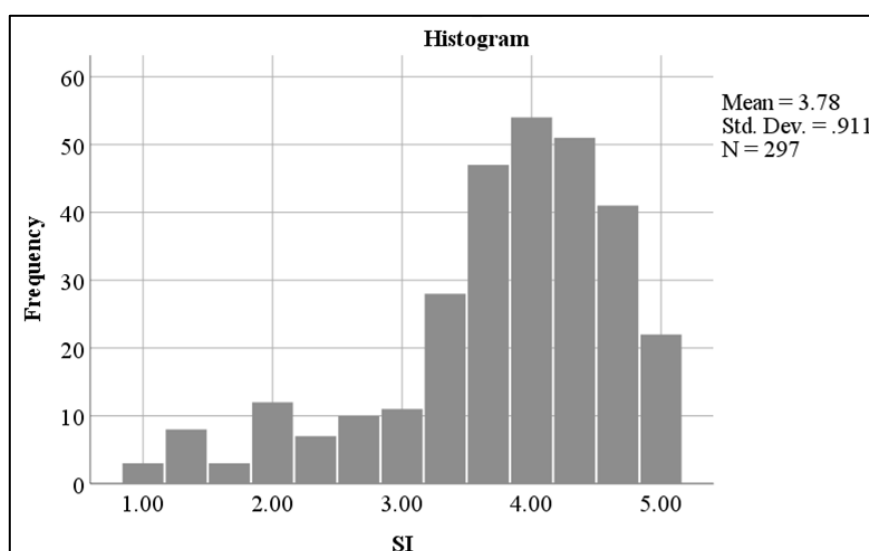


Figure 4.5.2.2a. The Histogram of the social influence

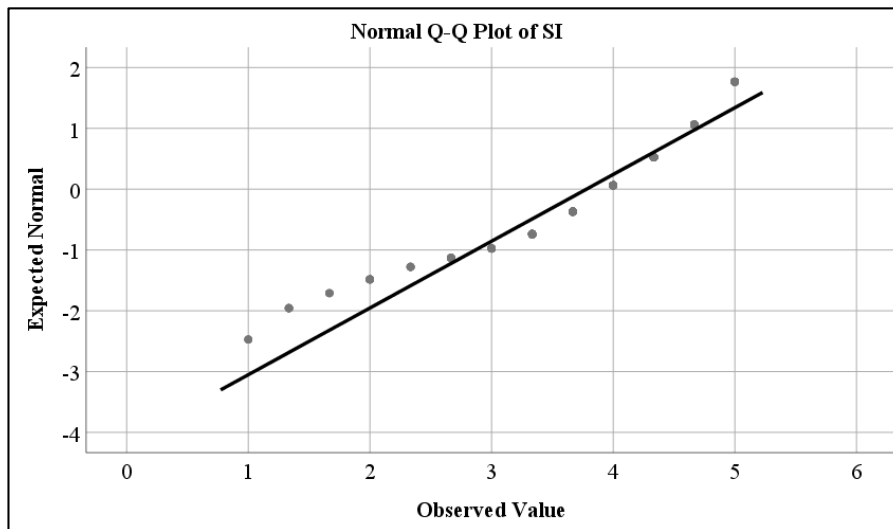


Figure 4.5.2.2b. The Normal Q-Q plot for the social influence

From the Table 4.5.2.2 and the Figure 4.5.2.2a and Figure 4.5.2.2b, they show that there is a normality distribution of the data on the variable social influence with the three items under it. With these normality test on each item under the social influence, the Histogram illustration, and the Normal Q-Q plot for the social influence, finally, it is confirmed that the data on the social influence is normal distributed in this study and this data can be used in the following analysis in this study.

4.5.2.3. The normality of the responsiveness

Table 4.5.2.3 Tests of Normality for Responsiveness						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
RES1	.277	297	.000	.806	297	.000
RES2	.259	297	.000	.859	297	.000

RES3	.184	297	.000	.902	297	.000
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a. Lilliefors Significance Correction

From the table above, it shows the three items in the variable responsiveness on their normality test. The Figure 4.5.2.3a and the Figure 4.5.2.3b below illustrate the details of the normality of the responsiveness. From the Histogram illustrations and the Normal Q-Q plot of the responsiveness, it can determined that the data on the responsiveness is normal distributed in this study and can be used for the further analysis in the following parts.

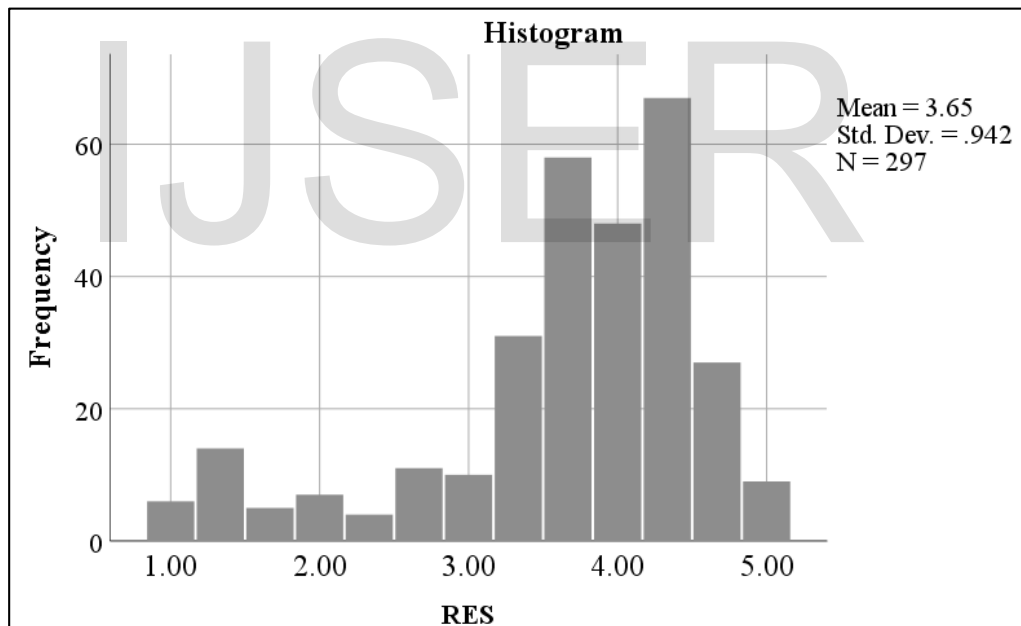


Figure 4.5.2.3a. The Histogram of the responsiveness

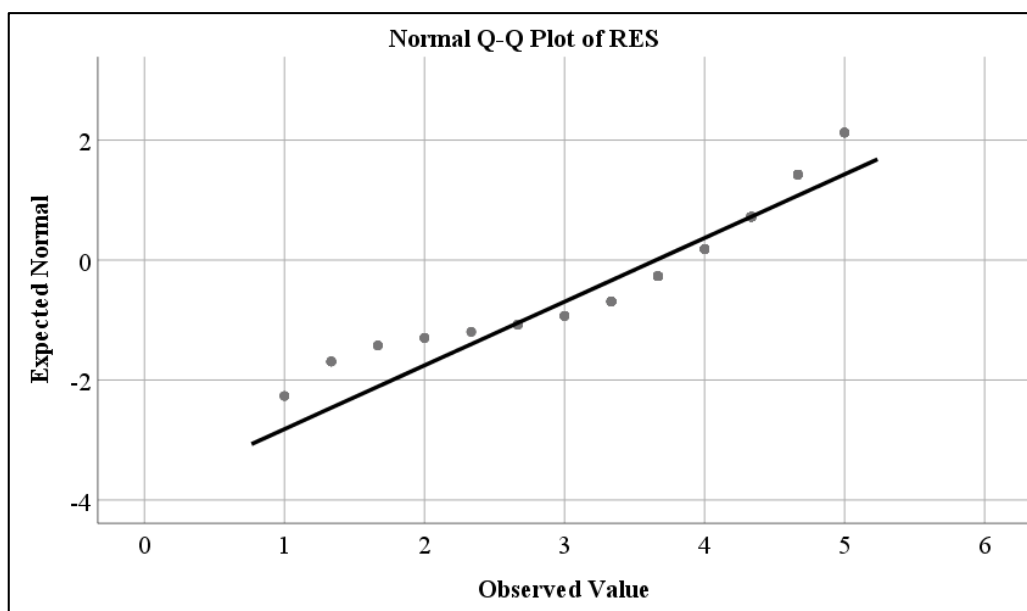


Figure 4.5.2.3b. The Normal Q-Q plot of the responsiveness

4.5.2.4. The normality of the salesman’s personality

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Table 4.5.2.4. Tests of Normality for salesman’s personality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SP1	.290	297	.000	.801	297	.000
SP2	.284	297	.000	.829	297	.000
SP3	.203	297	.000	.860	297	.000
SP4	.224	297	.000	.871	297	.000

