Chapter 4: Research Results

4.1   Introduction

From the previous chapter, it is understood that a systematic research process and procedure was undertaken for data collection. The collected data was then processed and analysed using SPSS software for interpretations. In this chapter, the author presents the results and analyses for each hypothesis. The significance of relationships of all the constructs is explored and explained hereafter. To demonstrate better understanding, some frequent summary tables and figures of results are presented.

As mentioned in the section 3.4.4, the author has fixed the significance of test results based on the probability level (p value) at significant of $p<0.01$. All probabilities reported are based on two-tailed tests.

4.2   Respondents

The author has collected 230 valid and usable responses. Those responses were collected from the randomly selected Malaysian at the shopping malls such as Pavilion KL and Suria KLCC. Appendix B shows that 59.1% of the respondents are female and 40.9% are male. Almost 40% of the respondents are from age range 31-40 years followed by respondents who aged 21-30 years (32.6%), 41-50 years (11.7%), 51-60 years (9.6%), respondents below 21 years old (4.8%) and respondents who aged more than 60 years old (1.7%). It is concluded that 70% of the respondents are Chinese consumers, followed by Malay consumers (19.6%), Indian consumers (7%) while other ethnic groups such as Sikhs and Eurasians stand for 3.5%.

From the total respondents, 51.7% are married and 47% are still single. More than 1/3 of the respondents are holding degree or professional degree. It is followed by respondents who possess education level equivalent to SPM and STPM (24.3%), respondents with certificate of diploma (21.7%) and 12.2% of them are having education level of PMR or below.

Almost half of the respondents are holding Assistant manager/Senior executive/Executive posts in their respective organisations. 25.2% of the respondents are from middle management and only 6.1% was from top management. 56.5% of the respondents are drawing RM2,001 – RM5,000 per month and only a total of 12.8% are drawing monthly salary of more than RM8,000.

The author concludes that the majority of the respondents are young and in the middle income group. Many of the respondents are from Generation X, Y and the Millennial. They are information technology savvy and highly rely on internet technology.

4.3   Reliability

The author employed one of the commonly used indicators of internal consistency- Cronbach's Alpha Coefficient to investigate the reliability of all variable in the scale. As refer to Appendix C, the overall Cronbach's Alpha Coefficient was 0.835. As the Cronbach's Alpha Coefficient ideally should be above 0.7, the resulting scales are therefore acceptable and sufficiently reliable.

Furthermore, from the Item-Total Statistics (in Appendix C), under the column of Corrected Item-Total Correlation which indicates the degree to which each item correlated with the total score, System Availability and Privacy variables show a low value (0.071 and 0.13 respectively). If the value in Corrected Item-Total Correlation column shows less than 0.3, it indicates that the variable is measuring something different from the scale as a whole. Not only that, in the column of Alpha if Item Deleted, the results show that by removing System Availability and Privacy variables, the Cronbach's Alpha Coefficient for both variables can be increased to 0.847 and 0.851 respectively. These two figures are higher than the current Cronbach's Alpha Coefficient (0.835).

Furthermore, all components of the questionnaires have been statistically validated in previous research. Regarding content validity, questions in the instrument were based on previous research and findings, it was shown that the content of the questionnaire is valid.

4.4   Test of Hypotheses

In this section, the author will elaborate on the outcomes of the testing of all eight proposed hypotheses. The results were generated by using SPSS software version 16.0 and all the SPSS outputs are attached in the Appendices section at the end of this report.

4.4.1 Testing of H1 to H5

As mentioned in the section 3.3, H1 to H5 were proposed as follows:

H1: Efficiency of the web site will significantly influence the consumer's online perceived value.

H2: Availability of the web site system will significantly influence the consumer's online perceived value.

H3: Fulfillment of the service promised during the purchase from the web site will significantly influence the consumer's online perceived value.

H4: Web site privacy will significantly influence the consumer's online perceived value.

H5: Pricing of online ticket will significantly influence the consumer's online perceived value.

For H1, H2, H3, H4 ad H5, multiple regression analysis was using to determine the correlation between Online Perceived Value and its proposed antecedents namely Efficiency, System Availability, Fulfillment, Privacy and Price. The results refer to Appendix D.

The correlations between the variables are provided in the table labeled as Correlations (refer to Appendix D). Results show that all independent variables except System Availability and Privacy correlate substantially with the dependent variable (above 0.3). In the same table, the Tolerance value for all five variables are more than 0.10, it indicates that the multiple correlation

with other variables is low. In addition, all the VIF values in the column are well below the cut-off of 10 which explain that the author has not violated the multicollinearity assumption.

In the Normal Probability Plot, the graph shows a straight diagonal line from bottom left to top right. This shows no major deviations from normality. In the Scatterplot of the standardised residuals, all the residuals are rectangular distributed with most of the scores concentrated in the centre (along the 0 point).

