

The Effect of E- Commerce on Customer Satisfaction in Malaysia

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ABSTRACT Building long-term customer relationships through customer satisfaction is one of the crucial keys to successful marketing including internet marketing. An organisation exists to satisfy customer wants and needs while meeting organisational objectives of increased sales and higher profit. The Internet is now firmly established as a new marketing tool. Marketers use the Internet to gather data for marketing planning. The Net has become an integral piece of the marketing mix, spawning new products and serving as both a digital distribution channel and an electronic storefront. Malaysians have not yet fully appreciated the benefits of Internet marketing in bringing increased customer satisfaction. However, this study indicates that there is a positive trend in increasing awareness of the benefits of Internet marketing. Some of them such as global access and the 24-hour availability of the Internet, convenience, increase product information, and the availability of special services in the Internet were recognised as ways of enhancing customer satisfaction. One significant obstacle expressed by the respondents in this research was the fear of payment in security in the Internet. The time for rapid development in Internet marketing has come. It is inevitable that more and more businesses are and will be going online. The question in everyone's mind is, "*Will Internet marketing bring increased customer satisfaction, and hence, increased sales and profitability?*" The objective of this research is aimed at studying how Malaysians view Internet marketing in comparison with traditional marketing as a tool in building long-term customer relationships through customer satisfaction.