a. Lilliefors Significance Correction

In the Table 4.5.2.4, it shows the normality test with the four items under the variable salesman's personality. From the Table 4.5.2.4 and the Figure 4.5.2.4a and Figure 4.5.2.4b, they show that there is a normality distribution of the data on the variable salesman's personality with the four items under it. With these normality test on each item under the variable salesman's personality, the Histogram illustration, and the Normal Q-Q plot for the variable salesman's personality, finally it is confirmed that the data on the salesman's personality is normal distributed in this study and this data can be used in the following analysis in this study.

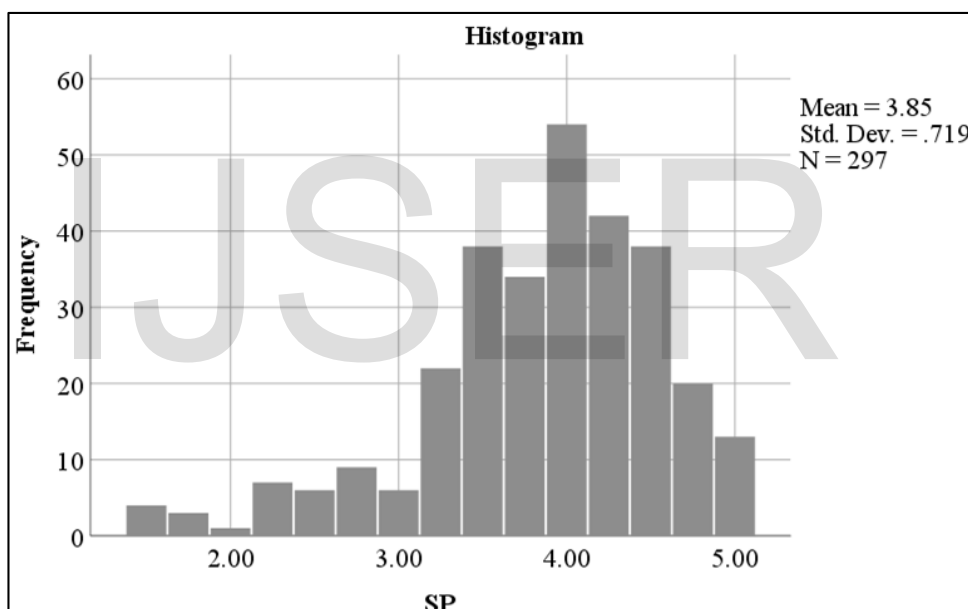


Figure 4.5.2.4a. The Histogram of the salesman's personality

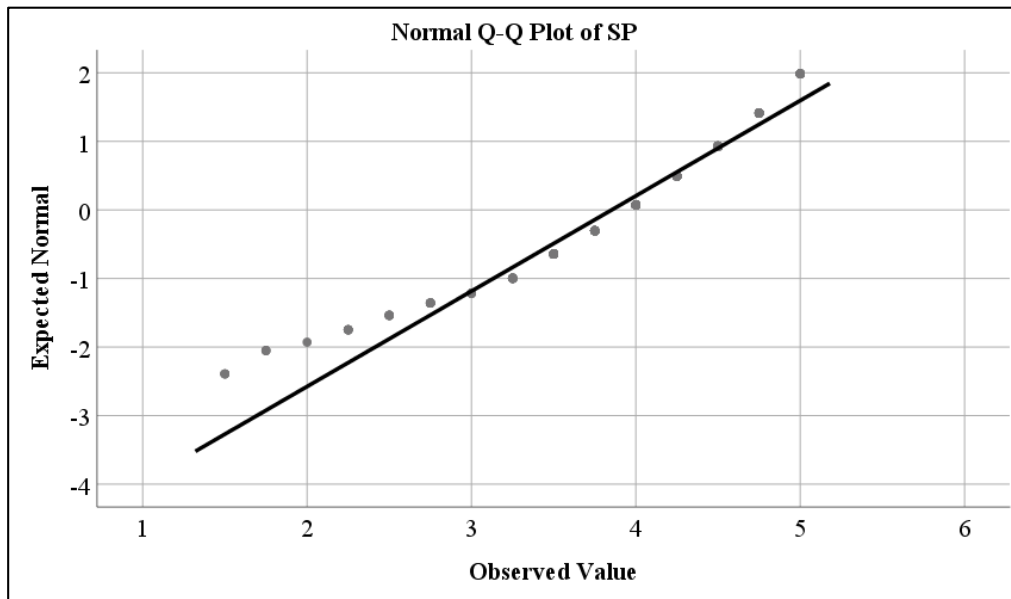


Figure 4.5.2.4b. The Normal Q-Q plot of the salesman’s personality

4.5.2.5. The normality of the customer satisfaction

Table 4.5.2.5. Tests of Normality for customer satisfaction						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
CS1	.285	297	.000	.736	297	.000
CS2	.288	297	.000	.812	297	.000
CS3	.229	297	.000	.861	297	.000
CS4	.274	297	.000	.805	297	.000
CS5	.285	297	.000	.717	297	.000

a. Lilliefors Significance Correction

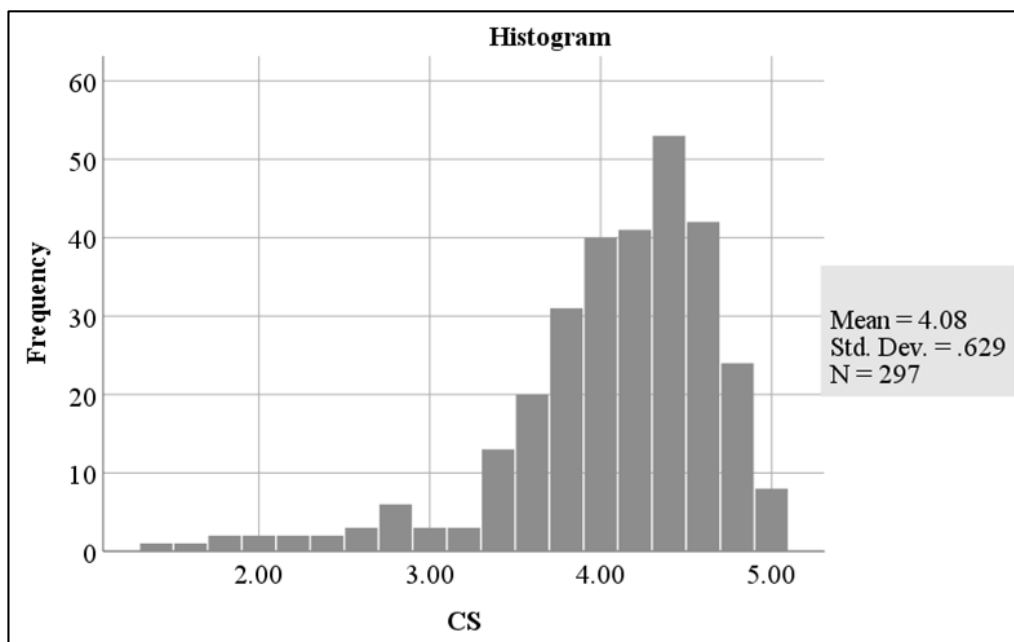


Figure 4.5.2.5a. The Histogram of the customer satisfaction

From the Table 4.5.2.5 and the Figure 4.5.2.5a and Figure 4.5.2.5b, they show that there is a normality distribution of the data on the variable customer satisfaction with the five items under it. With these normality test on each item under the variable customer satisfaction, the Histogram illustration, and the Normal Q-Q plot for the customer satisfaction, finally it is confirmed that the data on the customer satisfaction is normal distributed in this study and this data can be used in the following analysis in this study.