In the table of Residuals Statistics (refer Appendix D), the maximum value of Cook's Distance is showing 0.134, suggesting that there is no major problems.

In the Model Summary table, all the independent variables (Efficiency, System Availability, Fulfillment, Privacy and Price) collectively explain 51.4% of the variance (R^2) in the online Perceived Value from consumers' perspective. The result is significant, as indicated by the F-value of 47.475.

In the Coefficients box, the Beta column under the Standardised Coefficients show that the Beta value for Efficiency, Fulfillment and Price variables are the highest. This means that these 3 variables make the major contributions to explain the online Perceived Value. The Sig. values of these 3 variables are less than 0.01 ($p<0.01$). Then the variables are making significant contributions to the prediction of the dependent variable.

Therefore, to answer the H1 to H5, it is concluded that the Efficiency, Fulfillment and Price dimensions are significantly influenced the online Perceived Value, which $F(5,224) = 47.475$, $p<0.01$. However, the results show

that the System Availability and Privacy dimensions are insignificant in influencing the online perceived value. The summary of the results is shown as follows:-

Table 4.1: Summary of results of Testing H1 to H5

	Hypothesis	Result
H1	Efficiency of the web site will significantly influence the consumer's online perceived value.	**Supported**
H2	Availability of the web site system will significantly influence the consumer's online perceived value.	Not Supported
H3	Fulfillment of the service promised during the purchase from the web site will significantly influence the consumer's online perceived value.	**Supported**
H4	Web site privacy will significantly influence the consumer's online perceived value.	Not Supported
H5	Pricing of online ticket will significantly influence the consumer's online perceived value.	**Supported**

4.4.2 Testing of H6 to H8

As mentioned in the section 3.3.6, 3.3.7 and 3.3.8, the following H6, H7 and H8 were hypothesised:

*H6: Online Perceived Value will significantly influence the level of E-Satisfaction.*

H7: E-satisfaction will significantly influence the level of E-trust with Trust Propensity as a moderator variable.

H8: E-Trust will significant in influence the level of E-Loyalty.

4.4.2.1 Mediating effect on Perceived Value, e-Satisfaction, e-Trust and e-Loyalty

A complete mediating effect (M) on the relationships between independent variable (X) and dependent variable (Y) is tested on all the variables in H6, H7 and H8. As mentioned in section 3.4.5, two separate equations were tested with Sobel test.

First Equation
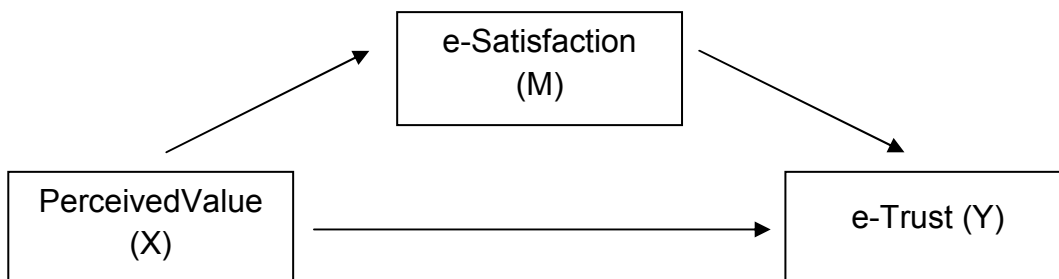
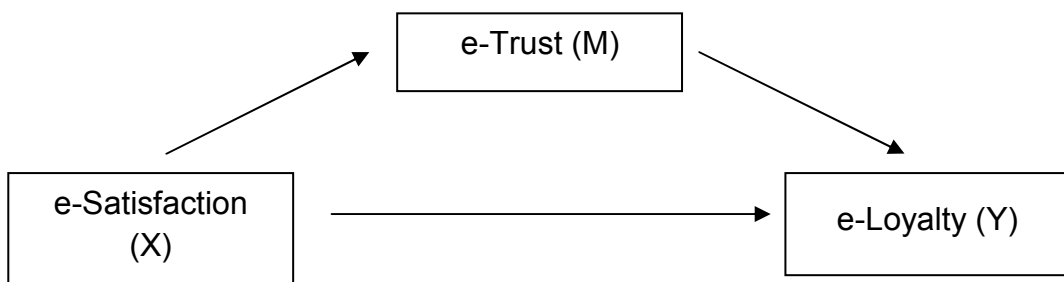
According to the Sobel test, under the Direct and Total Effects table (as shown in Appendix E), results indicate that:

a) There was a significant relationship between Perceived Value and e-Satisfaction (t=12.0331, p=0.0000);

b) There was a significant relationship between Perceived Value and e-Trust (t=11.0895, p=0.0000); and

c) There was a significant relationship between e-Satisfaction and e-Trust (t=4.2842, p=0.0000) and a significant relationship between Perceived Value and e-Trust (t=6.3265, p=0.0000).

