



**Using Statistical Techniques to Investigate Chinese Online Reverse Logistics
Customer Satisfaction**

**Submitted as one of the requirements to obtain
Sarjana Manajemen(S.M.)**

By

Hai Xu

014201900215

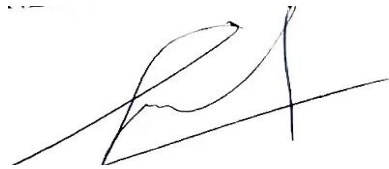
**FACULTY OF BUSINESS
MANAGEMENT STUDY PROGRAM
CIKARANG**

May 2023

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The Panel of Examiners declared that the thesis entitled “**Using Statistical Techniques to Investigate Chinese Online Reverse Logistics Customer Satisfaction**” which was submitted by Hai Xu in Management from the School of International Business was assessed and approved to have passed the Oral Examinations on May 24, 2023.

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In my capacity as an active student at President University and as the author of the thesis stated below:

Name: Hai Xu

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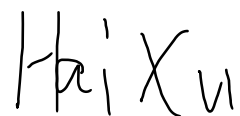
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ABSTRACT

The Chinese e-commerce industry has experienced significant growth. This paper summarizes the published research on the impact of reverse logistics on the repurchase intention of Chinese e-commerce customers, aiming to establish the relationship between variables such as return policy, transportation cost, limited return window and customer satisfaction, and repurchase intention. This paper summarizes published research on the impact of reverse logistics on customer satisfaction in e-commerce in China. The study collected data from 189 respondents through an online survey and analyzed it using SPSS. The results of this study are expected to be validated with previous research trying to test the fitting degree of SPSS data analysis results and previous research results.

Keywords: Reverse logistics, customer satisfaction, E-commerce

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May 2023

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