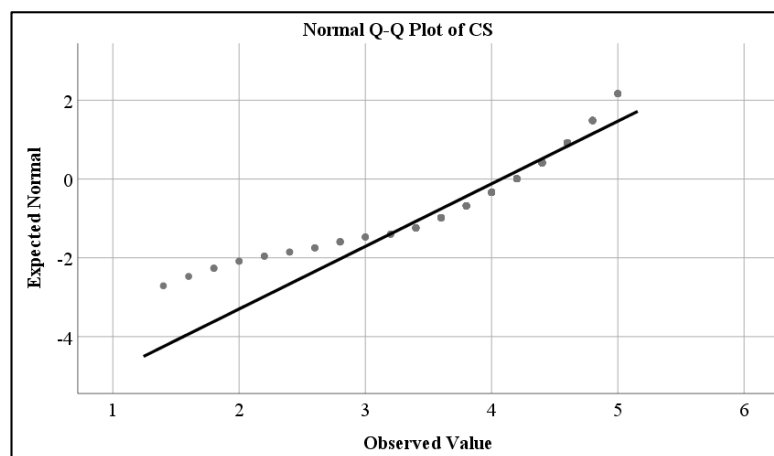


Figure 4.5.2.5b. The Normal Q-Q plot of the customer satisfaction

4.5.3. The validity of the data

Table 4.5.3. KMO and Bartlett's Test						
		TRU	SI	RES	SP	CS
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780	.667	.695	.712	.801
Bartlett's Test of Sphericity	Approx. Chi-Square	523.460	247.521	260.436	258.630	348.954
	df	21	3	3	6	10
	Sig.	.000	.000	.000	.000	.000

From the Table 4.5.3., it is summarized all the variables with the KMO and Bartlett's Test into this table. Then it is very easy to find the data of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for these variables are all more than 0.50, such as, 0.780 for trust, 0.667 for social influence, 0.695 for responsiveness, 0.712 for salesman's personality, and 0.801 for customer satisfaction shown in the test result, the table above.

Moreover, from the Bartlett's Test of Sphericity, it is clearly to get the data of the Sig. among these variables which are all 0.000, less than 0.05. This data means that all the data are valid and the values which have been completed by the 297 respondents can be used in the following data analysis to compute the results. In this case, KMO and Bartlett's Test contribute to test and evaluate the validity of the data collection by the questionnaire. With this validity analysis on the collected data, it can be confirmed that

the data is valid to be used for the further analysis.

4.5.4. The reliability of the data

Variables	Cronbach's Alpha	N of Items
Trust	.776	7
Social Influence	.768	3
Responsiveness	.786	3
Salesman's personality	.728	4
Customer satisfaction	.769	5

This table above shows the reliability figure Cronbach's Alpha among the six variables are all more than 0.70, such as trust 0.776, social influence 0.768, responsiveness 0.786, salesman's personality 0.728 and customer satisfaction 0.769. Therefore, all the data on the variable mentioned in this table are reliable enough to be analyzed to generate the result in this study.

Besides, this table also shows the numbers of items for the variables. For instance, there are 7 items which means 7 questions on the variable trust, 3 questions for social influence and responsiveness, 4 questions on salesman's personality and 5 questions on customer satisfaction. In this case, the reliability of the data on the variables are high enough in this study with this number of the questions.

To sum up, with the Reliability Statistics illustrate in the Table 4.5.4., it can be confirmed that the data collected with the number of items in the questionnaire are

reliable to be generated the result in the following parts, and the result may have a high accuracy and reliability for practice, no matter how the correlation between the independent variables and the dependent variable in the following part.

4.5.5. The correlation analysis

Table 4.5.5. Correlations test						
		SP	TRU	SI	RES	CS
SP	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	297				
TRU	Pearson Correlation	.319**	1			
	Sig. (2-tailed)	.000				
	N	297	297			
SI	Pearson Correlation	.050	.118*	1		
	Sig. (2-tailed)	.394	.041			
	N	297	297	297		
RES	Pearson Correlation	.139*	.128*	.187**	1	
	Sig. (2-tailed)	.017	.028	.001		
	N	297	297	297	297	
CS	Pearson Correlation	.513**	.462**	.152**	.111**	1
	Sig. (2-tailed)	.000	.000	.009	.006	
	N	297	297	297	297	297
** . Correlation is significant at the 0.01 level (2-tailed).						
* . Correlation is significant at the 0.05 level (2-tailed).						

The data can be tested and analyzed with many different statistical tools, and in this the Pearsonian correlation coefficients will be used as one of the most efficient of correlation (Bennett, 1969). With the two tailed test among the 297 respondents data, the test result is shown in the table above, which is summarized the correlation test among the variables in this study.

From the Table 4.5.5., firstly it shows the correlation among the different variables. For instance, the data, Pearson Correlation, between salesman's personality and customer satisfaction is 0.513, which means in this total 297 respondents, there are 51.3% people agree with that the dependent variable customer satisfaction is influenced by the independent variable salesman's personality which is the highest correlation result among these four variables to the customer satisfaction.

In the details, between trust and customer satisfaction, Pearson Correlation is 0.462, which means that there are 46.2% people who agree with that the customer satisfaction is influenced by trust. Between social influence and customer satisfaction, Pearson Correlation is 0.152, meaning 15.2% people agree with that the customer satisfaction is influenced by the dependent variable social influence.

The last one between the responsiveness and customer satisfaction, Pearson Correlation is 0.111, meaning 11.1% people agree with that the customer satisfaction is influenced by the responsiveness, which has the least correlation among these variables to the customer satisfaction with in the total 297 respondents data collection in this study.

Moreover, the Sig. result between the variable salesman's personality and customer satisfaction is 0.000 and the Sig. result between the variable trust and customer satisfaction is also 0.000, those show that the variables salesman's personality and trust is high significant in this study. It means that these two variables are also significant and have influence on the customer satisfaction in the smartphone industry.

Besides, the Sig. result between the variable social influence and customer satisfaction is 0.009 and the Sig. result between the variable salesman's personality and customer satisfaction is 0.006, with the two tailed illustrations, these two variables are also significant and have influence on the customer satisfaction in the smartphone industry.

4.5.6. The Multiple Regression analysis

Multiple regression analysis generally can be broadly used to model the relationship between some independent variables, such as the trust, social influence, responsiveness, and salesman's personality and a dependent variable, like customer satisfaction in this study (Gul Polat, and Befrin Neval Bingol, 2013). It can be expressed mathematically as some equations, like $Y = f(X_1, \dots, X_n; \theta_1, \dots, \theta_b) + \varepsilon$, this kind equations, but in this study, the data analysis is used the IBM SPSS 25 Version in which some results can be generated automatically in this study.

