

**FACTORS INFLUENCING CUSTOMER SATISFACTION OF AN
ONLINE CLOTHING STORE: A CASE STUDY OF
'TENDENCIES' ONLINE STORE**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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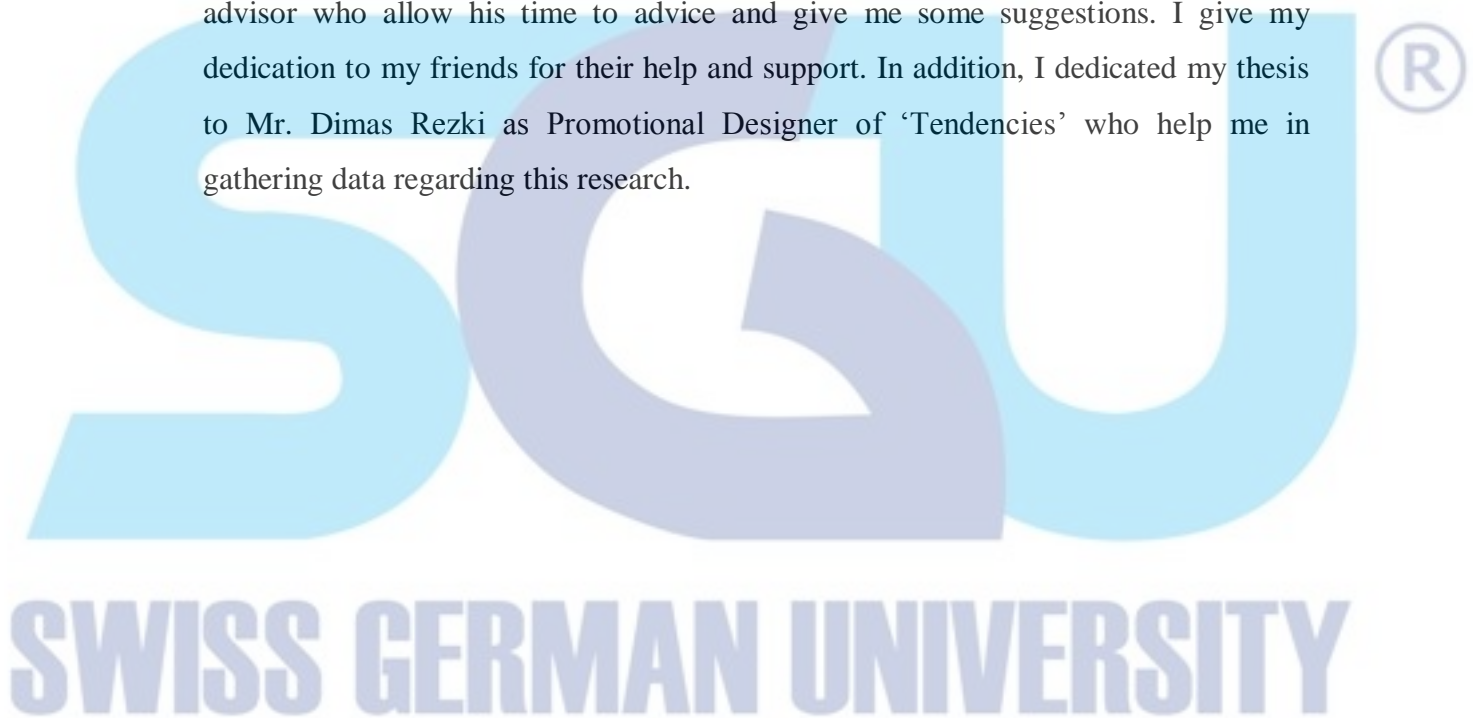
Rudy Tobing, SE., MBA, Thesis Advisor

Online clothing market consists of a lot of brands. One of them is 'Tendencies'. In order to doubled their income by encouraging more repeat buying, 'Tendencies' online store can satisfy their customers through three variables; convenience, website appearance and interaction between buyer and seller. This research conducted by distributing the questionnaire to 85 customers of 'Tendencies' online store. Then ordinal regression analysis is used to study whether these three variables influence 'Tendencies' online store's customer satisfaction or not. This study provides information about factors influencing customer satisfaction of 'Tendencies' online store. Based on the research, from three variables above, only two of them significantly influence customer satisfaction of 'Tendencies' online store. Some recommendations are given in order to maximizing in satisfying 'Tendencies' online store's customers and also for further research.

Keyword: Customer satisfaction, online store, ordinal regression

DEDICATION

I dedicate this thesis to my parents, Mr. Priagung Suprpto and Mrs. Dewi Coryati, my brother, Priyadi Nugroho Ardi and my families. Without their patience, understanding, support and most of all love, the completion of this work would not be possible. Furthermore, I dedicated this study to Mr. Rudy Tobing SE., MBA as my advisor who allow his time to advice and give me some suggestions. I give my dedication to my friends for their help and support. In addition, I dedicated my thesis to Mr. Dimas Rezki as Promotional Designer of 'Tendencies' who help me in gathering data regarding this research.



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