Under the Indirect Effect table of Sobel test, the significant value (Z=4.0237, p=0.0001) indicates that e-Satisfaction is a significant mediator between Perceived Value and e-Trust.

It is concluded that there was a significant relationship between the Perceived Value and e-Trust variables and a significant relationship after controlling for the mediator (e-Satisfaction). Therefore, e-Satisfaction could be regarded as a partial mediator in Perceived Value and e-Trust link.

Second Equation

According to the Sobel test, under the Direct and Total Effects table for Second Equation, results (as shown in Appendix E) indicate that:

a) There was a significant relationship between e-Satisfaction and e-Loyalty (t=13.2599, p=.0000);

b) There was a significant relationship between e-Satisfaction and e-Trust (t=9.7208, p=.0000); and

c) There was a significant relationship between e-Loyalty and e-Trust and (t=8.0687, p=.0000) and a significant relationship between e-Satisfaction and e-Loyalty (t=8.2521, p=.0000).

Under the Indirect Effect table of Sobel test, the significant value (Z=6.1892, p=0.0000) indicates that e-Trust is a significant mediator between e-Satisfaction and e-Loyalty.

It is concluded that there was a significant relationship between the e-Satisfaction and e-Loyalty variables and a significant relationship after controlling for the mediator (e-Trust). Therefore, e-Trust could be regarded as a partial mediator in e-Satisfaction and e-Loyalty link.

4.4.2.2 Moderating effect of the Trust Propensity on the relationship between e-Satisfaction and e-Trust

H7 proposes that the moderating effect of Trust Propensity on the e-Satisfaction and e-Trust relationship. A moderating effect of Trust Propensity on the relationship between e-Satisfaction and e-Trust must be characterised by significant interaction between e-Satisfaction x Trust Propensity. The details of results are presented in Appendix F.

The results presented in Table 4.2 confirmed the moderating role of Trust Propensity (t=-13.117, R^2=0.428, p<0.01) in the e-Satisfaction and e-Trust relationship. The coefficient of the interaction between e-Satisfaction and Trust Propensity is positive. This figure indicates that the higher Trust Propensity of customers, the steeper the slope of the relationship between e-Satisfaction and e-Loyalty is. Consequently, when customers with higher level of Trust Propensity, their e-Satisfaction level will strongly influences the degree of e-Loyalty.

Table 4.2: Results of multiple regressions for prediction of moderating role of Trust Propensity on e-Satisfaction and e-Trust (H7)

Variables	t	Standardised coefficient	Adjusted R^2	Model F
Stage 1				
e-Satisfaction	9.721*	0.541	0.290	94.494*
Trust Propensity	9.147*	0.581	0.265	83.665*
Stage 2				
e-Satisfaction				
Trust Propensity				
e-Satisfaction x Trust Propensity	13.117*	0.656	0.428	172.059*

Note : Dependent Variable=e-Trust; *p<0.01

Based on Table 4.2, it was concluded that the moderating variable (Trust Propensity) was the significant predictor (p<0.01) as it increases the model's adjusted R^2 to 0.428. This effect provides support for H7.

Therefore, to answer the H6 to H8, it is concluded that (a) the relationship between e-Satisfaction and e-Trust is influenced by Trust Propensity, and (b) the Perceived Value-Satisfaction-Trust-Loyalty logic is significant. The summary of the results is shown as follows:

Table 4.3: Summary of result of testing H6 to H8

	Hypothesis	Result
H6	Online Perceived Value will significantly influence the level of E-Satisfaction.	**Supported**
H7	E-satisfaction will significantly influence the level of E-trust with Trust Propensity as a moderator variable.	**Supported**
H8	E-Trust will significant in influence the level of E-Loyalty.	**Supported**

4.5 Conclusion

As discussed, in terms of online service quality dimensions, Efficiency, Fulfillment and Price were the most influential antecedents affecting online perceived value in Malaysian LCCs industry. Efficiency dimension was eventually more significant than Fulfillment and Price dimensions. A less-efficient web site can discourage consumers to buy ticket online.

However, according to the results, Malaysian consumers feel that the System Availability and Privacy of the web site were less prominent in their perceived value perceptions.

Beside, the perceived value-satisfaction-trust-loyalty logic was proven to be significant in this online ticketing context. It was also found that Trust Propensity is the partial moderating variable that affects the relationship between e-Satisfaction and e-Trust.

Having obtained the results with relevant data analysis technique, further elaborations and discussions will be presented in the next chapter for its indications and implications.