In this multiple regression analysis, some items, such as the Root Mean Square Error (RMSE), the Mean Absolute Percentage Error (MAPE), the correlation coefficient R, and coefficient of determination R square will be used to measure and evaluate the data from the respondents on the relationships between the independent variables and the dependent variable in this study.

In this case, in this multiple regression analysis will be referred on the results by the software SPSS to find there is linear or nonlinear in this study. For instance, the value R which is a correlation coefficient, is a kind of measure to determine how the actual and predicted values do correlate to each other in terms of direction. If the actual value increases, the predicted value will also increase, and vice versa (Elhag, T.M.S. and Wang, Y., 2007).

The value R square, the coefficient of determination, is a statistical indicator in this study. And it will be used to assess how well the future outcomes which are likely to be predicted and this value R square can represent the percent of the data which is the closest to the line of best fit and it can show the ratio of an explained variation to the total variation. Generally, it is between zero and one in which the value 1 means a perfect fit and a reliable model for future forecasts and the value 0 means that it fails to accurately model the data set (Elhag, T.M.S. and Wang, Y., 2007).

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
1	Trust	.462 ^a	.213	.210	.55918
2	Social Influence	.152 ^a	.023	.020	.62300
3	Responsiveness	.111 ^a	.012	.009	.62642
4	Salesman's Personality	.513 ^a	.263	.260	.54126
a. Predictors: (Constant), TRU, SI, RES, SP					

From the Table 4.5.6a, it shows the multiple regression analysis summary with the predictors which consist of trust, social influence, responsiveness, and salesman’s personality. It illustrates that the R value, as a correlation efficient, among these predictors are 0.462 for trust, 0.152 for social influence, 0.111 for responsiveness, and 0.513 for salesman’s personality. Moreover, the R square result is between 1 and 0, For instance, the trust and the salesman’s personality is 0.213 and 0.263 on R square respectively and the social influence and the responsiveness are less than those of the two variables, with 0.023 and 0,012 respectively in this study.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1. TRU	Regression	24.967	1	24.967	79.847	.000 ^b
	Residual	92.243	295	.313		
	Total	117.210	296			
2. SI	Regression	2.713	1	2.713	6.991	.009 ^b
	Residual	114.496	295	.388		
	Total	117.210	296			
3. RES	Regression	1.450	1	1.450	3.696	.006 ^b
	Residual	115.759	295	.392		
	Total	117.210	296			
4. SP	Regression	30.787	1	30.787	105.089	.000 ^b
	Residual	86.423	295	.293		
	Total	117.210	296			
a. Dependent Variable: CS						

b. Predictors: (Constant), TRU, SI, RES, SP

ANOVA test in this study is conducted to use the statistical package SPSS, and the ANOVA test results show that the differences in MAPE and RMSE are statistically significant among the developed models. For instance, in the table of the ANOVA test result which is shown in the Table 4.5.6b above, it is found that the significance are all below 0.001 among these four independent variables. With the value f, and the value Sig. shown in the table, it can be confirmed that the model is valid and good in this study.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.989	.236	8.434	.000
	TRU	.524	.059	.462	8.936
2	(Constant)	3.679	.155	23.808	.000
	SI	.105	.040	.152	2.644
3	(Constant)	3.805	.146	26.085	.000
	RES	.074	.039	.111	1.922
4	(Constant)	2.349	.171	13.704	.000
	SP	.448	.044	.513	10.251

a. Dependent Variable: CS

The value, correlation coefficient, is a measure of the linear correlation between two variables, like the independent variable trust and dependent variable customer satisfaction. Generally the value is between +1 and -1, which the positive 1 means that there is a total positive linear correlation between the two variables, the value 0 means that there is no linear correlation between the two variables, and the value -1 means that there is total negative linear correlation between the two variables.

In this study, on the dependent variable customer satisfaction, the standardized coefficients (Beta) is 0.462 for trust, 0.152 for social influence, 0.111 for responsiveness, and 0.513 for salesman's personality. Those values can indicate that there is a positive relationship between these independent variables and dependent variable, but the influence of the independent variables, social influence and responsiveness is very weak to the customer satisfaction. Compared with these, the influence of the salesman's personality and trust have a higher influence on customer satisfaction than the social influence and responsiveness do.

The value Sig. is standing for 'significance probability', which is also called p-value in some other statistical applications. This value is an indicator to measure the probability that the researchers would find the sample regression coefficient they have actually found in our sample if the null hypothesis is true. These below will analyze the Sig. with the data analysis result in this study.

Firstly, the Sig. Value, the significance level is set at 0.01. Normally, this study is not focusing on testing hypotheses about the constant, so it is directly focusing on the independent variables in this study. The Sig. value is reported to be 0.000 for the

independent variables trust and salesman's personality, 0.009 for the independent variable social influence, and 0.006 for the independent variable responsiveness.

In this case, all are less than 0.001, but not exactly 0. Therefore, these are less than the chosen significance level of 0.01, and the null hypothesis as refuted and start believing that there really are some associations between these independent variables and dependent variable. Then it is stated that the association between the dependent and the independent variables is statistically significant in this study.

4.6. Research objective: Findings and discussions

4.6.1. Research objective 1: Findings and discussion

In this study, the first research objective is to determine the relationship between trust and customer satisfaction. With the data collection and the data analysis, this data in this study is normality, validity, and reliability. For instance, in the KMO and Bartlett's Test, the trust is 0.780, which means that the data is valid to be used, and the reliability of the trust is 0.776 meaning the data on trust is reliable to be used in this study.

Furthermore, it is found that the correlation, among the total respondents 297, is 0.462, which means that there are 46.2% respondents thinking that there is the relationship between these two variables. With the correlation coefficient is more than 1, which mean there is a total positive linear correlation. Then it can be stated that there is a positive weak relationship between trust and customer satisfaction.

4.6.2. Research objective 2: Findings and discussion

In this study, the second research objective is to determine the relationship between social influence and customer satisfaction. With the data collection and the data

analysis, this data in this study is normality, validity, and reliability. For instance, in the KMO and Bartlett's Test, the social influence is 0.667, which means that the data is valid to be used, and the reliability of the social influence is 0.768 meaning the data on social influence is reliable to be used in this study.

Furthermore, it is found that the correlation, among the total respondents 297, is 0.152, which means that there are 15.2% respondents thinking that there is the relationship between these two variables. With the correlation coefficient is more than 1, which mean there is a total positive linear correlation. Then it can be stated that there is a positive weak relationship between social influence and customer satisfaction in this study.

4.6.3. Research objective 3: Findings and discussion

In this study, the second research objective is to determine the relationship between responsiveness and customer satisfaction. With the data collection and the data analysis, this data in this study is normality, validity, and reliability. For instance, in the KMO and Bartlett's Test, the responsiveness is 0.695, which means that the data is valid to be used, and the reliability of the responsiveness is 0.786, which is meaning that the data on responsiveness is reliable to be used and to be generated the result in this study.

Furthermore, it is found that the correlation, among the total respondents 297, is 0.111, which means that there are 11.1% respondents thinking that there is the relationship between these two variables. With the correlation coefficient is more than 1, which mean there is a total positive linear correlation. Then it can be stated that there is a positive weak relationship between responsiveness and customer satisfaction in this

study.

4.6.4. Research objective 4: Findings and discussion

In this study, the second research objective is to determine the relationship between salesman's personality and customer satisfaction. With the data collection and the data analysis, this data in this study is normality, validity, and reliability. For instance, in the KMO and Bartlett's Test, the salesman's personality is 0.695, which means that the data is valid to be used, and the reliability of the salesman's personality is 0.786 meaning the data on salesman's personality is reliable to be used in this study.

