An Overview of E-Service Quality: Does it Trigger to Customer Satisfaction?

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ABSTRACT

Maintaining service quality and its related enhancement factors are an integral part of an organization. Due to the advancement of technology and e-commerce development, e-service quality has also become an important aspect that online stores must consider. Previous studies also agreed that enriching e-service quality triggers customers satisfaction. This study demonstrates an overview of e-service quality and customer satisfaction which has practical implications to the stakeholders by looking at the perspective from different angles. In this study, the researchers relied on existing studies that highlighted the impact of e-service quality on customer satisfaction. The suggestions and recommendation in this study will be helpful for academicians and practitioners.

KEYWORDS

E-commerce development, Service Quality, Online Shopping

INTRODUCTION

Over the past decade, the internet has provided customers with tremendous empowerment (Pires et al., 2006). There is a steady but noticeable decline in the number of brick-and-mortar stores as e-commerce takes over (Quora, 2017). Although physical stores provide convenience to consumers, online businesses give customers even more versatility by offering even greater convenience (Nguyen 2019). Customers may sit at their home, place their orders, pay with a credit card, and wait for the merchandise to be shipped to their residence. The online shopping market in Malaysia is expected to increase by 24.7% in 2020, according to data from Global Data's E-Commerce Analytics. As the demand reaches MYR51.6 billion (US$12.6 billion) by 2024, rising at a compound annual growth rate (CAGR) of 14.3% over the next five years, it is anticipated to rise by 14.3% annually.
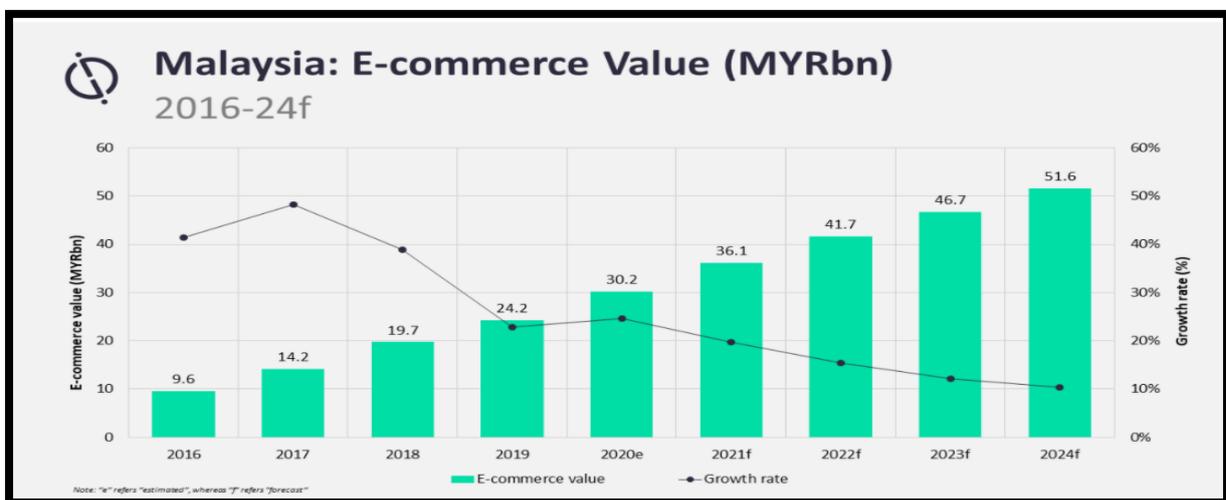

Figure 1: Statistics on Malaysian E-commerce (Source: Global Data, 2021)

Cultural changes have been commonly attributed to the accelerated use of information technology. Customers began buying their products over the internet instead of via conventional brick-and-mortar locations. E-commerce has been used to achieve a competitive edge for physical companies competing for consumers across conventional networks (Lee and Lin, 2005). In online companies, the number of entrants that enter the market is very limited because of the low barriers to entry (Wang et al., 2016). In terms of their consumer viewpoint, there are limited switching costs as they have the option to shop from one online store to another (Chang et al., 2017). Physical businesses and online businesses have consumers' physical and online consumer shopping interactions that impact future customer behaviour, such as repurchase intentions, visit intentions, and word of mouth (WOM) (Kaur & Soch, 2018).