Furthermore, it is found that the correlation, among the total respondents 297, is 0.111, which means that there are 11.1% respondents thinking that there is the relationship between these two variables. With the correlation coefficient is more than 1, which mean there is a total positive linear correlation. Then it can be stated that there is a positive relationship between salesman's personality and customer satisfaction, even though the relationship is not weak not strong based on the data analysis in this study.

To sum up, among these four findings above, it is found that the data in this study is normal distributed, the data collected from the respondents are valid to used, and the data in this study is reliable to be used to generate the result which is more accurate. Then the correlation result and the multiple regression analysis illustrate that there is a relationship between the independent variables and dependent variable.

4.7. The overall hypotheses testing results

Table 4.7. Hypothesis verification

Hypothesis	Pearson Correlation	Regression analysis		Result
		Sig.	Beta	
Ha1: There is a positive relationship between trust and customer satisfaction.	.462	.000	.462	Yes
Ha2: There is a positive relationship between social influence and customer satisfaction.	.152	.009	.152	Yes
Ha3: There is a positive relationship between responsiveness and customer satisfaction.	.111	.006	.111	Yes
Ha4: There is a positive relationship between the salesman's personality and customer satisfaction.	.513	.000	.513	Yes

From the Table 4.7, it shows the hypothesis testing with the data analysis in the previous section. With the Pearson Correlation, P value, and the Beta in the multiple regression analysis, all the hypothesis are confirmed with the positive result in which there is a positive relationship between the independent variables and the dependent variable in this study. Among these four independent variables consisting of trust, social influence, responsiveness, and salesman's personality, the salesman's personality has more influence on the customer satisfaction.

4.8. Chapter summary

In this chapter four, the data analysis was conducted, starting from the data coding, data entry and the data screening. With the data coding and data entry and data screening these steps conducted in this study, it is confirmed that the data is accurately used for the following data analysis. Then the data analysis for both the demographic profile and the variables have been completed. With the descriptive analysis on the data, the

normality test, the validity test, and reliability test have been conducted to confirm that the data is analyzed with the normality, validity and the reliability in this study.

The correlation analysis and the Multiple Regression analysis have been conducted to generate the proposed result. Then it is found that the independent variables have positive relationship with the dependent variable. The research objectives have been targeted and the hypothesis have been checked and confirmed with the hypothesis testing and the overall data analysis in this chapter four.

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Chapter Five

Discussion, Conclusion and Recommendations

5.1. Introduction

In this chapter five, this study will be conducted with the discussion, conclusion, and the recommendation based on the research conducted and the data analysis completed in the previous chapters. Firstly, this chapter will summarize this study with the entire processes conducted from the early beginning research to the end, and the summary of the methodology used in this study. Then this chapter also summarizes the findings of the present study and concludes this study.

Furthermore, this chapter also concludes with some implications and recommendations. For instance, the implications on the field of study, the implication on the organizations, especially the smartphone companies, and the implication for the theory will be introduced and evaluated in this chapter, in which there are certain research contributions of this study. After that the recommendation will be given for the practice and the further researches.

5.2. Summary of the study

5.2.1. The summary of the five chapters

In chapter one, the study is conducted with the introduction and background, then some problems on the smartphone industry have been stated based on the situation of Malaysia marketplace. For instance, the three problems are competitions among the smartphone companies, the freak smartphone products in the market, and the rapid updating model in the smartphone market.

With the research questions and research objectives have been conducted, there are some significance of this study, such as the significance to the researches, to the smartphone companies in Malaysia market and to the customers of the smartphone in Malaysia. To better conduct this study, some assumptions have been stated. For

instance, it is assumed that the respondents answer the questions honestly and accurately, and these respondents can be representative in this study.

Then there are some limitation of this research introduced and evaluated. For instance, the research time is limited to submit for the researcher's Master Project, and research places is limited in Malaysia marketplace. After that the definitions of items have been introduced for the readers to understand this study easily, and the structure of the dissertation can help the readers understand this study with a clear structure.

In chapter two, the literature review is completed with the definitions and past researches on the independent variables such as the trust, social influence, responsiveness and the salesman's personality, and dependent variables, customer satisfaction based on the previous researches. With the research framework illustrated, it is easily found the variables in this study and the research gap salesman's personality in this study.

In this study, there are two theories used, the customer satisfaction theory and the equity theory. With the theoretical framework illustration in chapter two, it makes this study easily understood by other readers or researchers. With the variables introduced and evaluated, the hypothesis development has been completed in with the past researches in this chapter two.

In chapter four, the research methodology is mainly conducted in this part. For instance, the study used the quantitative research method to explore the relationship between the

independent variables and dependent variables with the hypothesis set in the previous chapter. In this study, the correlation questionnaire is mainly designed to be used to study the customer satisfaction among the smartphone users in Malaysia.

With the correlation questionnaire designed, the measurement, the procedure and the respondent have been introduced, and analyzed to make sure that the research will be conducted with the data which is having normality, validity, and reliability. Then the correlation between the variable will be more accurate in the data analysis and the result generation. With the pre-testing, it is found that all the variables are in high reliability. Therefore, the data analysis in the chapter four can generate more accurate result for the customer satisfaction topic.

In chapter four, the data analysis has been completed on the demographic profile and the variables with the correlation questionnaire paper collected. It mainly conducted the descriptive analysis, normality analysis, validity analysis, reliability analysis, and correlation analysis within the software IBM SPSS in 25 version. Then the findings and discussion have completed in this part.

In the last chapter five, the study is concluded with the summary, findings and discussion, the implication of this study and the recommendations. The research contribution can also introduced and evaluated for the research, the smartphone companies, and the smartphone users. Then the recommendations are given for the practice and for the further researches.

5.2.2. Methodology

In this study, quantitative research methods is used with the correlation questionnaire designed to explore the relationship between the relationship between the independent variables including trust, social influence, responsiveness and salesman's personality, and the dependent variable customer satisfaction. In the questionnaire, the 5 digit scales are used for the measurement.

With the sampling frame, sampling size, and the technique designed and used, some smartphone users are selected with the probability sampling including the stratified sampling and simple random sampling. These are the respondents who are distributed with the questionnaire paper to collect the data, after the pre-testing of the data, with 30 samples data collected.

After the data collection, the data analysis will be conducted with the software IBM SPSS 25 version, to confirm the data collected with the normality, reliability, and validity. Then the correlation between the independent variables and the dependent variables has been conducted in this study, and the result is generated with the IMB SPSS, to prove and confirm the hypothesis set before. In this way, the study has been completed with this research methodology for the smartphone industry in Malaysia marketplace.

5.2.3. The summary of the findings of the present study

The first finding is that there is a positive relationship between trust and customer satisfaction in the smartphone industry in Malaysia market. In this case, if there is a smartphone company that can create a high trust among the smartphone users, the

smartphone users will have a high customer satisfaction level on this brand of smartphone company.

The second finding is that there is a positive relationship between social influence and customer satisfaction in the smartphone industry. For instance, if the friends, relatives, and parents of one smartphone user are satisfied with this smartphone, generally, this smartphone user also satisfied with this brand of smartphone. When more users are satisfied, this can influence others to build a positive satisfaction level.

The third finding is that there is a positive relationship between responsive and customer satisfaction in the smartphone industry, but the responsiveness has a less influence on the customer satisfaction. For instance, if the smartphone company can be easily contact and response to the customers' requirement, this smartphone company usually can get a high customer satisfaction among the smartphone users.

The fourth finding is that there is a positive relationship between salesman's personality and customer satisfaction in the smartphone industry. As the research gap, the salesman's personality has the highest influence on the customer satisfaction, among these four independent variables. For instance, if the salesman has a good personality in smartphone company, such as the salesman knowing more products knowledge and market knowledge and the salesman with more skills making customer have a enjoyment experience, the customers will have a high satisfaction level in the smartphone industry.

5.3. Conclusions

The research objective is to determine the relationship between trust and customer satisfaction, the relationship between social influence and customer satisfaction, the relationship between responsiveness and customer satisfaction, and the relationship between salesman's personality and customer satisfaction. With the data collected from the respondents, it results in that there is a positive relationship between the independent variables and customer satisfaction.

Among these four variables, trust, social influence, responsiveness, and salesman's personality, the salesman's personality has the highest influence on the customer satisfaction, which is followed by the variable, trust. The social influence and the responsiveness have a positive relationship on customer satisfaction, but they have less influence than that the salesman's personality and trust do.

In the smartphone industry, the salesman's personality, as the research gap in this research, has been tested and evaluated to show that there is a positive relationship between salesman's personality and customer satisfaction. Moreover, among the total 297 respondents, the salesman's personality has the highest influence on the customers satisfaction to the smartphone brands and smartphone companies in the market of Malaysia.

In conclusion, in the smartphone industry in Malaysia, the salesman's personality, trust, the social influence, and the responsiveness can influence the customer satisfaction among the smartphone users, with the different levels of influences. Therefore, the smartphone companies should pay attention on these factors to improve their customer satisfaction level in the market, then these smartphone companies may increase their

competitive advantages and market share in Malaysia.

5.4. Implications

After this topic researched, the data analyzed and conclusion conducted above, it is easily found that there are some implications from this study, such as the implication on the field of the study, the implication on the organization, especially the smartphone companies, and the implication for the theory. In this section, it will be shown with the detailed analysis on the three areas.

5.4.1. Implications on the field of study

For the the implication on the field of study, it is easy to find many factors which can affect the customer satisfaction in the smartphone industry. Before this study, there is less study on the salesmen personality, some researchers just focus it on the brand equity field. This study focused on salesmen personality as the research gap, and conducted the research in the customer satisfaction filed. With the data analysis on the topic of customers satisfaction, salesman personality is one of the greatest contribution and implication to be studied its influence on customers satisfaction.

Moreover, the smartphone is wildly used in the life and plays an implacable role in the modern life. Nowadays, more researches are on the mobile commerce, the business with the smartphone, and this kind business is conducted with the smartphone, this devices support. This study may have the implication on this smartphone field to study the users' satisfaction in Malaysia. Hence, this study may contribute to the smartphone industry

development in Malaysia.

This study has some contribution to the customer satisfaction study. For instance, the research gap in this study is the salesman's personality which never done in the customer satisfaction ares, with the research completion, this study results in that the better salesman's personality has, the higher customer satisfaction level there will be. In this study, it results in the different influence on the customer satisfaction among the four variables in Malaysia market. These influences may be different from other researches conducted in different industry and different market.

5.4.2. Implications for organizations: The smartphone companies

This study has a great implication on the smartphone companies, especially for their marketing department to help them to do the marketing plan rationally and accurately. For instance, the one of the findings in the study is that there is a positive relationship between salesman's personality and customer satisfaction, and the salesman's personality has the highest influence in the smartphone industry in Malaysia. Therefore, the smartphone companies can train their salesman to improve their skills to meet the customer demand and satisfaction in the market.

Secondly, between the trust and the customer satisfaction, there is also a positive relationship with the second highest influence among the four variable in this study. In this case, the smartphone companies can try their best to apply certain strategies to build the trust among the customers in the market in Malaysia, then they may improve their customer satisfaction levels to gain the market share.

Thirdly, this study has the implications on the smartphone companies adjusting the strategies. In this study, it shows that the influence of the social influence, and the responsiveness have lower influence than that of the salesman's personality and trust,. Then the smartphone companies can adjust their strategies. For instance, before this company can apply more customer services with a quick response to attract customers, but after reading this study, they may put their limited resource on the salesman much more than before, like setting more training opportunities to improve the salesman's skills and ability to improve the smartphone companies' competitive advantages.

Then this study has the implication on the smartphone companies by offering the real research with the respondents in Malaysia. Although the size of the research for the smartphone companies to conduct their research is a little small, this study can also reflect some opinions of the respondents who may be the customers of the smartphone companies. With these opinions reflected and the result generated in this study, it can referred by the smartphone companies to improve their products and services in the future.

Furthermore, this study has contribution to the smartphone industry and smartphone companies. With the topic of customer satisfaction in the smartphone industry conducted, the smartphone companies will improve their product and services to increase their customers satisfaction levels. For instance, in this study, the four variables are researched, then the smartphone companies can implementation the new strategy according to these variables to improve themselves and gain more competitive advantages in the Malaysia marketplace.

If more and more smartphone companies pay more attention on the smartphone users satisfaction, based on this study, they may provide high quality products and excellent customer services, such as to response the customers quickly and effectively, and providing the high quality salesman to explain and servicing the new customers. In this way, more smartphone companies will get high customer satisfaction level in the market. With the positive competitions among the smartphone companies, the smartphone industry will have a better development in the market.

5.4.3. Implications for theory

This study has the implication on the theory. It is because that the customer satisfaction is dynamic in the market, but the theory is not. This study can contribute to the theory that the theory is still correctly to be used in the customer satisfaction area, but certain items have little different from the previous research conducted before.

In this study, the research is conducted with the predictors of the customers satisfaction among the smartphone users in Malaysia. Then the customer satisfaction research is conducted and this study results in that the four independent variables, consisting of trust, social influence, responsiveness and salesman's personality, all the variables can influence the customer satisfaction, but the salesman's personality with the highest influence in this study.

The variable, trust, has a high influence on the customer satisfaction in the previous researches, but this study show that the salesman's personality has high influence than the trust does. This point is never conducted before, and this little difference is found in this study, so it can be confirmed that in the smartphone industry, the customer

satisfaction theory is different from that in other industries. This is the implication of this study on the theory.

5.4.4. Implications for the smartphone users

This study can also contribute to the smartphone users. For instance, in this study, it is found that some variables such as trust, social influence, responsiveness, and salesman's personality will affect smartphone users satisfaction. In this case, when a customer plans to purchase a new model of smartphone, this study can be referred for them to determine and compare the different brand of smartphones, then they may make a smart decision during their purchasing.

5.6. Recommendations

Based on the researched completed on the customer satisfaction in the smartphone industry in Malaysia, there are recommendations will be given for the practice and the further research to contribute to the further development on this topic of customer satisfaction or in the smartphone industry. There are also some recommendations to the smartphone companies and the customers in Malaysia.

5.6.1. Recommendations for practice

5.6.1.1. The recommendations for the smartphone companies

Firstly, from this study, it shows that the salesman's personality is the highest influence to the customers satisfaction. Therefore, the smartphone companies can train the salesman to improve their skills, or recruit and select some more skillful salesman to work for the smartphone company to improve their customer satisfaction level and gain more competitive advantages in the market.

For instance, the smartphone company can provide the training opportunities to their salesperson to make them have great deal of products knowledge and market knowledge. Then with this skills, the smartphone salesperson can know and understand their customers well and explains them to make them have a better understood on the smartphone products. In this way, the companies may have a higher customer satisfaction in the market.

Secondly, from this study, it is recommended that the smartphone companies should build good trust among the smartphone users. For example they can try their best to make the right claim and behave ethically. Moreover, they can provide the smartphone information reliable, and they can have the users interests at their heart. When they design the products, the smartphone companies can take account of the users wishes and needs.

Even though the social influence and responsiveness have a less influences than the trust and salesman's personality, the company still can use these two factors to help their customers to improve their satisfaction. For instance, in the advertising, the smartphone companies can affect and attract the customers to affect their purchasing behavior.

In the customer satisfaction service center, the smartphone companies can improve there responsiveness to increase their customer satisfaction. For instance, their customer service center can be easily contacted and the service center should quickly reply the requests of the customers. In this way, the smartphone companies can improve their responsiveness to increase their customer satisfaction in the market.