Online shopping is faced with the toughest challenge of being able to offer and retain customer loyalty. One of the most important factors for companies to succeed in a dynamic electronic world is an approach that emphasizes delivering services. To ensure that customers feel a clear emotional link to the business, customers must be given exceptional service experiences and thus repurchase and be loyal to the company (Abrar et al., 2017). It is important to provide outstanding customer service to achieve a high degree of customer loyalty, which, in turn, enhances the probability of having favourable behavioural intentions (Brady and Robertson, 2001). Well-executed web sites with sound system and information content, and outstanding electronic service quality are critical to online retail success (Sharma & Lijuan, 2015). There have been several studies performed on the definition of e-service efficiency. However, regarding overall e-service efficiency, customer satisfaction, and repurchase intentions, there is a clear connection between e-service quality attributes and these outcomes, but no relationship with WOM (Ahmad et al., 2020). Additionally, Suhartanto et al. (2019) investigated the influence of device and electronic service quality on online loyalty by studying the effects of the device and electronic service quality on Taiwan's online shopping experiences. The results showed that the quality of devices and service has a significant effect on perceived value, which, in turn, has a major influence on online loyalty.

Additionally, Al-dweeri et al. (2017) found that higher e-service efficiency was found to positively impact three consumer behaviour intentions: purchase intentions, site revisit, and WOM. For online shoppers in the U.S., in their study of e-service efficiency and consumer loyalty, retention, repurchase intent, and WOM. Ahmad et al. (2020) demonstrated that good service quality was good for customer satisfaction, repurchase intentions, and business worth of female-owned small businesses in the U.S. The current studies on e-service quality may vary in both methods and performance, but no definitive conclusions can be drawn from them (Al-dweeri et al., 2017).

According to their study, Zhou et al. (2019) found that a high degree of trust is the most important factor in site-based e-commerce buyer acquisition. Although many studies investigate the impact of service quality on the degree of trust consumers have in online commerce, only a small number of these studies deal with online business. In the future, a paper from Rahman et al. (2020) tested the impact of e-service quality on trust within the services industry, and they found that trust was found to be a precursor of service quality. Besides, Rita et al. (2019) studied the airline industry and found that trust plays a critical role in driving buying intention for all service-oriented businesses.

LITERATURE REVIEW

Service quality is characterized as "the feature of the difference between the service promised to the customer and the customer's expectations of the actual service delivered (Parsuraman et al., 1988). A lot of focus in recent years has been given to the area of service marketing and business growth, as researchers investigate ways to enhance customer service efficiency (Shabbir et al., 2016). Furthermore, there has been significant consideration given to the project's conceptualization and measurement scales (Akter et al., 2013). It is evident that many industries, such as mobile banking, health management, telecommunications, online education, hotels, and tourism, have focused on the different aspects of service quality in specific industries (Farooq et al., 2017). Customers, in this case, equate the actual service delivery to their perceptions, which are created by their previous experiences, memories, and/or word of mouth. When this comparison is applied, it assists in ascertaining customer perceived service quality (Parasuraman et al., 1988). Concerning that, the studies found by Zeithaml et al. (1996) contend that a greater understanding of customers' perceived service quality is important in helping businesses enhance customer loyalty by providing quality services. Parasuraman et al. (1985) established a systematic model for measuring service quality comprised of ten dimensions, each of which represents one facet of service quality. This model comprises the following dimensions: Tangibles, Reliability, Responsiveness, Understanding Customers, Access, Communication, Reputation, Protection, Competence, and Courtesy. SERVQUAL, the earlier simplified model, has recently been referred to as SERVQUAL (Parasuraman et al. 1988) where it was described as including five dimensions, which are (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy. As the generally accepted ServQual scale, academicians, scholars, and practitioners have recognized it in multiple fields and different countries (Ali et al., 2017). There are definite consequences for consumers' expectations of service quality concerning the scale used by SERVQUAL (Parasuraman et al., 1994). Even though SERVQUAL has been commonly acknowledged and adopted by various scholars (Singh et al., 2019), some scholars have also faced criticism (Ferdous & Farooqi, 2017). Because it only checks customers' expected service quality, with no feedback from actual service quality.