5.6.1.2. The recommendations for the smartphone users

From the study, it is recommended that the smartphone users can make smart decision based on this variables in this research. For instance, firstly the customers determine their needs and wants on the smartphones. Then they can check and search some information about the smart phone companies and smart phone brands information, such as their trust among the smartphone users. After that they can check their parents friends and relatives to find whether it is widely used in the market or not

Furthermore, the users can check this brand situation on the customer service to check whether it can reply quickly and response quickly on the customers' requests or not. Then the customers can find the salesman to inquiry more information about the smartphone devices. In this case, the customers can compare and contrast the different brands then they may have higher customer satisfaction, after their purchasing behavior.

5.6.2. Recommendations for future research

In this study, it is researched the customer satisfaction among the smartphone users in Malaysia. For the further study, firstly it is recommended that this topic can be studied in other industries and other marketplace. Secondly, it is recommended that the further study can be conducted with larger sampling size, with more data collected from the respondents, the result may reflect the customers opinions more accurately in the market of Malaysia.

The secondary recommendation for the further research is to conduct the research with the qualitative research method. For instance, in the smartphone industry, the study on the influence of the salesman's personality on the smartphone users satisfaction can be conducted with the rapid development smartphone companies in Malaysia as the case study like the brand HUAWEI, OPPO, VIVO and other smartphone brands in the further study.

Another recommendation is that in the further study the respondents with high employment position such as the managers and executives can be researched, due to the general employment positions are mainly researched and studied in this study. In the further study, this topic can be conducted with the executive respondents only, then the smartphone companies may refer to the study to design a new product model for the executive customers.

The fourth recommendation is that the further study can be conducted in the East Malaysia. This study is focusing on the smartphone users in West Malaysia, and the questionnaire papers was distributed in the West Malaysia. Therefore, the further study can be done in East Malaysia to enhance the study of the customer satisfaction in Malaysia.

Finally, it is recommendation that the further study can also be conducted on the business or the industry related to the smartphone, such as the mobile commerce in Malaysia, because the mobile commerce is rapidly developing in the market and the smart wireless payment approaches are wildly used in the market in Malaysia. With the result in this study, the further researches may be conducted easily and effectively in the

future.

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Appendices:

Appendix A: The questionnaire



SEGi University & Colleges

Graduate School of Business

Master Research Project

Dear respected respondents,

I am Guan Yu Chen, a student from SEGi University and conducting a research on the Smartphone Users Satisfaction. This research is the fulfillment of completing my Master of Business Administration Project at SEGi University.

All of the information gained is crucial to assist me to complete my project paper, which is titled as **Predictors of Customer Satisfaction among Smartphone Users in Malaysia.**

I would appreciate if you spend about 10 minutes of your time to complete this questionnaire. There are **THREE** sections in this questionnaire, please kindly answer All the questions and specify your agreement or disagreement level by putting check mark in the appropriate box.

All information given by the respondents will be classified as **Confidential**. All responses given will remain confidential and will be used for **Academic Purposes** only.

Thank you for your co-operation.

Guan Yu Chen

Student ID: SUKD1701674

Phone: 0163453251

Section A:

Please read the following statements, and tick (✓) appropriately in the box that best explains your opinion.

Strongly disagree	1
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Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Customer Satisfaction	1	2	3	4	5
1. I feel I have made the right decision when buying this smartphone brand.					
2. My purchase expectations have been fulfilled.					
3. My shopping experience on this smartphone brand has proved satisfactory.					
4. Broadly speaking, I am satisfied with the way in which my purchase has been handled from this smartphone brand.					
5. In general, I have enjoyed in purchasing on this smartphone brand.					

Section B

Please read the following statements, and tick (✓) appropriately in the box that best explains your opinion.

Strongly disagree	1
Disagree	2
Neutral	3

Agree	4
Strongly Agree	5

Trust	1	2	3	4	5
1. I think that this smartphone brand fulfills its promises.					
2. I feel I can trust this smartphone brand.					
3. This smartphone brand never makes false claims on its promises.					
4. I think that this smartphone brand has its users' interests at heart.					
5. I think that this smartphone brand acts ethically in the smartphone industry.					
6. I think that the information offered by this smartphone brand is reliable.					
7. When designing its range of products, this smartphone brand takes account of users' wishes and needs.					

Social influence	1	2	3	4	5
1. Friends' suggestions and recommendations will affect my decision to use this smartphone brand.					
2. Family members or relatives have an influence on my decision to use this smartphone brand.					
3. I will use this smartphone brand if the products are widely used by people in my community.					

Responsiveness	1	2	3	4	5
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1. It is easy to get in contact with this smartphone brand service centers.					
2. This smartphone brand service centers are interested in giving feedback to me.					
3. This smartphone brand service centers quickly reply to my requests.					

Salesperson's personality	1	2	3	4	5
1. This smartphone salespersons have a great deal of product knowledge.					
2. This smartphone salespersons have a great deal of market knowledge.					
3. This smartphone salespersons know and understand their customers very well.					
4. This smartphone company has highly skilled employees, such as salespersons.					

Section C: Demographic Profile

Please tick (√) your answer

1. Gender: Male Female
2. Age: _____
3. Race: Malay Chinese India Others _____
4. Academic qualification: SPM STPM Diploma Degree Master PHD Other. Please specify _____
5. Monthly income: Below RM 2000 RM 2000-RM 3000
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Std. Deviation	.50077	5.54320	1.05933	1.33428	1.15722	.93883	.52167
Variance	.251	30.727	1.122	1.780	1.339	.881	.272
Skewness	.034	1.665	.500	-.362	.756	-.310	-1.945
Std. Error of Skewness	.141	.141	.141	.141	.141	.141	.141
Kurtosis	-2.012	3.061	-1.011	.712	-.492	-.843	2.927
Std. Error of Kurtosis	.282	.282	.282	.282	.282	.282	.282
Minimum		17.00		GCSE	< RM 2,000	< 2 years	1.00
Maximum		50.00		PHD	>RM 5,000	>8 years	3.00

Appendix C: The respondents profile

The respondents profile						
		Frequency	Percent	Valid Percent	Cumulative Percent	
Gender	Valid	Male	151	50.8	50.8	50.8
		Female	146	49.2	49.2	100.0
		Total	297	100.0	100.0	
Age Category	Valid	Below 17	1	.3	.3	.3
		18 - 22	131	44.1	44.1	44.4
		23 - 27	113	38.0	38.0	82.5
		28 - 32	27	9.1	9.1	91.6
		33 - 37	9	3.0	3.0	94.6
		38 - 42	13	4.4	4.4	99.0
		43 and above	3	1.0	1.0	100.0
		Total	297	100.0	100.0	
Race	Valid	Malay	59	19.9	19.9	19.9
		Chinese	146	49.2	49.2	69.0
		India	19	6.4	6.4	75.4
		Others	73	24.6	24.6	100.0
		Total	297	100.0	100.0	
Education	Valid	SPM	21	7.1	7.1	7.1
		STPM	22	7.4	7.4	14.5
		Diploma	18	6.1	6.1	20.5
		Degree	146	49.2	49.2	69.7
		Master	66	22.2	22.2	91.9
		PHD	10	3.4	3.4	95.3
		Other	14	4.7	4.7	100.0
		Total	297	100.0	100.0	
Monthly Income	Valid	Below RM 2,000	115	38.7	38.7	38.7
		RM 2,000 - RM 3,000	88	29.6	29.6	68.4
		RM 3,001 - RM 4,000	45	15.2	15.2	83.5
		RM 4,001 - RM 5,000	40	13.5	13.5	97.0
		RM 5,001 and Above	9	3.0	3.0	100.0
		Total	297	100.0	100.0	
Usage Time	Valid	Less than 2 years	27	9.1	9.1	9.1
		3-5 years	80	26.9	26.9	36.0
		5-8 years	108	36.4	36.4	72.4
		8 years and above	82	27.6	27.6	100.0
		Total	297	100.0	100.0	
Employment Position	Valid	Executive	12	4.0	4.0	4.0
		Manager	52	17.5	17.5	21.5
		Others	233	78.5	78.5	100.0
		Total	297	100.0	100.0	

Appendix D: Descriptive Statistics for Variables

Descriptive Statistics					
Trust	N	Minimum	Maximum	Mean	Std. Deviation
1. I think that this smartphone brand fulfills its promises.	297	1.00	5.00	4.1212	.78765
2. I feel I can trust this smartphone brand.	297	1.00	5.00	4.1987	.79542
3. This smartphone brand never makes false claims on its promises.	297	1.00	5.00	3.4343	.87567
4. I think that this smartphone brand has its users' interests at heart.	297	1.00	5.00	4.0404	.82100
5. I think that this smartphone brand acts ethically in the smartphone industry.	297	1.00	5.00	3.6902	.91441
6. I think that the information offered by this smartphone brand is reliable.	297	1.00	5.00	4.1044	.88868
7. When designing its range of products, this smartphone brand takes account of users' wishes and needs.	297	1.00	5.00	4.2761	.84101
Valid N (listwise)	297				
Social influence	N	Minimum	Maximum	Mean	Std. Deviation
1. Friends' suggestions and recommendations will affect my decision to use this smartphone brand.	297	1.00	5.00	3.6700	1.17930
2. Family members or relatives have an influence on my decision to use this smartphone brand.	297	1.00	5.00	3.8687	1.09341
3. I will use this smartphone brand if the products are widely used by people in my community.	297	1.00	5.00	3.8013	1.02877

Valid N (listwise)	297				
Responsiveness	N	Minimum	Maximum	Mean	Std. Deviation
1. It is easy to get in contact with this smartphone brand service centers.	297	1.00	5.00	3.8586	1.22483
2. This smartphone brand service centers are interested in giving feedback to me.	297	1.00	5.00	3.7407	1.03493
3. This smartphone brand service centers quickly reply to my requests.	297	1.00	5.00	3.3603	1.10657
Valid N (listwise)	297				
Salesman's personality	N	Minimum	Maximum	Mean	Std. Deviation
1. This smartphone salespersons have a great deal of product knowledge.	297	1.00	5.00	3.9461	.97457
2. This smartphone salespersons have a great deal of market knowledge.	297	1.00	5.00	3.8687	.91880
3. This smartphone salespersons know and understand their customers very well.	297	1.00	5.00	3.8013	.97828
4. This smartphone company has highly skilled employees, such as salespersons.	297	1.00	5.00	3.7946	1.00417
Valid N (listwise)	297				
Customer satisfaction	N	Minimum	Maximum	Mean	Std. Deviation
1. I feel I have made the right decision when buying this smartphone brand.	297	1.00	5.00	4.2088	.87583
2. My purchase expectations have been fulfilled.	297	1.00	5.00	4.0000	.84229

3. My shopping experience on this smartphone brand has proved satisfactory.	297	1.00	5.00	3.8283	.85866
4. Broadly speaking, I am satisfied with the way in which my purchase has been handled from this smartphone brand.	297	1.00	5.00	4.0572	.83429
5. In general, I have enjoyed in purchasing on this smartphone brand.	297	1.00	5.00	4.2896	.94636
Valid N (listwise)	297				

Descriptive											
		TRU		SI		RES		SP		CS	
		Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error
Mean		3.9808	.0321	3.7800	.0529	3.6532	.0546	3.8527	.0417	4.0768	.0365
95% Lower Confid Interval for Mean	Lower Bound	3.9175		3.6760		3.5457		3.7706		4.0049	
	Upper Bound	4.0440		3.8840		3.7607		3.9348		4.1486	
5% Trimmed Mean		4.0228		3.8461		3.7220		3.8975		4.1345	
Median		4.0000		4.0000		4.0000		4.0000		4.2000	
Variance		.307		.830		.886		.517		.396	
Std. Deviation		.55382		.91095		.94152		.71923		.62927	
Minimum		1.29		1.00		1.00		1.50		1.40	
Maximum		5.00		5.00		5.00		5.00		5.00	

Range	3.71		4.00		4.00		3.50		3.60	
Interquartile Range	.57		1.00		1.00		.75		.70	
Skewness	-1.402	.141	-1.092	.141	-1.255	.141	-.961	.141	-1.502	.141
Kurtosis	3.807	.282	.856	.282	1.053	.282	1.124	.282	3.051	.282

Appendix E: The normality test

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
TRU	.130	297	.000	.908	297	.000
SI	.174	297	.000	.899	297	.000
RES	.209	297	.000	.862	297	.000
SP	.143	297	.000	.932	297	.000
CS	.152	297	.000	.880	297	.000
a. Lilliefors Significance Correction						

Appendix F: The Validity Test: KMO and Bartlett's Test

KMO and Bartlett's Test						
		Trust	SI	RES	SP	CS
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780	.667	.695	.712	.801
Bartlett's Test of Sphericity	Approx. Chi-Square	523.460	247.521	260.436	258.630	348.954

	df	21	3	3	6	10
	Sig.	.000	.000	.000	.000	.000

Appendix G: The Correlations Test

		Correlations				
		SP	TRU	SI	RES	CS
SP	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	297				
TRU	Pearson Correlation	.319**	1			
	Sig. (2-tailed)	.000				
	N	297	297			
SI	Pearson Correlation	.050	.118*	1		
	Sig. (2-tailed)	.394	.041			
	N	297	297	297		
RES	Pearson Correlation	.139*	.128*	.187**	1	
	Sig. (2-tailed)	.017	.028	.001		
	N	297	297	297	297	
CS	Pearson Correlation	.513**	.462**	.152**	.111**	1
	Sig. (2-tailed)	.000	.000	.009	.006	
	N	297	297	297	297	297
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).						

Appendix H: The Reliability Test

Reliability Statistics		
Variables	Cronbach's Alpha	N of Items
Trust	.776	7
Social Influence	.768	3
Responsiveness	.786	3
Salesman's personality	.728	4
Customer satisfaction	.769	5

Appendix I: The Multiple Regression Test results

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
1	Trust	.462 ^a	.213	.210	.55918
2	Social Influence	.152 ^a	.023	.020	.62300
3	Responsiveness	.111 ^a	.012	.009	.62642
4	Salesman's Personality	.513 ^a	.263	.260	.54126
a. Predictors: (Constant), TRU, SI, RES, SP					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.967	1	24.967	79.847	.000 ^b

	Residual	92.243	295	.313		
	Total	117.210	296			
2	Regression	2.713	1	2.713	6.991	.009 ^b
	Residual	114.496	295	.388		
	Total	117.210	296			
3	Regression	1.450	1	1.450	3.696	.006 ^b
	Residual	115.759	295	.392		
	Total	117.210	296			
4	Regression	30.787	1	30.787	105.089	.000 ^b
	Residual	86.423	295	.293		
	Total	117.210	296			
a. Dependent Variable: CS						
b. Predictors: (Constant), TRU, SI, RES, SP						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.989	.236		8.434	.000

	TRU	.524	.059	.462	8.936	.000
2	(Constant)	3.679	.155		23.808	.000
	SI	.105	.040	.152	2.644	.009
3	(Constant)	3.805	.146		26.085	.000
	RES	.074	.039	.111	1.922	.006
4	(Constant)	2.349	.171		13.704	.000
	SP	.448	.044	.513	10.251	.000
a. Dependent Variable: CS						

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