In today's world of intense competition, it is extremely important to concentrate on providing enhanced service quality to better differentiate and advance an organization's success (Demir et al., 2020). Researchers have tried to clarify the subjective essence of service quality, looking at the dimensions and measurement problems in studies in the last decade (Mmutle, 2017). To that end, multiple researchers have dedicated significant resources to studying the link between

service quality and customer satisfaction, which has culminated in it being one of the key marketing tools (Afthanorhan et al., 2019). The value of service quality assessment has been greatly noted. However, the airline industry's state of service quality has still not been extensively examined and thus needs further investigation (Raza et al., 2020).

E-service efficiency has been the subject of several research studies, and various attributes and dimensions have been suggested to gauge it. The e-service quality research that Dabholkar (1996) did was conducted in an earlier era of e-services. The study's goal was to decide how customers shape perceptions about technology-based self-service quality. Based on those findings, Dabholkar identified five important attributes of e-service quality: quick delivery, simple use, dependability, good taste, and a high level of power. According to the report results, control and enjoyment were the major factors in service quality, while ease of use only played a role for the groups with long wait times and the control conditions. Neither the speed of delivery nor the service's reliability had any bearing on the quality of the service.

Many approaches exist to quantify service quality, with the most common being the SERVQUAL model (Parasuraman et al., 1985). Even though this model is still commonly used in studies (Oh & Kim, 2017), it is currently declining. In the online business domain, several researchers created many models that became known as SERVQUAL. These have been perhaps the most successful customized models, in terms of recognition: WebQual, developed by Barnes and Vidgen (2002) to name two of the most well-known ones, and eTailQ, designed by Wolfinbarger and Gilly (2003), which became very popular due to their recent success in winning a competition for e-service quality (2015). To serve as a measurement tool for websites that sell books, music, airline tickets, and hotels, Loiacono et al. (2002) created the WebQual™ scale. To increase the information in fit to the mission, boost the interactivity, enhance confidence, shorten response time, make it easier to understand, make operations easier, visualize the product, and retain the freshness of the visual appearance, we utilize WebQual™. This study is a valuable asset because it provides researchers with a reliable, proven way to assess website efficiency. Furthermore, it contributes to TAM's comprehension by making known the basic components of user-friendliness and usefulness.

METHODOLOGY

This study demonstrates an overview of e-service quality and customer satisfaction which has practical implications to the stakeholders by looking at the perspective from different angles. In this study, the researchers relied on existing studies highlighting the impact of e-service

quality on customer satisfaction. The suggestions and recommendation in this study will be helpful for academicians and practitioners.

DISCUSSION AND CONCLUSION

The study discussed one of the most rigorous models of e-service quality. It can better predict consumer behaviour relative to other scales and is less likely to overestimate the value of e-service quality attributes. Planned to expand our awareness of different country cultures concerning the many and varied ways in which e-service quality attributes can be important. In light of the research conducted by previous studies, previous studies have concluded that website design and security and privacy aspects of e-commerce are important.

Concerning the predictive capacity to influence consumer behaviour, it is more rigorous in its methodology because it integrates online store attributes. Using the measurement established by Blut et al., only Blut's (2016) study found a correlation between Wi-Fi and sleep issues (2015). To this day, various studies have implemented the WebQual, SERVQUAL, and E-S-QUAL metrics to assess e-service efficiency. Thus, this research utilized the hierarchical model of e-service efficiency, which strengthens the use of e-commerce alongside confidence, which is crucial because it expands on e-commerce use. Previous studies have tested the hierarchical model with satisfaction, purchase intention, and WOM in a single region.

Managers must understand the various aspects of e-service quality when building their online stores. Providing excellent service quality requires excellent website design with adequate details, visually appealing content, easy to make payments, and easy-to-read text. Also, businesses should introduce some type of discount or promotion system and make loading of pages fast. Beyond that, businesses must also make sure their goods are delivered on schedule, and they can make consumers' data privacy and protection a priority. Customer service was not regarded as critical enough to impact overall service quality in the Indonesian sense. Managers should concentrate on on-site design, protection and privacy, and fulfilment. The manager hires a website designer to make a nice website. This argument can be supported with the statement that, since the product's condition and the time it takes to deliver overall service quality and its implication to the managerial implications. While allowing customers to pick which delivery courier they want might be an effective strategy, collaborating with multiple delivery services and partnering with them may be an even better idea. If goods are damaged during distribution, managers should enter into agreements with delivery providers to allocate responsibility. Managers should establish which party is responsible for damage, ensuring that it does not impact consumer loyalty and trust.

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